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CONTENTS

Analysis of Performance of Chinese Women 50km Race Walking at the 2019 Doha World Championships

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Abstract: 2019 World Athletics Championships in 2019.9.27-10.6 held in Doha, Qatar, the women's 50km Race Walking time is set in Doha local time 10.28 at 23:30 and at 9.30 at 4:54 a.m. The 50km race is the longest race in track and field. Both men and women are undoubtedly a physically draining project. In this paper, the results of the women's 50km athletes at the Doha World Championships are studied by means of literature, mathematical statistics and comparative analysis. The purpose of this paper is to study the results of the women's 50km race at the Doha World Championships, so as to provide training advice for the training of women's 50km athletes and to achieve another success in the 2020 World Cup.
Keywords: Doha World Championships; Women's 50km; Race Walking; Results Analysis

1. INTRODUCTION

Race Walking is a traditional strength event in track and field in China, where medals have been won at the Olympics and the World Series over the years, adding luster to the Chinese team. Race Walking is an endurance project in the technology-led category [1-5]. The purpose of this paper is to study the performance and performance of the women's 50km athletes at the 2019 Doha World Championships, analyze the advantages, find out the difference between the athletes to improve, so as to improve the overall level of competition of our women's 50km Race Walking athletes.

2. RESEARCH OBJECTS AND METHODS

2.1 Research Objects
The women's 50km Race Walking athletes who competed in the 2019 Doha World Championships were selected as subjects of the results of the three athletes, as shown in **Table 1**.
2.2 Research methodology
2.2.1 Documentation Act
With the theme of "Women's Race Walking" as the theme, 181 literatures were searched on the China Knowledge Network, 13 papers related to the results of the competition were read, the current research status and trends of China's Women's Race Walking were understood, and the materials and books on women's Race Walking were consulted in the Library and National Library of the Capital Institute of Sport, providing a theoretical reference for the research of this thesis.
2.2.2 Comparative Analysis
Compare the women's 50km Race Walking athletes who participated in the 2019 Doha World Championships, and analyze the athletes' results, personal best, best season, segmented results, before and after, fouls, etc.
2.2.3 Mathematical Statistics
Based on the international association of athletics federations (IAAF) performance data for statistical analysis of the 2019 Doha World Championships in China's women's 50km Race Walking athlete's competition using Microsoft Excel 2010 pairs, the results of this paper provide data support.

Table 1. Basic information for our women's 50km Race Walking athletes at the 2019 World Championships in Doha

Ranking	Athletes	Date of birth	Height	Weight	Results
1	Liang Rui	1994.06.18	160	45	4:23:26
2	Li Maocuo	1992.10.20	160	43	4:26:40
5	Ma Faying	1998.08.30	160	44	4:34:56

3. RESEARCH RESULTS AND ANALYSIS

The 2019 World Athletics Championships will be held in Doha, Qatar, from 27 September to 6 October 2019 (after the Doha World Championships). The race track is a round-the-road circuit with a distance of two kilometers per lap. In the March 2019 National Race-Walking Grand Prix and 50km competition, three athletes from Li Maocuo, Ma Faying and Liang Rui were selected to compete in the World Championships. In this competition, our women's 50km Race Walking athletes faced the high temperature and humidity environment, forming an absolute advantage, and finally Liang Rui and Li Maocuo took the gold and silver medal of the event, Ma Faying finished fifth. Created the best record in the history of our women's 50km Race Walking program, adding luster to the World Championships.

3.1 Analysis of the personal best of our women's 50km Race Walking athletes at the 2019 Doha World Championships and the best results for each season
As in **Table 2**, the competition environment is more special, the women's 50km Race Walking race time is set at 9.28 local time in Doha at 23:30, at 9.29 am 4:54 am. Midnight racing time is rare. At that time, the temperature was 31

degrees Celsius, humidity of 74%, belong to the special high temperature and humidity of the special

competition environment.

Table 2. 2019 Doha World Championships China Women's 50km Race Walking Athletes Personal Best and Best Results for each season (h: m: s)

Ranking	Name	Results of the competition	Personal best	Best results of the season	Personal best performance difference	Poor performance of the season
1	Liang Rui	4:23:26	4:04:36	4:19:34	0:18:50	0:03:52
2	Li Maocuo	4:26:40	4:03:51	4:03:51	0:22:49	0:07:33
5	Ma Faying	4:34:56	4:07:30	4:07:30	0:27:26	0:06:02

2018.5 Liang Rui broke the women's 50km Race Walking world record in 4:04:36 at the IAAF World Race Walking Team Championships in Taicang, Jiangsu Province. In 2019.3.9, Liu Hong and Li Maocuo broke the women's 50km Race Walking world record again, so that "Race Walking One Sister" Liu Hong won the women's 20km Race Walking and the women's 50km Race Walking two world records.

Liang Rui won the women's 50km Race Walking event at the Doha World Championships in 4:23:26, the first gold medal for the Chinese team at the Doha World Championships. Liang Rui's personal best was set at the 2018 IAAF World Race Walking Team Championships, which broke the women's 50km Race Walking world record with a time of 4:04:36. In the March 2019 National Race Walking Grand Prix and 50km race, Liang Rui suffered from problems with his technical movements due to stomach pain and vomiting and his own physical discomfort, and suspended 5Minutes, resulting in a poor result, resulting in a result of4:19:34. The result was Liang Rui's best result of the season.

Li Maocuo won a valuable silver medal in 4:26:40 at the Doha World Championships and broke the women's 50km Race Walking world record with a time of 4:03:51 in the National Race-Walking Grand Prix and 50km in March 2019. 50km Li Maocuo's personal best and season best were created in this competition.

Ma Faying is a veteran who has done well in previous domestic competitions but has never been in a major international competition. Qualifying for the World Championships at 4:07:30 in the National Race-Walking Grand Prix and 50km in March 2019. His personal best and season best are from this World Championship series. In the World Championships, MA Faying resisted the pressure to finish fifth in the World Championships with a time of 4:34:56, adding to the glory of his country with Liang Rui and Li Maocuo.

Our athletes in the women's 50km Race Walking have overcome many difficulties in this competition and have played to their level. Liang Rui's time difference between this competition and the best time of the season is 3:52 and the time difference with the personal best is 18:50. Li Maocuo's performance and season's best score were the difference of 7:33, and the time difference with the personal best was .22:49. Ma Faying's performance was the difference between the best and the best of the season, which was 6:02, and the time difference with the individual's best was .27:26. The main reason for this problem is the special weather, the high temperature and humidity environment to the athletes in the competition caused a great difficulty, so that the athletes physical exertion is serious, the difficulty of the competition greatly increased.

3.2 Time and other analysis of China's women's 50km Race Walking athletes at the 2019 Doha World Championships

Table 3. China Women's 50km Race Walking Athletes Segment results at the 2019 Championships in Doha (h:m:s)

Ranking	Name	5km	10km	15km	20km	25km	30km	35km	40km	45km	50km
1	Liang Rui	27:47	55:19	1:22:13	1:48:51	2:15:04	2:40:54	3:06:15	3:31:55	3:57:43	4:23:26
2	Li Maocuo	27:46	55:19	1:22:13	1:49:01	2:15:18	2:41:11	3:07:25	3:33:34	4:00:11	4:26:40
5	Ma Faying	27:58	55:55	1:22:40	1:51:15	2:19:00	2:46:51	3:14:37	3:42:10	4:09:07	4:34:56

Table 4. Time for China's women's 50km Race Walking athletes at the 2019 World Championships in Doha(m:s)

Ranking	Name	1-5km	6-10km	11-15km	16-20km	21-25km	26-30km	31-35km	36-40km	41-45km	46km-50km
1	Liang Rui	27:47	27:32	26:54	26:38	26:13	25:50	25:21	25:40	25:48	20:41
2	Li Maocuo	27:46	27:33	26:54	26:48	26:17	25:53	26:14	26:09	26:37	21:22
5	Ma Faying	27:58	27:57	27:45	27:35	27:45	27:51	27:46	27:33	26:57	20:52

As in **Table 3** and **Table 4**, judging from the results of these three athletes, in the last two laps have greatly increased their speed. At the end of the 5km, Liang Rui finished second in time of 27 minutes and 47 seconds, Li Maocuo took the lead with 27 minutes and 46 seconds, and Ma Faying was 10th in 27 minutes and 58 seconds. At the end of the 10km, Liang Rui and Li Maocuo both clocked 55 minutes and 19 seconds, and

the two formed a group advantage, jointly in second place, while Ma Faying finished seventh in 55 minutes and 55 seconds. At the end of the 15km, Liang Rui and Li Maocuo were top of the leader's standings in 1 hour, 22 minutes and 13 seconds, while Ma Faying remained in 7th place in 1 hour, 22 minutes and 40 seconds. At the end of the 20km, Liang Rui was 1st in 1 hour, 48 minutes and 51 seconds, Li Maocuo was third by 10 seconds, and Ma Faying was

seventh. At 23km, Liang Rui was in excellent form, accelerating into the second half of the race until the end of the game, when Liang Rui kept the lead. Li Maocuo also started at 23km, gradually being pulled away by Liang Rui and held on for the second place until the end of the race. Ma Faying has been very smooth throughout the game and the pace of the game is in line with the game plan that the coach has made for her before the game. At the end of 36km, Ma Faying was still ranked No. As ma Faying's lead was more conservative and well-distributed, accelerating from 37km to 44km, Ma Faying overtook his opponent and moved up to sixth. At this point, Ma Faying was in good shape and physically fit, so she started at 45km and sprinted for the last 6km of the race. All three athletes in the final stage of varying degrees of speed to improve the speed of the race, accelerate the sprint,

and finally shake off the opponent, complete the race. Throughout the competition, because of the high temperature and humid weather conditions, the athletes are more conservative, resulting in the first group of people very many, no one dares to speed up the lead. Because there are more people, many athletes in the drinking water supply has caused a certain impact, there are several times did not carry out drink spending in time, the rhythm of the game has caused a certain impact. For personal reasons, only Li Maocuo has abdominal pain at around 40km due to physical reasons, which has an effect on the rhythm of his game. In the end, Liang Rui, Li Maocuo and Ma Faying finished first, second and fifth respectively, all completing the task and adding honors to the Chinese team.

3.3 Half-way time difference between the women's 50km Race Walking athletes at the 2019 Doha World Championships

Table 5. Half-time time difference between Chinese women's 50km Race Walking athletes at the 2019 World Championships in Doha (h: m: s)

Ranking	Name	First half time	Second half of the time	The difference between the front and rear half-way
1	Liang Rui	2:15:04	2:03:20	0:11:44
2	Li Maocuo	2:15:18	2:06:15	0:09:03
5	Ma Faying	2:19:00	2:10:59	0:08:01

From the data of **Table 5**, three athletes in China have a certain team advantage in the whole competition, and under certain circumstances played a team role. From the whole point of view, china's three athletes are the former slow after the fast rhythm of the game. The pace of the race was not only in line with the 50km Race Walking program's fitness distribution, but also with the special playing environment at the time. In the second half, the three athletes resisted the pressure, saved the strength, and sprinted. Liang Rui took 2 hours, 15 minutes and 4 seconds in the first half, 2 hours, 3 minutes and 20 seconds in the second half and 11 minutes and 44 seconds in the front and back. Li Maocuo took 2 hours, 15 minutes and 18 seconds in the first half, 2 hours, 6 minutes and 15 seconds in the second half and 9 minutes and 3 seconds in the front and rear. Ma Faying took 2 hours 19 minutes in the first half, 2 hours, 10 minutes and 59 seconds in the second half and 8 minutes and 1 second son in the front and back. In comparison with the three athletes, Liang Rui had the largest difference between the front and back half, Li Maocuo followed by Ma Faying.

Table 6. Strength of our women's 50km Race Walking athletes at the 2019 World Championships in Doha (m: s/km)

Ranking	Name	Full strength	First half strength	Second half strength
1	Liang Rui	5:16	5:24	4:56
2	Li Maocuo	5:20	5:25	5:03
5	Ma Faying	5:30	5:34	5:14

As shown in **Table 6**, Liang Rui has an average strength of 5 minutes and 16 seconds per km and the first half with an average strength of 4 minutes 24 seconds/km. According to the results data published on the IAAF's official website after the race, Liang Rui spent km 5 minutes 38 seconds on the first 25 and 9km, the longest of the 1km 25km, while the fastest 1 km was 25km, with a time difference of 5 minutes 8seconds and a time difference of 30s. Liang Rui's average second-half strength is 4 minutes 56 seconds /km. In the second half, Liang Rui gradually accelerated, opening the gap with other athletes. In the second half, Liang Rui remained in the rhythm of 5 minutes 2 seconds to 5 minutes 15 seconds. At the 46km, km the race pace is 5 minutes and 15 seconds, the slowest 1kmin the second half, and at the last 1km, the race strength is 5 minutes and 2 seconds, the fastest

1kmin the second half and the entire journey. The difference is 13sfrom the slowest speed in the second half and 37sfrom the slowest speed in the whole process.

Li Maocuo has an average strength of 5 minutes and 20 seconds per km and the first half of the year is5 minutes and 25 seconds per km. Li Maocuo takes 5 minutes and 39 seconds km in the first 25km, the slowest speed in the first half, and at the 21km, it takes 5 minutes and 10 seconds, the fastest speed of the first half, and the time difference is km 29 seconds. In the second half, Li Maocuo averages 5 minutes and 3 seconds per km. In the second half, Li Maocuo's fastest speed is 5 minutes 7 seconds, 29th and 50kmrespectively, and at the 46km, km the speed is 5 minutes and 26 seconds, which is the slowest speed in the second half, with a time difference of 19 seconds.

Ma Faying averages 5 minutes and 30 seconds per km and the first half has an average strength of 5 minutes and34

seconds per km. Ma Faying takes 5 minutes 43 seconds in the first 25, 3km, the slowest speed in the first half, and at the first km, 5 minutes and 23 seconds, the fastest speed of the first half, and the time difference of km 20 seconds. In the second half, Ma Faying averaged 5 minutes and 14 seconds per km. In the second half, Li Maocuo's fastest speed is 5 minutes 37 seconds, 26th and 32ndkm; respectively, and at 50km, the speed is 4 minutes 57 seconds, which is the slowest speed in the second half, with a time difference of 40 seconds.

3.3 The foul situation and analysis of Chinese women's 50km walk rates at the 2019 Doha World Championships

According to the results data published on the IAAF's official website after the match, 50km only Li Maocuo received a penalty from the referee's knee yellow card at about 16km. Explain that in this competition, all three athletes are technically strict requirements of their own, will be the best performance of the race walk ingress.

4. CONCLUSIONS AND RECOMMENDATIONS
4.1 Conclusions

In this competition, China's women's 50km athletes did not create their best results, but in the face of special weather, to resist the body and the environment of all kinds of pressure, have played their best competitive state. It also proves that China's women's 50km has an advantage in international competitions.

This time our country to participate in the women's 50km race performance is mainly affected by the environment and weather. Only Li Maocuo, the three athletes, were awarded penalties, proving that there are technical problems with our women's 50km walkers.

China's three athletes in the first half of this competition are relatively conservative, the second half of the accelerated trend, not only shows that the three athletes are "before slow after fast" rhythm of the game, but also shows that athletes can according to their actual situation in the game in a timely manner to make adjustments.

4.2 Recommendations

In the face of opponents from different countries, our athletes should constantly improve their own strength to compete with their opponents. During the competition should be "to improve the strength of the main, adapt to the environment as a supplement", as efficient as possible to adapt to the playing environment and special game time, adjust their best game status. China's women's 50km race walkers to arrange the rhythm of the game according to the actual situation, reasonable rhythm arrangement is the basis of a good game. Our athletes should pay attention to the problem of fouls, but also pay attention to improve their own strength, especially in terms of physical fitness and physical fitness.

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Study on Development Trend of Supply Side Reform of Community Public Sports Services in Era of Internet Plus

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Abstract: With the continuous improvement of the per capita disposable income of Chinese residents, Chinese residents pay more and more attention to health care and health preservation. In addition, the community infrastructure in China is more and more perfect and the government's attention to the community public sports service is constantly increasing, the community public sports service in China is booming. However, there are still structural problems in community public sports service. With the advent of the "Internet plus" era, how can the community public sports service system complete the supply side reform in the era of "Internet plus"? This paper aims to explore the reform of the supply side of community public sports service in the era of "Internet plus". By playing the role of Internet information technology, it is beneficial to speed up the development of community public sports service supply channels, promote the efficiency of community public sports service supply, and realize the stable and sustainable development of community public sports service supply.

Keywords: Internet plus; Community Public Sports Services; Supply-side Reform

1. INTRODUCTION

With the Chinese government's clear understanding of the function and value of community public sports service, the coming of the era of "Internet plus", in order to speed up the reform process of the supply side of community public sports service, the development model of "community public sports service plus Internet" can effectively accelerate the improvement of the structure and function of community public sports service. By exerting the value of Internet technology in the aspect of rapid, convenient and information technology, we can effectively improve the way of providing public sports services in the community [1]. In order to improve the quality of supply, to achieve the community public sports service supply balanced and stable development. Therefore, it is very important to make active use of the development thinking of "Internet plus" and deepen the reform of the supply side of public sports services in the community.

2. COMMUNITY PUBLIC SPORTS SERVICES, SUPPLY-SIDE DEVELOPMENT AND THE

CONNOTATION OF "INTERNET PLUS"

2.1 The meaning of community public sports service

Sociologists do not have a uniform definition of the concept of community, and our country defines the concept of community as a social organization or a number of social groups gathering in a certain area, by connecting with each other in life, to form a large group. Life is connected with large groups is what we often say about township villages and cities of the major community, social public service one of the important services is community public sports. Community public sports service is to meet the needs of the vast number of residents to provide convenient and fast physical exercise activities by exerting the function of community resources such as venues and facilities. Therefore, community public sports service has many characteristics, such as universality, service, pluralism, interest, public welfare and autonomy. The existence and development of community public sports service is conducive to improving the interpersonal relationship of community residents and enriching their daily life [2].

2.2 The meaning of supply-side reform

The shorthand for supply-side structural reform is supply-side reform. It is defined as follows: to adjust the economic structure, through factor reform to achieve optimal allocation, improve the quantity and quality of economic development. There are five elements on the supply side: innovation, institutional creation, capital, land and labour. The goal of supply-side reform is to improve the efficiency and quality of supply, take quality as the starting point, adjust the structure through effective change, optimize the allocation of factor resources, so as to improve the effectiveness of social supply, ensure the rationality and flexibility of supply structure, and thus enhance the quality and efficiency of supply-side all-factor production [3].

The supply side reform of community public sports service is defined as adjusting the structure of community public sports service and reforming the sports elements so as to optimize the allocation of public sports service resources, and continuously enrich the living content and quality of the residents of the community, so as to realize the efficiency and rationalization of the community public sports service structure.

2.3 The meaning of "Internet plus"

"Internet Plus" is the practical result of the practical application process of Internet development thinking. "Internet Plus" is a kind of thinking mode based on Internet technology, which is a new information technology

developed on the basis of computer technology. Internet technology consists of applications, hardware and software. "Internet Plus" is a new development model based on Internet technology to realize "Internet plus various traditional industries". The existence and development of "Internet Plus" is conducive to promoting the deepening adjustment of economic structure and form. "Internet plus" is not a simple combination of Internet and industry development characteristics, but the Internet platform and information technology as the carrier, to achieve the organic integration of various industries and the Internet, innovative development of industry ecology.

3. THE PROBLEMS AND CURRENT SITUATION OF THE SUPPLY-SIDE REFORM OF COMMUNITY PUBLIC SPORTS SERVICES UNDER THE BACKGROUND OF "INTERNET PLUS"

3.1 The development of community public sports services

Community service center is an organization set up by the government to play its own function in community public service, and one of the important internal work contents of the community service center is the public sports service. The government is the main body of the operation of community public sports service center, and the township government and the regional street offices have the management and decision-making power of sports service. However, due to the imbalance of regional economic development in China, so the lack of developed areas due to lack of financial funds, so these areas of the community public sports service quality is not ideal, only as a facade or two sports equipment, part of the government to reduce the cost of welfare projects, the construction of a small scale of sports squares. But with China's increasing attention to community public services, local governments have invested in sports services, even townships have built large and medium-sized sports squares, the purchase of a variety of sports equipment, for the townships, major communities to create opportunities for residents to participate in sports activities. So, community public sports services enter the residents' leisure life [4-10].

Later, with the development of "Internet Plus", local government management departments also actively applied the "Internet plus" development thinking, through the "Internet plus" to change the management of community public sports services, the use of "Internet plus" to improve the efficiency and quality of community public sports services, so when the "Internet plus" and community public sports services organic integration, community public sports services into the development of the fast lane, infrastructure, service forms become more humane and intelligent. But for the elderly who lack understanding of modern information technology, they are the community of public sports services, because many elderly people do not have the flexibility to use modern intelligent

facilities, coupled with the community does not have a dedicated person to guide them, resulting in the community advanced service systems, equipment, equipment did not play their due role.

3.2 Problems with Community Public Sports Services

3.2.1 Lack of adequate supply experience

With the continuous development of "Internet Plus", local governments have fully understood the role and value of "Internet plus", have introduced "Internet plus" in the community public sports services, to achieve the "Internet and community public sports services" organic integration, so as to speed up the process of community public sports service supply-side reform, change the management mode of community public sports services, the traditional single management to diversified, multi-level management, through the construction of community public sports service Internet platform. Using the Internet carriers such as sports comprehensive information query platform, portal and intelligent terminal to connect the links between community public sports services and community residents [5]. But "Internet plus" is based on Internet technology, the maintenance of the platform depends on a large number of professionals, due to the lack of funds, talent, resulting in many economically underdeveloped, talent-scarce townships cannot apply "Internet plus" technical services, and thus cannot promote the community public sports services supply side reform.

And because China's "Internet plus" and community public sports service supply side reform integration time is not long, in many community public sports services, "Internet plus" also belongs to the new concept, the supply side reform is still in the stage of touching the stone across the river, there is no ready-made theory and experience to reference. Therefore, the community in the actual community to carry out the community public sports service supply side reform process, there are various shortcomings, defects, there are obvious short board, therefore, residents and community service centers are prone to disputes, coupled with the management of community public sports services of the grass-roots personnel frequent lying, resulting in community sports management there is not in place, these factors directly affect the community public sports service supply side reform.

3.2.2 There is a major problem in the supply of the elderly

Because middle-aged people, young people, young people have work, academic pressure, so this group does not have enough fixed time for physical exercise, and children and adolescents such as the exercise environment of the masses choice in schools, young people's entertainment choices, participation in community physical exercise enthusiasm is not high, so they participate in community physical exercise opportunities are not many, and the elderly are mostly retired, they have more leisure time, so participate in community public physical exercise activities more time. Therefore, most of the community public sports service objects are middle-aged and elderly (all ages participate in community public sports service activities of the distribution of all ages is auspicious Table 1). But this part

of the elderly is not sensitive to high-tech, the "Internet plus" technology is not clearly understood, not to mention to master the "Internet plus" under the various terminal facilities. And the community does not have professional guidance staff to guide such groups, in this context, the community public sports service supply side reform cannot be effectively carried out.

Table 1. Distribution of all age groups participating in community public sports services

Age	Number	Proportion
8-30	15	15%
30-50	20	20%
51-70	35	35%
70Above	30	30%
Total	100	100%

Based on the background of "Internet Plus", there are several problems in the supply-side reform of community public sports services in middle-aged and elderly people. One is the lack of sports infrastructure, facilities, sports equipment and venues that are sufficiently compatible with the use of older persons. Second, the production body in the supply system is single. Third, the elderly lack the knowledge of "Internet Plus" and cannot effectively use sports activities under "Internet Plus" (see Table 2 for the source of community information for the elderly). For example, a significant number of older people will not or do not use smart terminal facilities, and will not use related equipment to access community sports sites. Fourth, the community attaches insufficient importance to the physical testing of the elderly, a considerable number of communities do not regularly or irregularly carry out physical testing of the elderly, resulting in no physical testing uploaded to the community website [6].

Table 2. Sources of community information for older persons

Way	Number	Percentage
Billboards	38	38%
Word-of-mouth publicity	21	21%
Phone, cell phone	19	19%
Newspaper	15	15%
Website	5	5%
APP	2	2%
Total	100	100%

3.2.3 Community Public Sports Services Funding Channel Single

As the funds of public sports services in our country's community come from mainly government financial allocations, the source form is single (detailed proportion Table 3). With the growing scale of community public sports service, it is difficult to guarantee the quality and efficiency of community public sports service by government's financial funds alone at this stage. And "Internet plus" belongs to the large amount of capital investment projects, community public sports service platform, system upgrade and staffing need to use a large amount of

funds, coupled with community public sports services is the government's public welfare projects, itself does not operate for profit purposes. In the event of difficulties in government funding or timely allocation, the normal operation of community public sports services cannot be guaranteed. Therefore, in order to improve the quality and efficiency of community public sports service, it is necessary to expand the financial channels of community public sports service.

Table 3. The proportion of funds for public sports services in the community

Source	Proportion (%)
Government investment	68
Organization of enterprises	25
Personal investment	5
Other	2
Total	100

4. CAUSES OF THE PROBLEM OF COMMUNITY PUBLIC SPORTS SERVICE SUPPLY-SIDE REFORM

Most of the causes of the above problems are concentrated in the following areas:

First, at the government level, due to the lack of government attention to community public sports services, the government will devote more energy and resources to sanitation, transportation, assistance, greening and so on. Lack of clear understanding of the function and value of community public sports services, which affects the community public sports service supply side reform process, cannot meet the needs of the community public sports service of the general population, promote the "Internet plus" and community public sports service organic integration is more difficult, resulting in the public sports economic structure cannot be effectively adjusted [7]. Second, the community residents of the national awareness of national fitness is weak, failed to clearly recognize the role and value of physical exercise. Therefore, the majority of residents participate in community physical exercise is not willing, while the community residents and community life integration is not enough, the community public sports services coverage is not extensive (community 18-80-year-old residents of the entertainment lifestyle situation is detailed in Table 4).

Table 4. Recreational lifestyle sits for residents aged 18-80 in the community

Way	Number	Percentage
Community physical exercise	21	21%
Tourism	19	19%
Online games	24	24%
Shopping	18	18%
Sing K	9	9%
Other	9	9%
Total	100	100%

Third, the government allocated the community public sports service construction funds are limited, due to the short-term problem of funds, resulting in the "Internet plus" cannot be applied to the community public sports service

system, publicity and promotion is insufficient, resulting in community residents to the community public sports service platform do not know deeply, many residents do not know what the government has done in the community public sports service, residents on the supply side of the reform support is insufficient, resulting in the "Internet" in the community public sports service supply side reform.

5. THE PRACTICAL PATH TO PROMOTE THE REFORM OF THE "INTERNET PLUS" ON THE SUPPLY SIDE OF COMMUNITY PUBLIC SPORTS SERVICES

5.1 Optimal allocation of sports resources, focusing on the problems of the elderly

From the community of the elderly community public sports services, in order to solve the problems of the elderly, from the following aspects to consider.

The first is to integrate the community sports resources effectively, according to the situation of community sports resources, the failure of their sports resources to correct the place. In order to expand the community public sports service supply channels. To share and develop as the guiding concept, and constantly improve the comprehensive utilization rate of community public sports equipment, basic equipment and venues, introduce private capital, give full play to the social functions of enterprises and social organizations, and continuously expand the source of funds for community public sports services.

Second, the community is the carrier for the development, the supply model is optimized, the supply body is expanded, and the main body is guaranteed to be multi-level and diversified.

Third, strengthen the publicity and promotion of community public sports services, in the community population-intensive places to carry out extensive publicity, expand the elderly access to community public sports services information ways and channels. For example, the community public sports service and the public service hotline. The first is to promote it in a way that is more acceptable to older persons.

Fourth, enrich the way of physical exercise for the elderly, attract the elderly with sports activities that conform to the age group of the elderly, and stimulate the enthusiasm of the elderly to participate in public sports services in the community, such as square dance, tai chi, Go and other forms of activities.

Fifth, improve and improve the diversified sports training subject. Actively develop new models of volunteering for older persons, play the role of young people in the community in community activities, and enable young people to teach older people to use the "Internet Plus" terminal equipment [8].

Sixth, the development of a sound three-level physical monitoring system, for the physical condition of the elderly, through quality inspection, so that the elderly can in-depth understanding of their own physical condition, and combined with the professional guidance of community physicians, to carry out reasonable scientific community physical exercise.

Seventh, to actively attract and innovate the development of foreign science of the community public sports service model, in view of the lack of social sports instructors, the problem of low professionalism, to increase training efforts, improve the professional knowledge and skills of social sports instructors.

5.2 Speed up the expansion of supply channels and accumulate experience in the supply of community public sports services

To expand the supply channel of community public sports service is to stimulate the enthusiasm of community residents to participate in community public sports, to scientifically guide the physical exercise behavior of community residents, to encourage them to actively participate in community sports activities, to realize the interaction between residents and community public sports activities, and to explore different forms of service supply, expand the supply channels, and constantly accumulate the experience of community public sports services, optimize the allocation of resources for public sports, so as to improve the quality and level of community public sports services. To ensure the effective supply of community sports activities, so as to further deepen the supply-side reform, to achieve the community public sports services and "Internet plus" organic integration. Improving the speed and efficiency of community sports information dissemination [9].

At the same time to improve the knowledge and skills of community residents of The Internet information technology, through professional community Internet talent, the community residents of the Internet knowledge and skills training and education, especially the Internet knowledge of the elderly, by improving their Internet sense and level, to ensure that community residents can normally use WeChat, micro-blogs, sound, community platforms or websites, community residents use the Internet terminal system to understand community information, share information, find the same as their own interests, In order to improve the quality and efficiency of community information dissemination and communication, improve the breadth and depth of sports services for residents.

And make full use of the community supply platform, can also promote the community residents to improve the level of collaborative communication, change the government as the main body of the single service function, to achieve the multi-level, diversified development of community public sports services, to attract more community residents to participate in community public sports activities. It can also optimize the government's social public service function. In the process of promoting the supply-side reform of community public sports services, the government can introduce social sports enterprises, through joint efforts with enterprises to develop community public sports services, to carry out the APP suitable for the living habits of residents in the whole region, to analyze and collect the characteristics of sports hobbies of the residents of the community with APP, and to facilitate community residents to use THE APP to understand the situation of community

sports equipment, facilities and venues. Community residents can arrange their own physical exercise time and way, but also can improve the comprehensive utilization rate of community sports resources and solve the problem of the supply of community public sports services.

5.3 Promoting the sharing of community public sports services resources

In order to realize the reform of the supply side of community public sports service, one of the important contents is to improve the sharing of community resources, and to expand the channels of use of community sports resources by improving the sharing and comprehensive utilization of community sports resources, so as to promote the reform of the supply side of community public sports services to the direction of diversification and multi-channel development. The concept of "Internet Plus" can be introduced into the community public sports service, which can ensure the continuous improvement and development of the function of community public sports service. However, in the context of diversification, there is still a certain contradiction between supply and demand, the diversification of community public sports services, will lead to the supply and demand imbalance of community sports resources, because community residents are increasingly integrated into community sports activities, the demand for community sports resources will be increasing, but after the community sports resources investment, will aggravate the contradiction between supply and demand. Therefore, in this context, the government should not only increase the investment in community public sports resources, but also attract other social resources, introduce other social resources in the community, reuse the idle social resources, the government can use the role of community public sports service platform, encourage and community residents to call for their idle sports resources to be shared with the community platform, increase the circulation of social sports resources. At the same time, the resources of sports training institutions and sports schools are open to the residents of the community. Realize the sharing of resources and improve the comprehensive utilization of resources.

5.4 Further improving the performance supervision system

In order to speed up the reform of the supply side of community public sports service, we should attach importance to the role of community sports service managers, and the government should arouse the enthusiasm of community sports service managers to improve the system of performance supervision and use effective scientific and reasonable performance management mechanism to improve the efficiency and quality of their community service. Therefore, according to the situation of community public sports services in the region, the government has perfected the performance appraisal method of sports services

and formulated regulations on the supervision, award and punishment of community public sports services. Through the standard, scientific and standardized performance appraisal system, to correctly guide the behavior of community sports service managers, and the performance supervision system formulated by the government should not only restrain the government managers, but also to provide community sports resources sports equipment manufacturers and suppliers to restrict the quality standards of sports equipment they provide. At the same time, the service results, physical testing standards to be refined [10]. Because the government is in a dominant position in the community public sports service, but in completing the reform of the supply side of community public sports service, the government behavior alone is not enough to meet the development of community public sports service, the reforest, the government should actively introduce the social third party, sports professional institutions and community residents, and play the role of diversified subject in community public sports service.

5.4 Improving the quality and efficiency of community supply

According to the characteristics of the community's public sports service, it is an effective way to improve the quality and efficiency of community supply by carrying out targeted and precise supply. The "Internet Plus" will be integrated into the community public sports service supply side reform, communication, internet, internet, big data, cloud computing, blockchain and other information technology applied to the community public sports services, accurate understanding of the sports needs of community residents, for the community residents of the sports needs of accurate positioning, so as to achieve the intelligent and autonomous sports services. And the use of "Internet plus" to build an Internet communication platform suitable for the characteristics of community residents' lives, the use of big data to accurately analyze the needs of residents, for the next stage of the government to carry out community public sports services to provide the most accurate source of data, so as to improve the effectiveness, relevance and rationality of community public sports services.

6. CONCLUSIONS

With china's increasing emphasis on community public utilities, especially the clear understanding of the importance and value of community public sports services, only by speeding up the reform of the supply side of community public sports services can we effectively adjust the sports industry economy of our country, and to speed up the reform of the supply side of community public sports services, we should actively introduce the development thinking of "Internet plus", and solve the problem of supply and science of community public sports service by using "Internet plus" to realize the intelligent and scientific nature of community public sports service. Improve the comprehensive utilization rate and supply rate of community public sports resources.

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Research on the Value of Yoga Education in Fitness Education

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Abstract: In recent years, people's living standards and fitness awareness have been constantly improved, and people's pursuit of quality of life is also getting higher and higher. More and more fitness programs have gradually appeared in people's lives and received people's attention and love, which has also promoted the development of China's sports. Yoga education environment in the new period is combined with education produced by a way of education, yoga as a way of fitness and cultural system, which has the significant fitness education value, also gradually obtained people's universal love, in this paper, the study yoga fitness education value of education, to learn yoga education and awareness.
Keywords: Yoga Education; Fitness Education; Value

1. INTRODUCTION

In the new period, the pace of people's life is very fast, and people's body and mind are inevitably affected by fierce social competitiveness. Yoga has played an important role in relieving people's pressures, adjusting and cultivating people's physical and mental health. It is also a way of life and philosophy. This paper will focus on what kind of fitness and educating value yoga education has.

Yoga is originated in India. In Hindi it means to harness horses and oxen to the shaft of a cart, which means to suppress the functions of perceptual organs and various thoughts through willpower, to realize the best combination of spirit and body, and to realize the perfect combination of life and nature. Yoga has a very long history. After a long period of development, it also developed into classical yoga, modern yoga and yoga. Yoga is a system that helps human beings realize their full potential by improving their self-awareness. By means of ancient and easy to master postural skills, yoga is beneficial to improve people's mental, physical, emotional and spiritual ability so that people can achieve unity and harmony in body, soul and spirit. Yoga postures mainly include the method of adjusting body position, the method of adjusting breath, and the method of adjusting heart and mind meditation, so as to realize the purpose of integrating body and mind [1]. Yoga is a philosophy, whose original goal is to help people get rid of physical and mental problems, achieve the unity of physical and mental, to obtain freedom. There are many differences between yoga and other sports. First of all, yoga postures are mainly for the purpose of promoting the health of practitioners. They are designed according to the correct principles of sports medicine, and are not similar to competitive movements. At the same time, during yoga practice, it is necessary to cooperate with breathing all the time, and there is no suffocating process. It requires practitioners to focus their attention on the exercise area, control the experience movement, and realize the change of body. In addition, the practice of yoga is still a process of cultivating qi and mind. The practice of yoga can effectively promote the development of human skeletal muscle, nervous system and smooth muscle, so as to achieve a comprehensive exercise effect on human organs and functions.

2. THE FITNESS AND EDUCATING VALUE OF YOGA EDUCATION

2.1 The fitness value of yoga education

Yoga movements need to cooperate with practitioners' breathing and consciousness, whose every move usually have a longer retention time, thus can go deep into the human body interior, gland massage to the body, especially the endocrine glands of human body parts, and promote the normal secretion, adjust endocrine, have the effect on modeling and losing weight. A lot of people think losing weight by yoga is by means of sweating a lot, however, the whole process of yoga movement is a kind of omnidirectional exercise, not just by perspiring to lose weight. As obesity is generally caused by endocrine disorders or metabolism slowing down, and some obesity is caused by eating more but exercising less, yoga postures are a kind of aerobic strength exercise, which can effectively improve the metabolism effect of the exercisers, enhance the function of people's heart and lung, achieve the effect of fat consumption, and tighten the muscle and shape the body [2]. In modern yoga practice, it is mainly done in a dynamic form. For example, there are a lot of yoga movements such as leaning back, bending forward, twisting, squeezing and oblique abdominal movements, which have significant effects on fat consumption, muscle cell density increase and muscle restructuring. Moreover, the movements of modern yoga are also highly targeted and humanized, and the motion intensity is also moderate. While practicing yoga, the practitioners will follow the rhythm of music, make smooth and natural body movements with slow breathing, and in the static movement, consciously control the stimulation part of the body, to obtain energy between the body tension and ease alternatives to improve muscle elasticity and flexibility of the body.

2.2 Unique fitness and shape effect

Fitness generally offers a dynamic feeling; whose movement requirements are also more powerful. However,

there is a great difference between yoga and some figure gymnastics, calisthenics and other more dynamic fitness methods. It realizes its purpose of fitness and shaping mainly through the unique sense of static. Traditional and modern yoga are quite different, which is no longer the traditional state of best practice, but rather to guide the practitioner to exercise by means of modernization, the main use of yoga breathing, meditation, body position and relaxing skill to practice, so as to realize the physique stretch, body strong and handsome and unobstructed channels and collaterals. By observing yoga practice form, it is obvious that many yoga posture can shape the body and make it strong and soft, to achieve the purpose of enhancing comprehensive healthy body, and it can also make the muscles of the tension effectively relax , to stretch muscle line, so as to make human body become more well-balanced and elegant. Moreover, yoga practice also can make the nerve quiet and ease the fatigue. In the practice of yoga, practitioners need to cooperate breath, which will promote keeping and strengthening, to keep elegant shape and light spirit attitude, create a natural, young, beautiful body, at the same time it can also realize the overall shape of the body, so as to create a perfect human body posture [3].

2.3 Promote harmonious psychological development

At present, the pace of life is very fast, and the competition in society is also very fierce, which has a great impact on people's physical and mental health development, and yoga education can effectively relieve people's pressure and promote the healthy development of body and mind. The way of yoga practice is the effective combination of posture, breath and consciousness, so as to realize both the physical and mental effect. The practice of yoga is very focused on body relaxation and stretching in a peaceful state of mind, focusing all the attention of the practitioner on the feeling of each movement. Yoga is a progressive muscle relaxation exercise, not in very dynamic and intense state, so it can effectively play the effect of the relaxation of the physical and mental state of the practitioner. The practice of yoga needs a lot of deep breath, which has the effect on stabilizing the emotions. Since breath and the nervous system that governs emotional autonomy are closely related, and the breath is generally dominated by autonomic nerve system, the way of yoga breath can effectively make people breathe smoothly when people get stimulated physically or emotionally [4].

2.4 Cure Diseases and Improve Health in a unique way

In yoga education, it basically includes the correct identification of various causes leading to the emergence of diseases, and elimination and reduction through appropriate posture and techniques. After medical research on yoga exercise, it can effectively protect and enhance the cardiopulmonary function of people who often practice yoga exercise. Yoga practice will consciously control breathing, which can reduce blood pressure, slow heart rate, and which has

a good effect on controlling high blood pressure and cardiovascular disease prevention. In the exercise of yoga, it is beneficial to the system such as muscle, spirit, digestion and endocrine, which greatly suit modern fitness concept. Through a lot of postures and movements, yoga can effectively massage the internal organs of practitioners, which has a great positive effect on their digestive system. There are also some yoga postures that have a significant effect on the treatment of diseases, such as insomnia, spinal diseases, asthma, headaches, gallstones and gastroenteritis. In addition, all kinds of yoga posture movement cooperate with the way of good breath, which can stimulate the related human body acupuncture point and meridians, so as to promote the body blood circulation, heart, body and the effect of the gas, increase the body's natural healing power, also can convey fresh blood for the decline of the human body cells, promote their rapid recovery [5].

3. THE EDUCATIONAL VALUE OF YOGA EDUCATION

3.1 Yoga cultivates the quality of perseverance

Yoga education also has significant educational value, which is mainly reflected in the improvement of the mind and moral character of the practitioners. As a cultural phenomenon and a philosophical system, yoga has educational functions. The main purpose of education is to realize the perfection of human beings and the creation of harmonious relations. Through yoga training, the combination of the movements and the concept of the whole movement are to shape the quality of the true, the good and the beautiful. Yoga practice is not a quick process. It is necessary for practitioners to achieve a good effect of many yoga movements step by step, which requires their great efforts to complete each task, at the same time, which also requires them to make reasonable plans and goals according to their own interests. While they strive to achieve the effect of yoga practice, they also put forward high requirements on their perseverance quality. Therefore, it is of positive significance for them to exercise and cultivate their perseverance, and promote them to better adapt to the social environment [6].

3.2 Yoga education improves concentration

In the new period, the social environment is in a state of fast pace of life. Due to life, people are generally in a state of intense and busy life, and need to deal with a lot of complicated affairs every day. Therefore, it requires people to have the energy to deal with all aspects of affairs, and they also need to fully improve their own attention to complete many affairs better. Yoga practice can effectively improve the concentration of practitioners. When they are dealing with things, they are more patient and attentive. At the same time, yoga training requires practitioners to constantly stimulate their own potential and limit the challenge, which will boost their challenge attitude. Therefore, when they encounter many difficulties, they will dare to challenge even more. It will promote their own mental health while taking on challenges, which enables them to have a better state of concentration and harmony and pleasure.

3.3 Realize the improvement of the value of life

Yoga is a philosophical system, which contains a lot of philosophical knowledge and ideas. In the whole process of yoga education, a large number of philosophical values are involved, and the most obvious is the social value creation and the embodiment of the value of life. In yoga education, whether it is simple postures, breathing, postures, or high-state meditation practice, all require practitioners to pay high attention to themselves, constantly understand themselves and improve themselves, so as to realize the improvement of their own value. At the same time, yoga education also repeatedly stressed that practitioners should put down pressure, get rid of inner thoughts, abandon greed and stay away from laziness, etc. Through the practice of yoga, the practitioners will become tolerant, grateful and natural, and generate feelings and awareness of giving back to the society. In the process of practicing the value concept of yoga philosophy, the practitioners constantly realize the improvement of their life value [7].

4. CONCLUSION

To sum up, yoga education is a relatively unique type of fitness education, which has the dual functions of fitness and education, therefore, it is gradually adored by more and more people. In view of the characteristics and advantages of yoga education, it is still necessary to carry out publicity and exploration of this education, so as to better promote the healthy life of people and the stable development of society.

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Exploration of Information Technology Curriculum in Primary and Middle Schools based on Computational Thinking

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Abstract: The development of information technology promotes the development of all trades and professions, and profoundly affects the behavior habits and way of thinking of every citizen. It is an urgent need of the digital age to integrate the computational thinking into the information technology curriculum of primary and secondary schools and to train qualified digital citizens with the ability of computational thinking and practice. The research aims at combining the research status at home and abroad, analyzes the characteristics, the actual situation and existing problems of information technology curriculum in primary and secondary schools in our country, and explores the curriculum standards of information technology in primary and secondary schools that meet the development of the digital age.
Keywords: Information Technology in Primary and Secondary Schools; Digital Citizen; Digitization; Computational Thinking

1. INTRODUCTION

A wave of popularization of information technology arises with the continuous development of digital society. In July, 2017, the first Conference on Computational Thinking Education was held in The Education University of Hong Kong, on which educational researchers from all over the world share their experience in the practical research of education thinking in different education contexts. In March, 2018, the first variety competition in China, which brings together the world's top teams in the field of robotics, constantly makes the robotics industry popular, meanwhile, the rise of artificial intelligence will enable the robot more or less to replace part of the human work. The country's current education content will slowly fail to meet the demand for social employment. In some ways, robots do better than humans, such as faster knowledge acquisition, skills training, etc... In the future, education will shift more time and focus to the unique human aspects of student creativity and thinking, namely computational thinking. China has listed computational thinking as the core discipline accomplishment of information technology curriculum in a new round of information technology curriculum standards for senior middle schools [1].
On April 10th, 2018, at local colleges and universities

conference on new engineering Professor Tan Haoqiang mentioned in his speech: The fourth wave of information technology popularization is rising in China, whose characteristic is to vigorously popularize the new technology represented by artificial intelligence, including Big Data, cloud computing etc. China has promoted artificial intelligence as a national development strategy. People should also learn about artificial intelligence while enjoying its achievements. In the future primary school students should learn artificial intelligence knowledge, and colleges and universities should train a large number of talents to develop and apply artificial intelligence. The concrete implementation of the fourth popularization of information technology can start from the training of students' computational thinking.
In digital information age, digital immigrants and digital natives are gradually becoming the important part of social citizenship. "Digital immigrants" refers to people who use computers and other digital tools to solve problems, learn, live and work, while "Digital natives," as defined by Marc Prensky, CEO of Games2train, first appeared in the United States in 2001, are a generation born in the digital age and grown up with digital technology [2]. Digital natives can better use computational thinking to control artificial intelligence and help work, study and live, instead of being replaced by artificial intelligence. Besides, they are a group of people who grew up in a digital atmosphere, are more sensitive to information technology, have more advantages in the learning of information technology, and are better at using digital technology to make rapid progress in learning. However, there are also various differences among individuals, and the ability to learn, master and apply digital technology and tools is also different. Taking several colleges and universities where the author works as an example, it is found that there are few freshmen who can master all kinds of digital technology skillfully. Most of them have little knowledge of digital tools, or are limited to simple applications such as chatting and playing online games, but there are very few of them knowing little about simple PPT production, sending E-mail and so forth. Computer majors are even included among those who lack of computational thinking and computer skills. It has been pointed out in some articles that citizens who only stay in online entertainment applications and social networking cannot be called "digital natives" [3]. Digital natives must have a clear computational mind. To be a digital native, the necessary prerequisite is the growing environment. As early

as 1984, Mr. Deng Xiaoping pointed out, "the popularization of computers should start from kids." It is clearly stated in Ten-Year Development Planning of Information Education(2011-2020) officially issued by the Ministry of Education of the People's Republic of China in March 2012, that basic information education is the cornerstone of improving national information literacy and is the most important element [4].Therefore, the cultivation of digital natives with computational thinking and digital literacy focuses on information technology education in primary and secondary schools.

2. DEFINITION AND CHARACTERISTICS OF COMPUTATIONAL THINKING

There are two traditional thinking modes: logical thinking and empirical thinking. Logical thinking refers to the way of thinking to solve problems by logical deduction and reasoning. Empirical thinking is the way of thinking to solve problems by using the model of "asking questions - making assumptions - making experiments - verifying observations - drawing conclusions". However, with the development of digitalization, Informa ionization and programming, these two traditional thinking modes cannot effectively solve all the problems. Therefore, computational thinking with the abstract and automatic characteristics is emerging.

In March, 2006, Professor Jeannette M. Wing, first defined computational thinking as: "Computational thinking is to use the basic concepts of computer science to solve problems, design systems and comprehend human behavior. It includes a range of thought activities of computer science." [5] In 2011, She redefined it as: "Computational thinking is a thinking process of solving the problem, can clearly and abstractly illustrate problems and solutions in a way that the information processing agent (machine or person) can perform effectively"(Wing, 2011). Meanwhile, she gives the connotation view of computational thinking: "Conceptualization, not programming; Fundamental, not stereotypical skills; It's human, not computer thinking; Complementary and integrated mathematical and engineering thinking; Thought, not creation; All people, all places "(Wing, 2006), which most scholars agree with. Professor Jeannette M. Wing is a computer scientist. Her definition of computational thinking refers to the way people learn to think like computer scientists. It shows that computational thinking is not unique to computer scientists. Everyone can have it. It's an essential basic skill for all of us to adapt to digital life.

Two features of computational thinking are abstraction and automation. To more extent, it refers to abstract and automation are the methods by which computational thinking generates conclusions and the criteria by which conclusions are validated, which means that the essence of abstraction is to selectively ignore it to a certain extent and focus on the main level of the problem in order to control the complexity of the whole system. In order to ensure the automatic operation of machinery, precise and strict symbol marking and modeling are required in the process of problem abstraction, and the connection between various levels of abstraction is clearly defined [6].

Therefore, it can be understood as: Computational thinking is applicable to all fields and all people. It is a necessary product of the digital information age and conforms to the trend of the times. Computational thinking can widely provide people with new ways to solve problems in study, life and work. It helps people to abstract, approximate, embed and simplify problems step by step from a new perspective. Meanwhile, it can combine cosmology, physics, education, social science and other fields, create a new way in education to connect education in various disciplines, help social citizens improve their digital literacy and become qualified digital citizens.

3. PROBLEMS IN INFORMATION TECHNOLOGY COURSES IN PRIMARY AND SECONDARY SCHOOLS

The application of computational thinking in China is mainly embodied in education field, however, the goal is not clear enough, and it is only at the level of scholars' conception. The policy is mentioned slightly, but it is not reflected in the establishment of specific projects and support. Computational thinking is a universal skill that must be cultivated in information technology education. The information technology course is the basic way to cultivate computational thinking, whose emphasis is on the information technology curriculum in primary and secondary schools. Therefore, in order to cultivate qualified digital natives, higher requirements have been put forward for the content setting of information technology courses, which has also become a breakthrough for the cultivation of digital citizens' computational thinking.

The problems in the curriculum design of information technology courses in primary and secondary schools in China are the followings:

3.1 Weak teaching system; disorganized teaching objectives

The information technology course of education in primary and secondary schools in China has little help for the entrance examination. Although the state provides policy support, the implementation of information technology teaching is not up to the expected goal. It has been even circumvented by some local schools: seemingly, there is an information technology class arranged by the school every week with a set of corresponding teaching system, however, in fact, information technology culture is never promoted, moreover, students do not appreciate the fun and importance of information technology courses, or take information technology seriously because of the influence of school or teachers, they even study other courses in information technology class. In some school's students are "flying themselves", on the grounds that the so-called major studies are too heavy, which makes it unable to properly implement the teaching system in the course of the course of the information technology course, or to achieve the teaching objectives.

3.2 Monotonous content; inadequate tools

Since the curriculum is not valued by the school, the helpless teachers are getting further and further along the road of " monotonous content and the inadequate tools". In order to solve the problem of uneven quality of students everywhere, Guidelines for information technology courses in primary and secondary schools puts forward the "zero system" of primary and secondary school information technology textbooks. That is, no matter primary school, middle school or high school, textbook knowledge points are written with zero basis. But the "zero system" is clearly no longer suitable for the current learning environment. As a result, the teaching content of primary school, junior middle school and senior high school is repeated several times, which wastes teaching hours and hinders the development of teaching progress. Kingsoft Type easy system is practiced not only in primary school but still frequently in junior high school. Word, PPT and other Office operations are also constant teaching content. Even Office 2003 is still taught in many schools, which cannot keep pace with the times.

3.3 Emphasis on knowledge inculcation rather than computational thinking

In primary and secondary schools where information technology course is practiced in China, there still exists such problems as big teaching goal, complicated teaching content, fewer teaching hours and so on. Information technology teachers can only briefly introduce basic knowledge of computing theory in limited teaching hours, weaken technical operation and software application, make the instrumental nature of information technology abstract, thus it makes the content tend to be empty, lack of technical depth, lack of digital literacy and computational thinking education. Information technology teachers cannot independently work out teaching plans, even are confused about teaching content and target. Students cannot develop computational thinking with such a chaotic system of knowledge.

3.4 Lack of innovation consciousness, ignore information humanity education

Guidelines for information technology courses in primary and secondary schools puts forward the basic principles for information technology teaching assessment in primary and secondary schools: develop students' personality, encourage innovation, attach importance to teaching effect, implement flexible teaching approach [7-9]. Information technology teaching should focus on the interests of students and their expertise, however, in the actual teaching, it only mechanically completes the teaching task and then indulges the students to chat, listen to music, or watch video, lacks innovation, creativity and guidance, such "free-ranged" teaching may also easily cause the students to have the bad interest, be affected by the negative information on the Internet.

Information technology education enables students to

perceive the information they get first. However, those who know little about liberal education cannot form a normative understanding of the quality of information, may easily get addicted, misguided, involved with physical and mental health and ethical problems.

Thinking is the most fundamental way, and the essence of solving problems is to understand the mode of discipline education thinking. It is the job of every educator to help students form the thinking rule of a discipline. Disciplinary thinking is an important sign to distinguish discipline boundary, represent discipline independence and maturity. To exist independently as a discipline, information technology course must have its own disciplinary thinking [7]. What is disciplinary thinking of information technology? Computational thinking can become disciplinary thinking of information technology course, which can only support such thinking. [8] Thus, at present, the main question is: how to reasonably plan and implement the curriculum of information technology in primary and secondary schools based on computational thinking?

4. CURRICULUM PLAN OF INFORMATION TECHNOLOGY COURSE IN PRIMARY AND SECONDARY SCHOOLS

Based on an in-depth analysis of the characteristics of computational thinking and the current situation of information technology courses in primary and secondary schools in China, this paper tries to put forward some suggestions for the curriculum plan of information technology courses in primary and secondary schools at the present stage.

4.1 The training goal setting should reflect the principle of spiral rising

Reasonable teaching content should have priorities. According to students' existing skills and knowledge reserve, it is particularly important to focus on selecting suitable content for students and improving their knowledge. It should be phased, gradual, and follow the principle of upward spiral. Information technology course is a comprehensive course integrating knowledge, skill and application. The most convenient and effective way to give full play to "applicability" is to use various digital tools and keep pace with the times.
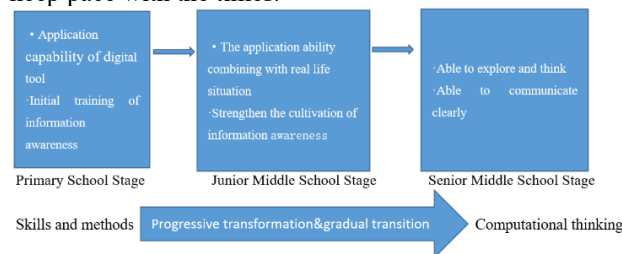
Figure 1. Focus of primary and secondary school student's information technology teaching content

There's a difference between the knowledge and experience of the students at different ages, and the way they perceive things, but there are rules to follow. According to its cognitive rules, we can choose the teaching contents that conform to its rules to set the key points, train students' information technology level scientifically, and realize the transition from skills and methods to computational

thinking by combining the key points of teaching contents (as shown in Figure 1).

Primary school students' abstract thinking is relatively weak, and their rational cognition is insufficient. Thus, teachers should combine the teaching settings with the simple digital tools, and apply the use of heuristic teaching. From the perspective of sensibility, students' interest in subjects should be cultivated from the superficial to the internal and from the superficial to the deep, and students should be guided to form abstract and rational computational thinking and information consciousness. Teenagers in junior high school are in an important transition period of their whole student career, which is a special period when they are sensitive and fragile, persistent and tenacious, and have unlimited potential. They need the guidance of thinking most. It is necessary to train students' computational thinking, guide them to experience and improve their interest in learning, and improve their ability to solve practical problems in life with the skills they have learned. In senior high school, teenagers' thinking is the most active, and their interest in information technology in junior high school has been developed into an individual specialty with highly personalized thinking. At this stage, students should be trained to find problems, reflect, and clearly express their thoughts and solutions.

4.2 The teaching content should keep pace with the times according to students' aptitude

Interest is the basis of specialty development, which is the primary guarantee to cultivate students' creative thinking ability whether the selection of teaching content and resources is novel and flexible, or whether it can stimulate students' interest in learning.

It is recommended to use Art weaver Free drawing editing software and Scratch programming software in primary school. Among them, Scratch is a programming tool designed and developed by the Massachusetts institute of technology (MIT) for young children. The information courses of primary and secondary school students in Taiwan are mainly based on this software. Almost all children will fall in love with this software at a glance and develop the desire to program. We Do robot programming, which recommends control software We Do Actives Setup, can help students build simple mechanical structures such as gear rotation and connecting rod structure, and guide children to learn programming modules commonly used in an interesting story mode. This kind of software can better cultivate students' creativity and logical thinking ability.

It is recommended to use Dreamweaver, Photoshop and Flash in middle school. Students can choose according to their interests in junior high school, while senior high school is a compulsory module. Teachers should pay attention to the cultivation and discovery of students' specialties in combination with students' personalized characteristics in teaching. Secondary school curriculum should focus on fun and creativity,

training students' computational thinking.

Teachers can also carry out teaching practice activities with the help of relevant teaching platforms in Information technology course in primary and secondary schools. IT tools, Gate face and Learn Site are commonly used as auxiliary teaching platforms for information technology courses in primary and secondary schools in some developed cities in China. Among them, IT tools platform supports the application of independent proposition and automatic marking software to Flash and other teaching software through webpage operation, with more than 30 independent functional pages. Teachers can set up classes freely, prepare lessons flexibly and monitor students' learning progress strictly. Through this software, students can freely choose to study, create with multiple functional options, upload and save. The choice of appropriate teaching platform can provide a good software environment for the efficient classroom of information technology.

4.3 Attach importance to the cultivation of information humanism and method consciousness

Information technology is closely related to information humanities (information literacy). While teaching students the ability to acquire information, it should also teach them the ability to distinguish the authenticity of information and the pros and cons of information. Training students' information humanistic literacy should be one of the important goals of information technology courses. Different stages of information humanistic education should have different training objectives and teaching priorities.

Ability cultivation mainly refers to the ability to think creatively, solve problems with computational thinking and propose solutions in a systematic way. The training objectives are mainly embodied in the cultivation of responsibility consciousness of maintaining information and computer, the cultivation of information moral literacy and safety consciousness, the cultivation of property right consciousness and the awareness of using information products in accordance with national laws and regulations, the cultivation of correct information science consciousness and the awareness of carrying out information activities in accordance with the code of moral conduct.
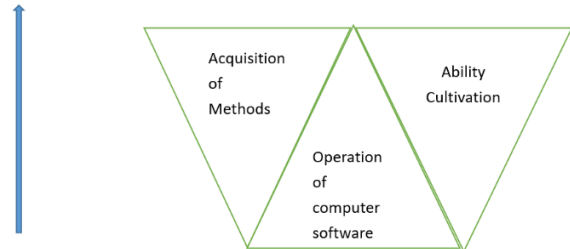
Figure 2. Information technology teaching methods for primary and secondary school students

Teachers can apply teaching methods, such as case teaching so that students can master such thinking modes as recursion, iteration and abstraction. It is recommended that information technology courses that stay at the operational level be upgraded to the level of typical computing methods

and competency development (see Figure 2).

4.4 Integration of information technology and other disciplines

The integration of information technology courses can also be called the transfer of computational thinking, which makes computational thinking become a habit by applying the information technology methods and cultivated abilities to life or other subjects. The information technology curriculum is comprehensive knowledge of science (S), technology (T), engineering (E), art (A) and mathematics (M), which is the most in line with STEAM courses among all subjects. STEAM is an education concept which is practice-oriented and hyper-disciplinary. It's an abbreviation of Science, Technology, Engineering, Arts and Math's. STEAM courses take real problems as examples to guide students to learn actively in discovering problems, reflecting, exploring solutions and communication, which is helpful to cultivate students' computational thinking. The basic implementation method is to carry out some project-based integration training in class, such as "computational thinking and human genetic diseases", etc. Through STEAM curriculum education, boundaries of various disciplines can be broken to help realize the integration of information technology courses.

The main purpose of course setting is to cultivate students' digital literacy, innovative consciousness and computational thinking ability through the overall design of information technology courses in primary and secondary schools based on computational thinking, so that they can become qualified digital citizens. The specific setting scheme is shown in Table 1.

Table 1. Information technology curriculum plan for primary and secondary schools

Stage	Curriculum requirements for different grades at different stages			Recommended software
Primary school	**Grade1&2** With the game cognition, students are familiar with the computer. Teachers stimulate the students' interest, who can flexibly use information communication tool.	**Grade3&4** Teachers carry out group cooperative work, and complete teaching tasks in class in the mode of group competition.	**Grade5&6** In the mode of project or project, students can flexibly apply what they have learned to practical situations, so as to develop their ability to calculate thinking and solve problems.	Scratch programming software, Art weaver Free drawing tool, WEDO Actives Setup programming software, etc.
Junior Middle School	**Grade7** Task-driven teaching, clear learning tasks, inter-task and inter-task, each knowledge point can be linked systematically. Strengthen information ethics and responsibility teaching, improve network security awareness.	**Grade8** Focusing on theme learning, case teaching and project learning, cultivating and exploring students' interests and talents as well as their logical thinking ability.	**Grade9** The project-based teaching mode aims to cultivate students' ability to solve practical problems and learn how to use computer to assist the study of other subjects.	Dreamweaver, Photoshop, The Flash,
Senior Middle School	**Grade10** Strengthen the training of skills and methods, expand the students to highlight their own personalized advantages and strengths. Various interest of courses, such as programming mathematics, lego robot programming,	**Grade11** The teaching method of project presentation is the main one. Students are equipped with the ability to present their works in front of the whole class after completing the project exploration, and the comprehensive ability of discovering, thinking and solving problems is cultivated.	**Grade12** Popularize STEM course mode, use learned skills, solve real problems through existing information awareness and computational thinking, cultivate scientific literacy, technical literacy, engineering literacy and mathematical literacy, and then cultivate computational thinking.	VB and other application software. IT tools and other teaching platforms.

5. CONCLUSION

Since it is the era of big data and artificial intelligence, the rapid development of emerging digital tools and artificial intelligence, computational thinking has become a universal ability that contemporary students must have. Therefore, it is very necessary to train digital citizens with computational thinking and reasonably design information technology curriculum in primary and secondary schools. In the future, there will be many problems and challenges, which require technical

assistance of higher science and technology, and more firm support of national education policies, etc. However, under the background of the national all-out efforts to promote informatization, computational thinking will play a more important role in basic education and become the key competence of Chinese education.

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The Integration of Online and Offline Learning: The Influence of Network Environment on Public Class of College Basketball and Countermeasure Research

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Abstract: The reform and optimization of college basketball public course based on the network is the inevitable requirement of educational Informa ionization, in the new situation, how to construct the network-based college basketball public course teaching, implement the Reed Tree Man, let students master the basketball movement's technical and tactical is the focus of research, for this reason, through the analysis of the background of educational Informa ionization, and This paper discusses the positive and negative influence of the network on the public course of college basketball, then studies the teaching reform of college basketball public course, puts forward the integrated teaching mode based on online and offline learning, and points out the specific implementation methods and precautions of the integrated teaching mode of online and offline learning, for reference only.

Keywords: Learning integration; public course of college basketball; optimization of teaching reform

1. INTRODUCTION

Under the background of educational Informa ionization, the teaching of various disciplines in colleges and universities presents a new situation, from the point of view, how to adapt to the Informa ionization of education, educational Informa ionization has injected many new ideas and methods into contemporary education, in the educational reform, the teaching methods and methods must be optimized and innovated [1-3]. Therefore, how to use the network to achieve more efficient basketball teaching has become a very worthy of study.

2. QUESTIONS RAISED

In the 19th National Congress of the Communist Party of China, it was emphasized that we should implement the strategy of developing the country through science and education, the strategy of developing the country by developing the country, and the strategy of developing Education needs to be given priority. In the information age, the educational cause has changed from electric education to educational information construction, and the Informa ionization of education must bring about the innovation of educational ideas and profound changes in teaching methods.

Educational informatization is an effective means to realize educational equity and improve the quality of education.

Under the background of educational Informa ionization, it is necessary to construct the information-based talent training mode, strengthen the study of learners' cognition and learning behavior, develop the habit of digital teaching and learning, implement a new kind of personalized teaching organization, and reshape teaching evaluation and teaching management [3-5]. The development of educational information technology is based on the Internet education service model, relying on the Internet to realize the co-construction and sharing of digital education resources, build a high-quality public service platform for educational resources, radiate resources to every learner, realize educational equity, and narrow the digital education gap. Educational Informa ionization requires scientific layout of the education business management system, to form an education supervision system covering the whole process of schools, students and education, to promote the education governance of big data, and to form a standardized, safe, controllable and interconnected education data open system.

In summary, how to effectively transform Internet resources into the resources of public course teaching of college basketball under the background of educational information, and help students to make a difference in basketball, has become a subject worthy of study and thinking.

3. THE IMPACT OF NETWORK ENVIRONMENT ON PUBLIC CLASS BASKETBALL IN COLLEGES AND UNIVERSITIES

3.1 Positive Impact of Network Environment on Public Class of College Basketball

3.1.1 Network Environment Provides New Teaching Way for Public College Basketball

Under special circumstances, the positive impact of the network environment on college basketball teaching is very great, if there is no network environment, in the new coronavirus pneumonia epidemic, the school cannot carry out normal teaching activities. In other words, it is also because of the network, in order to make the suspension of non-stop learning smoothly, no matter what difficulties encountered, as long as the network exists, you can carry out distance learning. For example, during the outbreak, some school physical education teachers will use some

existing fitness software to clock to achieve the purpose of exercise, such as a university to use the form of online classes to carry out physical education teaching, after class use of keep software to clock, students independently select exercise courses, three times a week, each time 20 minutes, each time the consumption of calories is not less than 200, such online classes not only meet the requirements of physical education knowledge teaching, but also let students have more self-selecting space, help to develop interest in physical education classes. In the new coronavirus pneumonia epidemic, basketball needs not only basketball skills and tactics, but also strong physical fitness, such as the NBA select players first look at the physical quality of the players, technology can be practiced, but the physical quality is mostly talent, of course, for students who do not take professional players as a requirement, physical fitness can also be practiced, the upper limit may not be high, but at least to ensure good health. So even if the outbreak can not go to the stadium for training, but in fact any level of the field can carry out ball training, physical fitness exercise, distance learning can help teachers guide students to carry out the right training, more one-on-one online guidance.

3.1.2 Network environment provides more abundant resources for college basketball public courses

There are a lot of basketball-related educational resources on the network, including professional league resources at home and abroad, amateur game resources, training videos, shooting guidance, dribbling guidance, foot guidance, defensive guidance and so on, many new basketball concepts appear, the network can find resources. Reasonable use of the network and information technology can effectively integrate these resources, enrich the teaching content of basketball public courses, at the same time, the latest technical and tactical teaching to students. Rich teaching resources to teachers are more abundant teaching methods, so-called smart women difficult to cook without rice, with resources, some new methods can be tried.

Further, the time of classroom teaching is limited, a class students can learn the content is also limited, and there are personal differences between students, in basketball, some students may have high technical and tactical level, demand new content, and some students technical and tactical level is not ideal, may need more basic content, the network to teachers to solve these problems, the classroom can let students work hard in the basic aspects, consolidate the foundation, enhance the sense of students, After class can recommend some very scientific new training methods to students, so that all students can meet their needs, which is also inseparable from the network rich basketball-related resources.

3.2 Negative Impact of Network Environment on Public Class of College Basketball

In the context of educational information, with the continuous development of information technology, students can obtain basketball knowledge and skills-related information from the Internet, but there are a lot of basketball-related information on the Internet is not in line with the requirements of basketball rules, such as the 2019 short video hot soma step, according to basketball rules, this step is a step, but some people also use the rules to explain the pace of not walking.

If students get used to this non-compliant technique on the internet, once they get into the habit, it's hard to change it, and even playing on the wild courts won't be welcome. Soma step this controversial step, in fact, only the net red passer-by Wang competition, and passer-by Wang is an entertainment nature of the game, that is, not like the regular street basketball game as ornamental, but not the regular game, passers-by Wang game often appear to start walking, wrist flipping and other foul action, passer-by Wang accurately said is an entertainment nature of non-professional performance game, the purpose of the game is entertainment, watching the passer-by Wang's video to improve the technical and tactical level is not much help, but because the video of the passer-by is not much help, but because the king of the road to improve the technical and tactical level, but because of the strong entertainment, but because of the entertainment of the king It is especially easy to attract the attention of college students. Therefore, college basketball public courses also need to be integrated into some media literacy training content, otherwise students may be caused by the network spread some incorrect basketball guidance content, resulting in academic bias.

4. STUDY ON THE TEACHING OF COLLEGE BASKETBALL PUBLIC COURSES IN THE NETWORK ENVIRONMENT

4.1 Thoughts on the Reform of Public Class teaching of college basketball under the network environment

The use of network and information technology resource integration ability, can make basketball teaching more efficient, some content of traditional physical education may take about three lessons to complete, the use of network and information technology to start teaching, only need a lesson can complete the theory, demonstration and other aspects of teaching, such as tactical running, traditional teaching needs teachers to constantly adjust the position of students, mobile and cooperation to achieve teaching purposes, but also to carry out a certain practical training exercise, which requires more time for students to understand, A lesson to complete is basically impossible, such as breaking joint defense, how the ball should be conducted, how the players should stand and move, all need teachers to slowly adjust, there is also to require players to throw three points to open the space, here is the most critical is how to let the players (especially the most accurate three-point players) run out of three-point opportunities. The use of information technology to break the joint defense actually only ten minutes, with some game video, you can break the tactical intent of the joint defense clearly, and then spend more time for practical training. Teaching more emphasis on practical, and more efficient, basketball level

to improve, the key is to train, to practice. It is to use the Internet to integrate teaching content, update content at the same time, more teaching time to practice.

4.2 Basic Meaning of The Integrated Teaching Model of Online and Offline Learning

The integrated teaching mode of online and offline learning is a method of education and teaching in the information age, it is not a new teaching mode, in the development of electro-education, the integrated teaching mode of online and offline learning has appeared, but it is still something that has been paid attention to in recent years.

The integrated teaching mode of online and offline learning is the product of modern educational technology, which is mixed on the basis of online teaching on-line and offline classroom teaching and after-school expansion. It's similar to flipping a classroom, but in a way it's an improved way to flip a classroom. After the appearance of the flip classroom caused widespread controversy, because the model highlights the use of student fragment time, emphasizing the use of students self-study, and to achieve results, the key to see whether students can be self-disciplined, so the flip classroom has more obvious shortcomings, online and offline learning integration teaching model is to change the shortcomings of the flip classroom, highlighting the students' independent learning on the line, offline cooperation learning, practical training, forming a cycle of teaching process.

In the information age, the teaching of college basketball public courses is not only affected by the positive impact of the Internet, but also by the negative impact of the Internet, so the key is to use the Internet to achieve a new teaching model, overcome the negative impact of the Internet, improve the effectiveness of the public course of basketball, college basketball public courses, there are theories and practices, where the practice accounts for a very large proportion, only practice can ensure the improvement of basketball level, or can achieve the goal of teaching - master a sports skills. At the same time, we should implement the Lide tree people in teaching, and the integrated teaching mode of online and offline learning is a more ideal model.

4.3 Basketball teaching model based on online and offline learning integration

The integrated teaching mode of online and offline learning is mainly in the form of online and offline mixed cycle, with independent learning as the main line, and the teaching is divided into two parts.

Online part, highlighting online self-study, the use of micro-classes or MOOC and other ways to guide students before class online self-study, student subject status prominent, learning responsibility and decision-making power entirely depends on students, pre-class teachers use the Internet, combined with the syllabus to comb the basketball teaching-related content, and

design suitable for different circumstances of learning materials, preferably MOOC, of course, micro-classes can also. Pre-class teaching content mainly to physical fitness training and basketball theory, health and hygiene knowledge.

There are two aspects of the lower part of the line, on the one hand, the teaching in the classroom to the classroom as the core of technical and tactical training, highlighting the practice of training in interactive communication, basketball must be trained to improve the technical level, at the same time to practice the theory into practice, to guide practice. Because online use of micro-classes or MOOC to guide students self-study, the classroom can be directly through activities to organize teaching, after the warm-up, you can organize some fun ball relay activities, fun dribbling activities and so on to allow students to consolidate the foundation, arrangements 10 to 15 minutes. The rest of the time to start practical training, take one-on-one, two-on-two, three-on-three, four-on-four, five-on-five form, start practical training, through the game to strengthen the students' skills. On the other hand is the class, also want to highlight the practice, the use of basketball clubs or associations to organize students to carry out after-school training, leading students in the actual combat against secondary schools, improve ability, while guiding students to think about the existence of knowledge blind spots, and then turn to online to find answers, online teaching resources have been there, students can learn to read repeatedly, until learning.

Based on the above two parts, basketball teaching should be problem-oriented, guide students to take the initiative to use their own thinking ability, focus on solving problems, teaching must have a task or problem, and the task or problem must be in line with the recent development of students. Teaching still have to have demonstration, whether on-line or offline must have a demonstration, highlighting the explanation of knowledge, conceptual steps, online demonstration, offline can shorten the demonstration time, can directly let the outstanding performance of students demonstration, but also let underperforming students to demonstrate, in order to find common problems, convenient and targeted guidance. There must be interactive communication in the classroom, and the whole classroom should spend more time on practice and presentation. The teaching process should be focused on encouraging, positive response to students, encouraging students, teaching tasks have a certain degree of difficulty, if students encounter difficulties, teachers should give appropriate guidance and encouragement, so that students from the network resources to find answers, self-overcome difficulties.

4.4 Basketball Teaching Notes based on online and offline learning integration

4.4.1 Online and offline learning integration core is information technology

As a relatively new model, it is different from the traditional basketball teaching model, but the same is to achieve the teaching goal, information technology as the core technology of online and offline learning integration model,

but the auxiliary means, we must realize that no matter what kind of teaching method, we need to consider what basketball teaching students need to learn, how to learn and what degree to learn. Teacher's wisdom is the key, the essence of teaching activities is the interaction between teachers and students, online and offline learning integration model of classroom teaching must highlight interactive communication, teachers need to rely on information technology in teaching resources, teaching process, teaching evaluation and other aspects to optimize basketball teaching, otherwise it is very likely to do more than half the effort.

4.4.2 Online and offline learning integration must pay attention to the characteristics of physical education teaching

The implementation of the online and offline learning integration model must pay attention to the characteristics of physical education teaching, from the basketball game, in addition to the basic basketball tactical theory, health and hygiene knowledge, post-exercise maintenance and other relative theoretical knowledge can take the method of online teaching, to allow students to have a strong interest, so that students can consciously train, so the focus of teaching is still in the classroom, if teachers directly demonstrate can solve the action technology problems in basketball, and students can also intuitively clearly understand the action, Then you don't have to use multimedia. Of course, like some advanced skills, such as Sam Gold, dribbling rhythm changes and so on, can use some NBA star video as a teaching resource, let students in class to learn, to imitate. Therefore, the classroom teaching highlights the basic technical and tactical content of basketball.

4.4.3 Online and offline learning integration should give full play to the advantages of resource integration of information technology

On-line and off-line learning integration model should determine the best role point, generally require seeking to play the network's resource integration advantages, absorb a variety of resources, and screen out suitable resources integrated into the production of courseware, micro-classes or MOOC, avoid making flower racks. Teaching design should achieve diversity interaction between teachers and students, while paying attention to individuality, to respect the personality differences of students, modern education concepts require all students, but not to say not pay attention to personality, personality differences in physical education teaching is necessary to pay attention to, should adopt differentiated teaching methods, so that students who feel the strength of the students, combined with online resources to learn more deeply, for students who feel unadopted should reduce the teaching requirements, so that they can achieve in the learning process, and gradually improve physical fitness.

5. CONCLUSION

To sum up, after analysis, the author came to the following conclusion, first of all, college basketball public course teaching by the network positive and negative two aspects of the impact, combined with the background of education information, the network on the public course of college basketball is mainly reflected in the innovation of teaching methods, while the negative impact is mainly reflected in the network information reliability, students need to pay attention to screening network information, in order to learn from the most rigorous, the most standard basketball skills and tactics. Secondly, the online-and-off-line learning integrated teaching model is the main direction of the reform and innovation of college basketball public courses, but note that not all basketball-related content can be on-line teaching, so it is necessary to analyze the main content of basketball teaching, based on the requirements of The Eid tree people, scientific integration of teaching resources, scientific use of modern education technology to optimize the teaching process and evaluation methods, to achieve the value of online and off-line learning integration.

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Practice and Discussion on Online Teaching of University PE During the Period for Prevention and Control of COVID-19

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Abstract: Most of the teaching methods of University PE are "face-to-face teaching + practical exercise". We will have to use modern educational technology to carry out online teaching during the period for prevention and control of COVID-19. Nantong University has achieved good results in University PE online teaching. These results were achieved through three steps of preparation, implementation and feedback, with the joint efforts of schools, teaching units and teachers. In this paper, Nantong University to carry out University PE online teaching practice has been studied. This paper discusses the organization and management, teachers, teaching contents and teaching forms of online teaching of University PE and puts forward some suggestions. The research results are helpful to provide reference for the teaching of University P.E. in special period.
Keywords: COVID-19; University PE; Online teaching

1. INTRODUCTION

In view of COVID-19 epidemic impact on the normal opening of university and regular teaching, Ministry of Education of the people's republic of China issued the "*Guidance on organizing and managing the online teaching in ordinary colleges and universities during the period of epidemic prevention and control*"(hereinafter referred to as the *Guidance opinions*), which requires government led, University as the center and social participation to jointly implement and guarantee the University online teaching during the period of epidemic prevention and control, "Class suspended but still teaching, class suspended but still learning" [1]. Most of the teaching methods of University PE are "*face-to-face teaching + practical exercise*". How to do a good job of University Physical Education in the current special situation is a common challenge for all teachers and students. Including the organization of good teaching, promoting university students to exercise at home to enhance physical fitness, to maintain a good state of physical health and so on. There are many ways of online teaching, including online video live, online voice living, online MOOC, online video, guiding students to learn online course resources, virtual simulation experiment, online discussion, hybrid teaching and many other ways. During the period for

prevention and control of COVID-19, the emphasis of the school's teaching should be on the leverage of online education technology, and guide students to resume their normal learning condition. It should be flexible in many ways and not be restricted to a particular form [2]. Due to the development of modern education technology, the deficiencies of online teaching have been gradually improved. It can meet the needs of high-quality education resources sharing, and then maximize the effectiveness of education. During the period for prevention and control of COVID-19, we used the online teaching method to carry out the physical education teaching of university students, and achieved good results.

2. THE PRACTICE OF ONLINE TEACHING OF UNIVERSITY P.E.

Stressed that epidemic prevention and control is a severe struggle to safeguard the safety and health of the people [2]. *"Guidance opinions"* pointed out that the current focus of education and teaching in Colleges and universities is still how to do a good job of online teaching during the delay of school opening, and made 9 measures for the non-stop teaching and non-stop learning in Colleges and universities, and launched the online courses with careful organization, cultivation, selection and quality assurance [1].
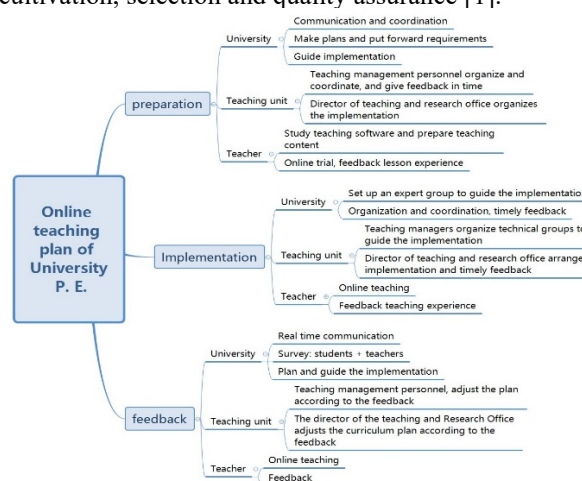
Figure 1. Online teaching plan of University P.E.

According to the general requirements of Nantong University for *"Open as far as possible ",* the P.E. department of Nantong University deployed and arranged in advance to quickly form the "online teaching program of University P.E."(As shown in Figure 1), the preparation for online teaching of the new semester was started 10 days

before the start of the school, and the online course construction was completed. On the first day of the school on February 24 in 2020, the online course teaching task of nearly 20,000 university undergraduates was successfully completed.

2.1 Preparation

We plan the teaching work of the new semester in advance, according to the development of the epidemic situation and the requirements of prevention and control of COVID-19. We have completed all the preparatory work with high quality because of the unity and active cooperation of the university, teaching units and teaching teams. The university is responsible for coordination and communication, ensuring smooth information, formulating various work plans, putting forward work requirements, and guiding the college and departments to complete teaching arrangements. Each teaching unit responds positively, and the teaching management personnel are responsible for coordinating the work, organizing teachers to sort out the teaching content, and collecting and sorting out online education resources; The university has selectively purchased online teaching platforms such as Ketangpai, Icourse+Mooc, Grandmaster Of Memeory, Rain Classroom, etc. after the research on different online course resources and remote teaching software. At the same time, a corresponding working group has been set up to be responsible for establishing convenient contact ways with teachers (such as QQ group of teachers) to help teachers learn and skillfully apply online teaching software, so as to ensure the normal teaching work. The director of the teaching and research office and the teaching secretary are responsible for contacting the teachers and implementing the teaching plan; Teachers need to learn online teaching software in advance, prepare teaching content and trial lecture, and feedback the trial lecture experience in time.

2.2 Implementation

All teaching units respond positively and carry out activities with their own characteristics. Since February 10 in 2020, the university has organized teachers to learn online teaching software and conducted online trial lectures. Meanwhile, it has constructed online courses and selected 10 online courses for students to participate in the practice. Relevant information of the course (course introduction, syllabus, assessment methods, reference materials, preview contents and expanding training, etc.) has been uploaded to the online learning platform of Nantong University. Since February 17 in 2020, students have been able to log in the online platform and interact with teachers. On February 24 in 2020, the university has fully completed the launching of online teaching, and about 20,000 freshmen and sophomores are receiving online physical education; Because of the difficulty of network or software, the students who can't enter the classroom in time could complete the learning content by means of after-school playback

and online communication with the teachers. In the process of online teaching, the teachers are highly motivated. They use QQ groups such as Ketangpai @ Nantong University Teaching Service Group, Teaching Work Group and Teachers' Group to communicate and encourage each other. Teaching managers and teachers communicate and work together in real time to find and solve problems in time. The relevant departments of the University carefully analyzed and compared the advantages and disadvantages of various software to ensure the normal teaching work.

2.3 Feedback

From the beginning of teaching preparation, relevant departments listen to the feedback from teachers, teaching organizations, teaching management and other aspects at any time, and constantly improve the work. According to the feedback of online teaching software and teacher's trial teaching effect, the University anticipates that there will be network congestion, develops an emergency plan, and adjusts the teaching mode according to the teaching operation. After the opening of online teaching, a questionnaire survey was conducted on the teaching operation and teaching effect. As of March 6, in 2020 (two weeks after the opening), 1,000 students in grade of 2019 and 2018 participated in the survey. The results show that the advantage of using KETANGPAI alone is that it is convenient for students to look back, but only 57.2% of the students have satisfied because of problems such as network jam; the satisfaction of students has increased to 69.6% by adopting Ketangpai+Tencent Classroom; the satisfaction of students has increased to 81.9% by adopting Ketangpai+Tencent Conference. As we have adopted a variety of teaching software joint use strategy to ensure the implementation of teaching, students have expressed their understanding of the network congestion in the teaching process, and actively cooperated with the teaching work. Teachers and students said that they would face the challenge together and successfully complete the scheduled teaching content.

3. DISCUSSION ON ONLINE TEACHING OF UNIVERSITY P.E.

It is the sacred mission of a university to teach and educate people. In the process of the epidemic of the national war, it also triggered our discussion on the teaching work of University P.E. including organization and management, teachers, teaching content and teaching form.

3.1 Organization and management

There are some challenges in the organization, implementation and management of physical education in comprehensive universities. Based on the "WeChat" and "QQ" working groups, the Department of P.E. of Nantong University has organized and arranged the teaching preparation and online teaching in this semester, carried out online real-time communication, kept the communication between management organizations at all levels smooth. At the same time, given full play to the enthusiasm and subjective initiative of each teaching manager and teacher, reduced the round-trip times of problem discussion, and improved the efficiency of problem solving.

3.2 Teachers

Teachers are the main force of teaching activities. Teachers' sense of teaching mission, responsibility and teaching ability are the important factors that affect the quality of personnel training. Because of the need of epidemic prevention and control, the university must complete the online construction of all courses in a short time. In addition, the learning and use of online teaching software that is not familiar with originally is a great challenge for many teachers. The difficulties brought by software, Internet and teaching aids may make some teachers in the negative mood of anxiety, even fear, which is very bad for teachers' physical and mental health. In the process of organizing the online teaching, we fully realize the importance of *"A High-Quality Teacher Team"* for the guarantee of teaching quality. After in-depth investigation, we actively organized all teaching units to form "teachers' online teaching working group", which closely combined the serious and rigorous teaching attitude of senior teachers, solid professional foundation, advanced and flexible teaching methods of young teachers and optimistic and positive teaching enthusiasm, and ensured the smooth progress of online teaching.

3.3 Teaching content

We need to think deeply about *"What to teach"* and *"How to teach"* during the period for prevention and control of COVID-19. The goal of university P.E. is to cultivate the P.E. consciousness of university students, improve their sports ability, promote the all-round development of physical and mental quality, and make them become the high-level qualified talents with healthy body required by the socialist modernization construction [3]. We should not only make university students master the basic knowledge and skills of physical exercise and health care, but also carry out political, ideological and moral education through physical activities. Mao Zedong pointed out in the study of physical education that "physical education should be combined with moral education and intellectual education, while moral and intellectual education should be based on physical education". He emphasized the importance of physical education for the all-round development of human beings [4]. In 2016, General Office of the State Council of China issued the document *"Opinions on strengthening school physical education to promote the all-round development of students' physical and mental health"* stressing that school physical education is an important way to promote the implementation of quality-oriented education and the all-round development of human beings, which plays an important role in realizing the strategic objectives of education modernization, healthy China Construction, talent power and the great rejuvenation of the Chinese nation [5]. Since the outbreak of COVID-19 epidemic, the whole society has reached a new height for the enhancement of immunity by physical exercise. While teaching physical knowledge and skills, we must also highlight the importance of P.E. in the education

system. P.E. should give full play to the function of Ideological and political education in school educational activities, to cultivate students' positive and optimistic attitude towards life, sacred sense of professional mission, and willing to dedicate to their country. COVID-19 epidemic is a challenge as well as a training experience. Students and teachers have formed a *"Community of common destiny"* to actively respond to various challenges brought about by the epidemic, encourage each other and improve together, so as to complete the teaching work at this stage. According to the results of the questionnaire survey, students express their gratitude to teachers for their efforts to ensure teaching and their understanding of the impact of the Internet congestion. After the outbreak, we will also face the organization and development of face-to-face teaching after students return to school, and some students may not be able to return to school as scheduled. Therefore, for how to carry out online and offline teaching, how to organize the adjustment of teaching content, knowledge points, and how to effectively link the lagging practical teaching and theoretical course content, we still need to seriously discuss and plan in advance.

3.4 Teaching form

There are various forms of physical education teaching. Different teaching methods are adopted because of different factors such as age, gender, teaching material content, time and environment. However, the composition of all physical education teaching forms is inseparable from three basic elements, namely, explanation, demonstration and practice [6]. Under the background of Internet, the development of online physical education is a new practice of Internet thinking in various fields of society. The prevention and control of COVID-19 epidemic makes online teaching break the traditional school educational mode, and the teaching form has changed. It has become an online and offline, real and virtual education. Online learning platforms such as MOOC and SPOC can be used as carriers of knowledge sharing [7]; For example, intelligent sports bracelets, Nike +running shoes, etc., These wearable sports' equipment can record data, feedback teaching situation, and more greatly assist physical education teaching [8, 9]; The network system of physical education teaching breaks the boring teaching form of *"Explanation + Demonstration +Practice"* in the traditional field, makes the content of physical education teaching intuitive and vivid, and can also cultivate students' ability of cooperation and fully mobilize students' participation [3]. However, there is a running in process of online teaching among curriculum, teachers and students. It is necessary to optimize the teaching form in time according to the characteristics of curriculum and students' feedback.

4. CONCLUSION

Most of the teaching methods of University PE are "face-to-face teaching + practical exercise". We will have to use modern educational technology to carry out online teaching during the period for prevention and control of COVID-19. Through three steps of preparation, implementation and feedback, Nantong University, with the joint efforts of the university, teaching units and teachers, has achieved good

results in the online teaching of college physical education. This paper studies the practice of online teaching of University P.E. in Nantong University. It also discusses the organization and management, teachers, teaching content and teaching form of online teaching of University P.E. It is suggested that the organization and management of online teaching should establish an emergency plan; teachers should strengthen the learning of online teaching related knowledge; the teaching content should meet the needs of the development of the new situation; the teaching form should be optimized in time according to the characteristics of the course and students' feedback.

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Discussion on Cultivation of Student's Innovation Personality in Taekwondo Teaching

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Abstract: Taekwondo teaching has great advantage in cultivating student's innovation personality whether from its materials or the teaching method implementation. Rational use of these advantages can better cultivate the qualified and creative talents that meet the requirement of new century. Good personality character is the necessary mental safeguard to develop creative activity. Paying close attention to cultivation of student's creative personality is the necessity choice of modern schools toward the future society. As the integration of internal material, personality includes knowledge, emotion, willing and action. The purpose of cultivation on creative personality is to enrich student's scientific knowledge and rebuild the mental structure.

Keywords: Taekwondo; Teaching; Personality

1. INTRODUCTION

Taekwondo is easy to learn and can help people defend themselves. It has been popular among people around the world for many years, especially among young students. The popularity of taekwondo rose rapidly after it was introduced to China. It took only a few years to spread throughout the country. Nowadays, all provinces and municipalities have their own professional taekwondo teams, and many taekwondo clubs have sprung up in major cities [1-3]. Taekwondo courses are offered in universities such as Beijing sport university, Shanghai university of sport, Wu Han sports university and Cheng Du sport university. Taekwondo has unique advantages. It can develop students' cognitive ability, cultivate their communist ideal and moral character, cultivate their innovative personality.

2. THE ELEMENTS OF CREATIVE PERSONALITY FORMING

Having good personality is an essential psychological guarantee for students to carrying out creative activities. It is an inevitable choice for modern schools to attach importance of shaping students' creative personality. Personality includes knowledge, emotion, intention and action. To cultivate creative personality is to transform and reorganize students' psychological structure while enriching their scientific and cultural knowledge. In my opinion, the innovative personality should have the following characteristics:

The creation activity has the characteristics of arduous, long-term and pioneering. The creator is required to have scientific knowledge and the ability to use it scientifically. The creator is required to have lofty pursuits and lofty goals. Therefore, teacher's scientific outlook on life and world view are the original driving force for the creator to carry out creative activities.

People with creative thinking should not be confined by stereotypes and traditions. They dare to challenge various old ideas and production methods. They are also good at accepting new ideas, being able to timely adapt to the major changes in social and economic development.

At present, the society needs creative talents to devoted to the development of socialist modernization and the market economy system. A talent without distinct personality cannot be seen as creative. Creative personality refers to the people who have the ability to create better conditions, make bold attempts, go beyond the norm and break procedures. One can fully express his ideas, and be aware of practicing skills to find creativity, communicate, express and communicate.

3. ADVANTAGES OF CULTIVATING INNOVATIVE PERSONALITY EDUCATION IN TAEKWONDO TEACHING

3.1 Teachers' Good Personality Influence Provides A Prerequisite for The Formation of Students' Innovative Personality

in order to have a good influence in taekwondo teaching, a taekwondo teacher must have attractive personality, great passion and profound knowledge. teachers with good moral conduct, personality charm and excellent teaching ability can have a positive effect on the formation of college students' ideological and moral view, world view, sports view and fitness view. As a prerequisite for the formation of students' innovative personality, teachers' personality influence is mainly reflected in the following two aspects; The teacher's personality charm is fully reflected in the physical education teacher's good thought and spirit realm in the process of taekwondo teaching, teachers' own wisdom, knowledge and charm greatly affect students and directly influence their inner world. Its influence greatly exceeds the power of forcing students to learn physical education. At the same time, teachers' inherent personality strength overcomes teacher's natural rights. By doing this, students can accept teachers emotionally in learning and practicing taekwondo. They would also regard teachers as good helpers and friends. They would also worship teachers as idols, thus generating a kind of taekwondo belief.

Teacher's inner force of personality can replace the high-pressure policy and compulsory learning method applied by school. Teachers with comprehensive knowledge and cultural accomplishment can also deeply influence students. By doing this, students would disclose their inner feelings to teachers, thus learn taekwondo knowledge and skills better.

The teacher's perfect personality can influence the students imperceptibly and cultivate their unremitting pursuit of the body ideal.

Making them firmly establish the belief that taekwondo fitness can improve physical fitness and realize the body ideal. Of course, there is still a gap in the good personality influence of physical education teachers, including taekwondo teachers. In the new era, physical education teachers should pay special attention to the development of this aspect.

3.2 The Uniqueness of Taekwondo Textbook Provides A Broad Space for The Formation of Innovative Personality

The unique educational principle of martial virtues of "beginning and ending with manners" runs through the whole Taekwondo teaching process. As the old saying goes: "you respect me, and I will respect you even more." It means a kind of attitude towards people, which coincides with Taekwondo's requirement of "beginning and ending with manners". Taekwondo holds that in theory: a taekwondo warrior's words and deeds reflect his own moral quality and personality, and Taekwondo Teaching is to improve one's will and moral quality in essence. Taekwondo learners can develop a kind of personality of modesty, tolerance, self-restraint, respect, simplicity, honesty and obedience. Of course, the traditional education of martial virtues has a great influence on Taekwondo teaching. The traditional martial virtues not only regard "virtue" as the foundation of martial arts and the spiritual ship leading to the realm of advanced martial arts. "keeping calm and focused in the face of all the external demons, frustrations, insults and excitements", and "making small achievements for 3 years and great achievements for 10 years" in the traditional theory and others are all the specific requirements for the cultivation of the moral quality of martial artists. In terms of humanization, Taekwondo Teaching requires students to respect their teachers and elders, not to disobey them; and to be self-control and gregarious, not to gossip for peers. Mr. Wan Laisheng said to those tired of practicing martial arts: "As far as practicing martial arts is concerned, one cannot succeed without perseverance, achieve great success without determination, and must be modest and respectful", which basically summarizes the requirements of the practitioners.

The core of cultivating students' creative ability and spirit is to develop their creative thinking. We believe that creative thinking is mainly composed of imagination ability, reverse thinking ability and divergent thinking ability. The fighting characteristics of Taekwondo are just suitable for developing students' creative thinking ability. First of all, the fighting method requires students to have super imagination ability. In actual combat, Taekwondo aims to kill, wound and subdue the opponent. Therefore, Taekwondo learners must understand behavioral procedure, structure, timing of use and the relationship between action and space in order to establish the relationship between concept and practice. Secondly, the fighting aim requires students to think in reverse. Reverse thinking is thinking from the opposite side of conventional thinking. "If you know your enemy and yourself, you will in a hundred battles." Only by studying carefully on the fighting method of the opponent and finding out the shortcut to solve the problem through the reverse thinking, can students achieve the expected purpose. Thirdly, only the students with divergent thinking ability can use the fighting technique. The so-called divergent thinking seeks, based on the existing information, solutions and ways from different thinking perspectives.

"Three minds" means concentration, painstakingness, and perseverance, and it is a strict requirement for Taekwondo practitioners. Specifically, concentration refers to "free from external interference and stay focused", "painstakingness" is "work hard and forge ahead", and "perseverance" means "persevere and never give up halfway". According to a sample survey of more than 1,700 teenagers conducted by Beijing Education Society, in the face of the problem: "can you withstand failure attack?", more than 33% of primary and secondary school students and 42.5% of college students answered "to a very small extent" or "no". In a key middle school in Beijing, a junior high school girl gossiped a teacher with several classmates, and then she was criticized. Unexpectedly, she wrote a suicide note and attempted suicide by cutting her wrist, and finally jumped out of the window... All these phenomena show that the current youth is fragile in anti-frustration, which is the most realistic problem that teachers must be aware of. Therefore, Taekwondo teachers should make use of the advantages of Taekwondo, enable students to fully understand the advantages and disadvantages of their will and character, consciously cultivate decisive and lasting behavior character, enhance their ability to resist setbacks, and develop the quality and spirit of disdaining difficulties and fighting bravely.

3.3 The Implementation of Taekwondo Organizational Teaching Method Provides Conditions for The Formation of Innovative Personality

In taekwondo teaching, the rational choice and application of organizational teaching method can subtly influence the ideological and moral education of students. Such as "motion finalize the design" "ligament compression" and other dry and tired basic training. These exercises not only train students' physical posture and spatial awareness, but also cultivate their ability to bear hardships and work under pressure. Examples include Collective exercise and attack training: it requires students to perform coordinated movements under a common command. They are not only a strictly organized and disciplined group activity, but also can cultivate students' law-abiding habit. Exercise students'

ability of coordination and cooperation. To train students to act according to their ability and habits and to strictly carry out moral obligations of self-control. Therefore, teachers must seize this opportunity, be diligent and practical, and adhere to the practice of organizational teaching. In the long run, good results will be obtained in the teaching activities. In addition, in the organizational teaching method, teachers should carefully design the organizational teaching method of each class, pay attention to cultivate students' positive emotions, and teach students to understand the general characteristics of the occurrence, development and change of emotions through education, counseling and experience. Students can master the general means and skills of regulating emotions effectively. In the teaching, must strengthen to the student own interest hobby training instruction. Broaden students' access to knowledge and information, broaden their horizons, and provide favorable conditions for creative activities.

4. CONCLUSION

Thus, it can be seen that taekwondo teaching has unique advantages in the cultivation of students' innovative personality in the aspects of teaching materials and the implementation of organizational teaching method. We should make full and reasonable use of these advantages in teaching, so as to achieve better teaching effect and cultivate more qualified talents with innovative consciousness for the society.

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An Analysis of Karl Korsch's Conception of Marxism in Marxism and Philosophy

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Abstract: As a founder of Western Marxism, Karl Korsch ranked alongside George Lukács and Antonio Gramsci as a leading figure on the revival of Marxist philosophy. This paper offers an analysis of Karl Korsch's conception of Marxism in his book Marxism and Philosophy. Korsch's conception of Marxism includes the following aspects: Concerning the relation between Marxism and philosophy, Korsch stressed the need to restore the philosophical consciousness of Marxism. On the relation between theory and practice, Korsch emphasized the unity of the both. On the development of Marxism, Korsch claimed that there are three stages of development of Marxism and expounded his views on the topic "the abolition of philosophy".

Keywords: Karl Korsch; Conception of Marxism; Marxism And Philosophy; Theory and Practice

1. INTRODUCTION

In the 1920s Karl Korsch ranked alongside George Lukács and Antonio Gramsci as a leading figure on the revival of Marxist philosophy and he made two outstanding contributions to the literature of Western Marxism: *Marxism and Philosophy* (1923) and *Karl Marx* (1938). He also held a leading position in the German Communist Party (KPD). After his expulsion in 1926 he was influential in opposition groups until the end of the 1920s. But among the founders of Western Marxism, Korsch did not seem to be as prominent as Lukács and Gramsci: From Marx's theory of commodity fetishism Lukács developed the theory of reification, from Hegel's dialectics of subject and object he put forward the theory of totality and class consciousness. Gramsci, as a Marxist philosopher and communist politician, interpreted Marxism as "the philosophy of praxis", which is characterized by absolute humanitarianism, absolute historicism and absolute internalism. With the concept of "hegemony" Gramsci made influential theoretical contributions to issues such as civil society and the state, ideology and intellectuals, war of position and war of maneuver, etc. Compared with them, Korsch was more engaged in his own research as a Marxist interpreter. The reason why Korsch's theoretical image is not so distinctive as Lukács and Gramsci is that we have not grasped his ideological characteristics and core issues. Korsch's special contribution to the Western Marxist tradition is that he always regarded the correct understanding of Marxist ideological sources, practical prerequisites and basic principles as the core of his study, and emphasized the importance of Marxist theoretical consciousness and self-reflection.

This paper aims to analyze Karl Korsch's conception of Marxism based on his famous book *Marxism and Philosophy*, which was first published in 1923 and then re-published in 1930. This paper can be divided into the following parts. Firstly, based on Korsch's text and political career, it traces the changes in Korsch's attitude towards Marxism. Secondly, it analyzes Korsch's conception of Marxism, such as his viewpoints concerning the relation between Marxism and philosophy, the relation between theory and practice, three development stages of Marxist theory, etc. Thirdly, this thesis analyzes Korsch's attitudes towards the controversial topic "abolition of philosophy".

2. KORSCH'S ATTITUDE TOWARDS MARXISM

In order to have a comprehensive and systematic understanding of Korsch's conception of Marxism, it is of great importance to study his ideological course and his thought in different periods. Broadly speaking, the development of Korsch's attitude towards Marxism was a process from a non-Marxist socialist to a Marxist communist, and finally to a Marxist skeptic and critic. There are a few reasons for this change. On the one hand, Korsch was expelled from the German Communist Party because of his adherence to the original position of *Marxism and Philosophy*, and then he was exiled to the United States because of fascism's rise to power, which marginalized him theoretically and politically. On the other hand, due to his dissatisfaction with the Communist International, Leninism and Stalinism, he gradually lost his confidence in Marxism.

The orthodox Marxism of the Second International and the Soviet Union constitute Korsch's main critical object. He regarded the Marxism of the Soviet Union as metaphysics and pointed out that Marxists in the Soviet Union supported their theoretical orthodoxy based on Lenin's interpretation of Marx and Engels' materialism. In Korsch's view, such an interpretation clearly distinguishes consciousness from its objects and regards consciousness as something already exists. These views have attracted harsh criticism. Kautsky accused Korsch of returning to the young Marx rather than to the mature Marx. In the Communist International, Bolshevik theorists fiercely criticized Korsch and Lukács for departing from 'the Marxist line'. Zinoviev, then Chairman of the Executive Committee of the Communist International, stated in the report of the Fifth Congress of The Communist International that they cannot tolerate such theoretical revisionism. Deborin, then the philosophical authority in the Soviet Union, subscribed to the Communist International's claim that the idea represented by Korsch

and Lukács were inclined to "theoretical revisionism". It needs to be pointed out that although Korsch and Lukács faced the same criticism, Korsch's critical attitude was harsher. Lukács was severely reprimanded by the party and The Third International and his theory was criticized as revisionism. In the face of pressure, Lukács made a strategic concession and made a statement contrary to his inner belief. In reality, he did not give up his Marxist position. Korsch, who was also criticized, on the other hand, did not make a compromise against his will. Instead, he chose to fight back, conducted counter-criticism, defended his views and positions, and did not yield even when he was expelled from the party. But the ups and downs of Korsch's political career and the change of his theoretical position did not negate his early contributions to the unique and creative interpretation of Marxism, nor did this deny his later theoretical contributions on specific issues, such as socialization and democracy. And as one of the early Western Marxists, Korsch's theory opened up a brand-new path for the development of Marxism.

3. KORSCH'S CONCEPTION OF MARXISM IN MARXISM AND PHILOSOPHY

Korsch's conception of Marxism includes the following aspects: Firstly, concerning the relation between Marxism and philosophy, Korsch stressed the need to restore the philosophical consciousness of Marxism. Secondly, in *Marxism and Philosophy* Korsch pointed out that the relation between theory and practice, philosophy and reality must be clarified. Thirdly, Korsch elaborated the three development stages of Marxism.

3.1 On the relation between Marxism and philosophy

In *Marxism and Philosophy* Korsch brought up the debate on whether Marxism is a philosophy and the discussion on the relation between Marxism and philosophy. This apparently scholastic question had a bearing on practical problems of the highest importance, so much so that in 1924, the year after Korsch's *Marxism and Philosophy* and Lukács' *History and Class Consciousness* were published, it became the center of the heated debate in the Communist International. According to Korsch, both bourgeois scholars and orthodox Marxists have either developed a negligent attitude or a negative attitude towards the relation between philosophy and Marxism, which to some extent is a misinterpretation of the true essence of Marxism.

In *Marxism and Philosophy*, Korsch pointed out at the beginning of his elaboration that however big the differences of opinion between bourgeois theorists and orthodox Marxists in all other respects were, there was an apparent agreement between them, namely on the relation between Marxism and philosophy. Bourgeois professors of philosophy held that Marxism had no philosophical content of its own and therefore regarded Marxism as "the Decay of Hegelianism". In their theoretical framework, Marxism was at most a rather "minor sub-suction within the history of nineteenth-century philosophy" [1].

Why has the relation between Marxism and philosophy been misinterpreted by capitalist professors for so long? Korsch analyzed the limited perspective of normal histories of philosophy. There are three limits to the bourgeois history of philosophy, which have meant that bourgeois philosophers and historians have progressively abandoned the dialectical conception of the history of philosophy. First, a purely philosophical limit: they did not see that the ideas contained in a philosophy can live on not only in philosophies, but also in the positive sciences and social practices. Secondly, a local limit: German professors in philosophy failed to see that, although the Hegelian system no longer flourished in Germany, it continued to do so in other countries. Thirdly, a class limit: bourgeois philosophers could not transcend the bourgeois class standpoint. Thus, given that Marx's materialist philosophy emerged from the most advanced systems of revolutionary bourgeois idealism and that bourgeois historians of philosophy were prevented by the limits mentioned from understanding Hegelian idealism, it is clear that they would completely ignore Marxist philosophy.

The above-mentioned viewpoints all adopted a negative attitude in regard to the relation between philosophy and Marxism, which can be ascribed to their superficial understanding and incomplete analysis of the development of history and logic. Korsch held that in order to truly grasp Marxism, the relation between philosophy and Marxism must be rebuilt.

3.2 On the relation between theory and practice

In *Marxism and Philosophy*, Korsch expounded his views on the relation between theory and practice. He claimed that the quintessence of Hegel's philosophy, to be precise, the dialectical relation between philosophy and reality, between theory and practice, was completely neglected. According to Hegel, every philosophy can be nothing but "its own epoch comprehended in thought" [1]. From the standpoint of Korsch is the dialectical relation between theory and practice, between philosophy and reality the survival principle of all science and philosophy throughout the Hegelian era. Orthodox Marxists also abandoned the core of the Marxist philosophy, namely the dialectic, in a similar fashion. Their viewpoints have not only theoretically but also practically led to negative consequences.

In Korsch's opinion, only by rediscovering the practical element in classical German philosophy can the distinctive point of view of Marxism be understood. By thinking about the philosophical nature of Marxism, Korsch believes that both "pure abstract theory" and "pure isolated practice" do not exist, and that theory and practice are unified. He criticized the Second International theorists accordingly, pointing out that they could not understand the philosophical basis of Marxism and separated the unity of theory and practice, as a result, they made the mistake of negating the relation between Marxist theory and revolutionary practice, which resulted in Marxism losing its revolutionary and practical nature, and eventually reducing

to a pure dogmatic and positivist theory.

3.3 On three development stages of Marxism

Korsch believes that according to Marx's principles of dialectical materialism, the whole history of Marxism can be divided into three major development stages. The first phase begins around 1843, which corresponds in the history of ideas to the *Critique of Hegel's Philosophy of Right*. It ends with the Revolution of 1848, which corresponds to the *Communist Manifesto*. In this phase, the theory of Marxism is a theory of social revolution, comprehended and practiced as a living totality. The best example of this early and youthful form of Marxist theory as the theory of social revolution is the *Communist Manifesto*. The second phase begins with the bloody suppression of the Parisian proletariat in the battle of June 1848 and lasts to the end of the 19th century. In this phase, Marxism turns into a scientific socialism, but the central characteristics of Marxist theory remains essentially unaltered. The only difference is that various components of the whole, namely its economic, political and ideological elements, scientific theory and social practice are further separated out. Korsch claims that not only in the first but also in the second phase is there an unbreakable interconnection of theory and practice of Marx and Engels. It is the so-called 'supporters' and 'followers' of Marx and Engels who divided the theory of social revolution into fragments. The third phase, which represented by Russian Marxists and regarded as a restoration of Marxism, extends from the start of the 20th century to present and into an indefinite future. Rosa Luxemburg and Lenin tried to revive the original Marxist theory and liberate Marxism from the inhibiting tradition of the Social Democracy of the second period. They answered the practical needs of the new revolutionary stage of proletarian class struggle.

However, there is a change in Korsch's attitudes towards Leninism, namely from affirmation to negation. The former is manifested in the high praise of Lenin and Rosa Luxemburg's theory when Korsch analyzed the third stage of Marxism in *Marxism and Philosophy*. The latter is obviously manifested in his comprehensive criticism of Leninism in *The Present State of the Problem of 'Marxism and Philosophy'-An Anti-Criticism* in 1930. With the Third International's reprimand and various unsatisfactory phenomena in the Soviet Union, Korsch began to reflect on his earlier conclusions. According to Korsch, although Lenin wanted very seriously to be a Marxist, he still remained a Hegelian. [1] Because of this limitation Lenin understood and explained Marxism in a Hegelian abstract epistemological way, which directly led to the fact that Leninism is inappropriate to guide the revolutionary movement of the proletariat. Korsch claims that Lenin's philosophy not only antagonized theory and practice, but also interpreted revolutionary practice as the actual work and interest of the party.

Such a connection makes Leninism the sole yardstick and authority of other doctrines and theories, even including natural science discoveries. The direct consequence of this theoretically degraded development was that during the subsequent construction of the Soviet Union, an "ideological dictatorship" was formed, which continuously expanded and strengthened after Lenin's death.

4. THE ABOLITION OF PHILOSOPHY

Why was the philosophical content in Marxism so often denied? In Korsch's opinion, there were specific reasons. It is well known that as the founder of Marxism, Marx and Engels talked about the "abolition of philosophy" on many occasions since 1840s, which was often used by negativists of Marxist philosophy as a perfect argument to deny the philosophical content in Marxism. Korsch pointed out that Marx and Engels did talk about "the abolition of philosophy" more than once, but the problem is how to correctly understand these words, as Korsch puts it, "it is essential not to obscure the fundamental significance of this Marxist attitude towards philosophy" [1].

Although Marx and Engels have repeatedly raised the slogan on the abolition of philosophy, they also affirmed the great role philosophy plays. For instance, in *The Leading Article in No. 179 of the Kölnische Zeitung* Marx wrote about philosophy as follows: "Since every true philosophy is the intellectual quintessence of its time, the time must come when philosophy not only internally by its content, but also externally through its form, comes into contact and interaction with the real world of its day." [2] Later Marx and Engels conducted an in-depth analysis of the nature of philosophy in two other important works *The Holy Family* and *The German Ideology*.

Korsch believes that the philosophy that Marx and Engels wanted to abolish should be interpreted as the philosophy of the bourgeoisie. Thus, when Marx and Engels expressed the idea of "eliminating" and "abolishing" philosophy, it was the bourgeois philosophical theories that they wanted to destroy. When Korsch expounded his argument, he began by reviewing Marx's relevant texts. In *Eighteenth Brumaire of Louis Bonaparte* Marx defined "the philosophy of the class". Marx said that the class as a whole creates and forms an entire superstructure of distinct and peculiarly formed sentiments, illusions, modes of thought and views of life out of its material foundations. A part of the superstructure that is determined by class in this way, yet is particularly remote from its material and economic foundation, is the philosophy of the class. The philosophy in the class era not only carries a heavy class mark on the content, but also is influenced by the class in terms of the form philosophy adopts. Therefore, in understanding the "bourgeois philosophy" as Marx puts it, we should not be limited to the criticism of its content, but also understand that the ideology of philosophy itself is also the unique form of its class consciousness. Korsch believes that this is precisely the starting point for interpreting Marx and Engels' slogan "abolition of the philosophy".

After the bourgeoisie seized power, its revolutionary thoughts continued to decline. And as the reflection of the ideology of the bourgeoisie, German classical philosophy

seemed to have finished and been abolished. The successor of German classical philosophy and modern Western philosophy is the new Marxist materialism system. In fact, in Korsch's view, it has been transformed into a new philosophy - the theory of scientific socialism founded by Marx and Engels. It is true that Marx and Engels have said 'abolition of philosophy' in various occasions, but we cannot assume that Marxism has abandoned its philosophical foundation. Korsch pointed out that Marxism is a scientific theory and a revolutionary practice which changes and transforms the existing world. Philosophy is the conceptual component of the reality of bourgeois society, so the abolition of the bourgeois philosophy must also be carried out in reality.

5. CONCLUSION

Marxism and Philosophy advanced a conception of Marxism that was quite undogmatic and anti-dogmatic, historical and critical, and which was therefore materialist in the strictest sense of the world. The philosophical nature of Marxism determines that it is a revolutionary doctrine. In Korsch's view, an important feature of Marxism is its revolutionary character. If Marxism loses its philosophical nature, it will also lose its revolutionary character. Although Marx and Engels did talk about "the abolition of philosophy", we still cannot deny the fact that Marxism is essentially a philosophy. And in order to restore the revolutionary nature abandoned by the Second International, we must rebuild the philosophical characteristics of Marxism, namely the unity of its theoretical criticism and revolutionary practice, on the basis of rebuilding the ties between Marxism and philosophy. In this sense, Korsch held that Marxism is a unity of critical philosophy and revolutionary philosophy.

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Research on The Teaching of Undergraduate Graduation Project Based on The Cultivation of Practical Innovation Ability

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Abstract: The undergraduate learning process is long, but the university stage is the transition of students into the society, so it has a greater impact on the future development of students. In the final stage of undergraduate learning process, graduation project is needed to test the comprehensive theoretical and practical ability of students in the process of university learning. At present, some colleges and universities also have great deficiencies in the teaching of undergraduate graduation project, and the teaching mode is relatively limited, which can no longer fully fit the current situation. Therefore, in order to further improve the comprehensive ability of students through graduation design, we must innovate the teaching mode of graduation design, from the original too much emphasis on theoretical teaching to the emphasis on theoretical teaching and practical ability at the same time. In this paper, the author analyzes in detail the measures to improve the practical ability of students by innovating the teaching method of graduation project.

Keywords: Practice; Innovation Ability; Undergraduate Graduation Project Teaching; Problems; Measures

1. INTRODUCTION

Compared with primary school, junior high school, senior high school and other stages of teaching, undergraduate stage graduation design teaching has a strong particularity. In the development of higher education system in our country, there is a set of perfect teaching system. Taking graduation project teaching in undergraduate teaching stage as an example, it has high application value and can provide important help for training students' innovation ability and testing the learning situation in undergraduate stage. However, due to the lack of innovation and teaching methods in the current graduation project teaching, to a certain extent, students' thinking is constrained, so we must establish more innovative ideas in teaching and improve the teaching mode.

2. ANALYSIS ON THE CURRENT SITUATION AND PROBLEMS OF UNDERGRADUATE GRADUATION DESIGN

2.1 The Influence of Employment Pressure and Enrollment Pressure on Undergraduate Graduation Project

At the end of undergraduate study, students will choose to continue their studies or enter into social employment according to their own situation, so their ideological focus will focus on this aspect, compared with the low degree of emphasis on graduation design. In recent years, the number of college graduates in China is increasing year by year, which makes it more difficult to find employment. Therefore, more and more undergraduates will face enterprises in all fields of society to seek for high-quality employment resources in the internship period to be graduated [1]. At the same time, some students hope to further improve their education level in order to seek better jobs after graduation. Under the influence of the above two reasons, the pressure of graduation project is very little, even too perfunctory.

2.2 Problems in The Topic Selection of Graduation Project

Undergraduates will go through the topic selection stage before they formally carry out graduation design work. For students, the topic selection is very important for the development of the follow-up graduation project. If they fail to select the topic in strict accordance with their own situation, they may have a series of problems, which will greatly affect the graduation project performance. According to the current actual situation, most colleges and universities have great deficiencies in the selection of graduation topics, and the difficulty of the selected topics is similar, while some of the topics do not fit the actual situation very well [2]. Nowadays, college students have a more evolved idea, and they should have a strong forward-looking and epochal feature in the topic selection of graduation design, so that they can test their professional quality and leave a certain space for independent play, and exercise their thinking expansion ability and practical operation ability.

2.3 The Process of Graduation Project Has Not Been Effectively Controlled

For undergraduate students, there is a certain degree of difficulty in graduation design, and the level of graduation design work rating has an impact on students. Therefore, the school must improve its attention. Nowadays, due to the shortcomings of the management mechanism, the relevant management departments of graduation project pay too much attention to the results and ignore the control of the design process. At present, the management departments of graduation design in some colleges and universities have

paid more attention to the process of graduation design, but they are restricted in the practical implementation. For example, most students have started to apply for jobs or prepare for entrance examination before graduation. When they are busy with job-hunting and entrance examination, they are getting closer to the submission time of graduation design results, while most students have not yet started, so It can be seen that the students have not been able to allocate their time reasonably, taking into account both job-hunting and enrollment as well as graduation design [3]. In addition, colleges and universities will also have the behavior of too accommodating students, too loose quality management of graduation design results, but at the same time, it will form a bad atmosphere, and affect the concept of lower grade students, thus forming a vicious circle.

3. THE TEACHING STRATEGY OF UNDERGRADUATE GRADUATION PROJECT BASED ON THE CULTIVATION OF PRACTICAL INNOVATION ABILITY

3.1 Construction of Professional Curriculum System for Training Practical Innovation Ability

Graduation project is an important means to test the learning situation of undergraduate students. In the four-year undergraduate learning career, the main energy of the students is focused on the cultivation of theoretical knowledge and practical ability, but there are great deficiencies in its teaching mode, especially in the aspect of graduation project teaching mode. Nowadays, the demand for modern talents from enterprises in all fields of society is increasing gradually, especially for those with bachelor's degree or above. Graduation design is the ultimate embodiment of students' years of university learning, and can also show their own values through graduation design works. It can be seen that graduation project is of great significance. At present, when carrying out undergraduate graduation design teaching, the relevant management departments should pay more attention to the cultivation of innovation ability, optimize the topic selection, and ensure the rationality and scientific of the topic selection; at the same time, the graduation design teaching has a great impact on the quality of graduation design results, so teachers should pay more attention to it, and make targeted plans according to the actual situation of students before the course starts Teaching plan, and to ensure that the content of the graduation project teaching is consistent with what students learned in the early stage, with a certain forward-looking, to ensure the fairness and impartiality of the graduation project teaching. In addition, relevant management departments should do a good job in topic selection quality control, carefully screen the graduation topic selection question bank, and eliminate the serious deviation from the actual and out of class topics, and evaluate the difficulty of topic selection, and finally confirm that there is no error for students to select topics. In a word, in the aspect of

graduation project teaching, we should make a detailed plan and strengthen management so as to form a perfect management system and lay a foundation for improving the efficiency and quality of graduation project teaching.

3.2 Developing Diversified Graduation Project Topics

As mentioned in the previous article, most of the undergraduate colleges and universities' graduation design topics are too single, resulting in high repetition rate, which cannot be specific to each student's unique ideas. However, with the long-term application of the single topic, it is likely to make the students' attention drop and breed perfunctory attitude. The management department must increase the attention and pay attention to the diversified development of graduation design topics. Nowadays, under the background of quality education, colleges and universities should make clear their own orientation, strengthen the diversified characteristics of teaching, and enhance students' interest. Graduation project itself is a task of coexistence of academic and interest. In the past, students may be more excluded from graduation project to a certain extent. At present, graduation project teachers should pay attention to the practicality of the topic selection, and at the same time, they should have diversified ideas, which can effectively mobilize students' subjective initiative while attracting students to explore graduation project in depth.

3.3 Effective Control of Graduation Project Teaching Process

At present, in the process of graduation project teaching, there is no effective control over the teaching process. To further strengthen the process control process, teachers can strengthen the communication with students, realize "interactive" teaching, and promote students to communicate with teachers more, so as to better answer students' questions. At the same time, teachers should pay attention to heuristic teaching, guide students to develop in a more forward-looking direction, combine with the current actual situation to carry out teaching, and achieve effective control of the teaching process.

4. CONCLUSION

With the development of the times, there are some problems in the teaching of graduation project, such as the problem of choosing the topic of graduation project, the process of graduation project cannot be effectively controlled and so on, which affect the students' graduation project. In this paper, the author analyzes and expounds the problems and relevant teaching strategies in the teaching of graduation project in detail, hoping to contribute a little to the improvement of the efficiency and quality of graduation project teaching in undergraduate colleges.

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Several Key Problems of English Writing and Their Solutions

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Abstract: In second language learning, we often challenge the four basic skills of the language, as listening, speaking, reading and writing, among them "writing" is the most difficult point in acquisition. Therefore, in order to do a good job in the research and teaching of the second language, we can focus on the issue of "writing" in the second language. In this paper, the author makes a preliminary analysis of several key problems in English writing and their solutions.
Keywords: English Writing; Focus Points; Teaching

1. INTRODUCTION

In the second language learning, students often challenge the four basic skills of listening, speaking, reading and writing, among which "writing" is the most difficult point. This is "not hard to see from the official statistics of IELTS candidates' performance in 2013" (John Langan, 2014). According to the statistics, the global average score of listening, reading and speaking ability is 6.1, 6.1 and 5.9, while the average score of writing is 5.6 [1-3]. The following reference table (John Langan, 2014) is more significant:

Average of listening, reading, writing and speaking
Arabic 4.9 5.1 4.9 5.7 5.2
Chinese 6.0 5.8 5.3 5.5 5 5.7
Japanese 6.0 5.9 5.3 5.6 5.8
Korean 6.1 6.1 5.4 5.7 5.9
Russian 6.5 6.5 5.8 6.5 6.4
Italian 7.0 6.4 5.9 6.3 6.5
French 6.8 6.6 6.0 6.5 6.6
Spanish 6.7 6.4 6.0 6.5 6.5
Portuguese 6.8 6.5 6.1 6.6 6.5
German 7.3 7.5 6.6 7.3 7.2

Obviously, "writing" is the most difficult point in second language acquisition. Therefore, in order to do a good job in the teaching and research of the second language, the focus of education and discussion will be on solving the problem of students' difficulty in "writing", which will be more effective.

In any case, different researchers have different opinions on English writing. Some researchers believe that "the focus of writing is to be proficient in the traditional short form", that is, to write an article with four or five paragraphs using about 500 English words. This shows that it is most important to select and use words in writing. Because in every natural segment, you only have about 100 words. In these words, you should make clear your mind and point of view.

However, many students can't write 160-word essays well. How can they write more than 300-word essays, or even 500-word essays? The problem is to focus on the traditional writing mode and get used to using selected words and phrases.

2. HOW TO WRITE AN INFLUENTIAL ESSAY

(1) Proficient in traditional writing mode

The traditional essay has the characteristics of elegant writing and sharp thinking. It is a good model for learning English writing. It has three advantages of using the traditional mode of writing skillfully.

A. Be proficient in traditional essay writing to help you become a better writer

In other words, you will always organize writing test composition, report, research paper and other article types. In order to better adapt to the traditional essay and its structure, we need to focus on clear argument, clear structure, logical inference and other issues. This will certainly help you write any kind of article.

B. Writing training makes you a better reader and speaker

As a reader, you will see the opinions and arguments written by others critically. Reading is a way of thinking. Thinking helps to form logicality, which makes you a better reader. Training traditional writing can also help you become a better speaker. As you will experience three links in writing training, which are exciting introduction, stable development of composition and persuasive conclusion, the training of these three links will help you become a more persuasive speaker. Obviously, the ability of logical thinking and discrimination formed by reading helps you become a sharper writer of words.

3. THE WRITING TRAINING OF TRADITIONAL ESSAY MODE MAKES YOU A LOGICAL THINKER

Traditional writing needs clear purpose and logical structure. Compared with essay writing, writing with the traditional and logical writing mode will make you have a clearer writing purpose and logic. This kind of writing allows you to clearly classify your views, thoughts and feelings. In this way, you will learn how to find out that your views are logical and rational. In short, the traditional way of writing trains your brain to think clearly, so that your life can be valuable everywhere. Therefore, the traditional mode of short writing can be said to be a model for learning English writing. According to the structure of this model article, we can not only improve our writing thinking ability, but also improve the logic and clarity of our writing thinking, which is of course the key to English writing.

(2) Understanding writing is a skill

Just like any other skill, writing is something that can be learned. Practically speaking, writing is a skill that can be practiced and created, rather than a hundred percent "talent". If you really want to learn, understand writing as a skill.

Students who lose confidence in writing will think that others are more skilled writers than themselves. In this way, they always say, "I am not a good writer, and English writing is my weakness". Obviously, when many students believe that they can write good articles, the students with fear believe that they have no talent. This psychological factor obviously affects their progress in writing training. The result of this kind of psychology is that because students don't believe that they can write a good article, they will always avoid training and writing, and will not play their advantages when they need to write. This kind of psychology also predicts that students with fear in their hearts can brainwash themselves with the writing talent of "not believing in themselves". Obviously, I believe that I am an important problem to write a good article, and the result will be very satisfactory. Students not only need to believe that they can master "writing skills" through training, but also need to beat their "self-distrust" mentality.

(3) Believe that writing is a process of discovery

Many people may believe that writing is a "gift", but they don't believe that "writing is a simple and direct process from the writer's mind to a piece of paper" (John Langan, 2014). Master the inspiration of inspiration, and you can write a first draft of a composition. The fact is that "writing is a discovery process involving many steps", which is tortuous. As long as we have patience to go through the ups and downs of this process, we can find that writing is not entirely a "talent" [2, 3].

In many cases, students experience their ideas in the process of writing, otherwise it is difficult to find out what they want to write. For example, if you have to write a daily life about the most vexed things, many times you can't figure out which kind of vexation to choose. On the contrary, we directly write about troubles, and gradually find troubles in the process of writing. One of them is likely to be trouble free, so start writing about the idea of trouble. This kind of trouble may also be caused when people can't find a place to park when they go to the cinema to see a movie or when parking is inconvenient. If you go to the cinema many times and experience many troubles, your brain will naturally think that "going to the cinema" is a kind of trouble. The formation of this idea will naturally lead to the idea of "going to the cinema" as a worry.

To write about the trouble of "going to the cinema", the author not only has a delicate and profound thought about the trouble of parking, but also may pay attention to the trouble other people encounter when they go to the cinema. In this way, he began to use a variety of reasons to prove that "going to the cinema" is a kind of worry. Obviously, writing is a process of discovery.

In the process of writing, students may suddenly find something or turn their attention to another direction. In the process of discovery, you may find that your argument sentence is actually the sentence you want to make a conclusion. Perhaps, students may make their own argument deeper or more detailed, so the argument in writing will become an argument. It should be noted that the brain does not control the writing tendency very much when writing. In many cases, the process of writing makes people find the trend of writing. Therefore, writing can be seen as a discovery process. When students are more involved in the writing process, they will find new things. In this way, students' writing thinking ability will be honed. After honing, they will be able to open their horizons wider, which is the necessary product of writing.

(4) Make it clear that writing is a way to talk to others

Different from spoken language, writing is a way of communicating thoughts and feelings with its own readers with written symbols. Therefore, in order to learn writing well, students must recognize the view that "writing is a special form of dialogue". When you start talking, you don't have to treat people the same way. For example, it is absolutely impossible for you to talk to your children or family members in the way of talking to your boss. So, when you talk or you start writing, you have to think about "who your readers are or who they are going to communicate with.". At the same time, in daily language communication, you are likely to change your way of speaking. In a word, people's communication language in different content and different scenes is different.

In order to achieve the goal of successful dialogue, people often consider their own audience and communication objects to organize the discourse system. In writing, the same is true. When students begin to write, they should consider the purpose of writing and the readers. This ability to organize the discourse system according to the objects of communication is not only helpful to improve the writing ability, but also to improve the working ability and survival ability. Because, no matter in study, life, or work, people have to face the reality of communication with others. Social development needs to have better social communication ability.

(5) Keep a diary

Keeping a diary is one of the most convenient and effective ways to learn a language well. Because the content of diary involves the real life that people see and experience in their daily life. In this way, we can write the true feelings. Because writing is a kind of skill, people's skills can be improved through practice, so it can be said that "how you practice determines how you write". At first, the best way to do writing training well is to keep a diary. By keeping a diary, you can train your ability of written expression and master how to discover new things. Diary is the writing of what you have experienced. It helps you understand the routine things in daily life.

Specifically, in order to train, you need to use about 15 minutes to keep a diary before dinner, before going to bed, or before anything. When writing a diary, don't think about "how to make mistakes, what to write", just write down the words or phrases in your mind. In this way, stick to writing at least one or two natural paragraphs at a time. You can take a small diary or a handy notebook with you to write a diary. In any case, we must stick to it. Don't be afraid of

making mistakes. Just stick to the way of "write what you want". Writing is a skill that can be developed. Writing diary can improve writing ability. Writing better articles can be achieved by keeping a diary.

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Some Thoughts on The Digitalization of Archives Materials of Afanti's Story

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Abstract: Afanti is a well-known folk-art image of Chinese people of all nationalities. Afanti's story materials are very rich, including text, images, audio and video, which have formed a certain scale in the process of inheritance and development. As a part of the excellent traditional culture of the Chinese nation, Afanti needs to inherit and protect its story materials and research materials. Digitalization of archives is a trend of development and an effective way of data classification, storage and protection in the new era. We need to use digital data means to provide multimedia digital platform for all of Afanti's paper, image and film and television materials, establish a special electronic database, and set up a special search and access user platform to facilitate user learning, reading, teaching and research.
Keywords: Avanti; Folk Literature; Archives Digitization

1. INTRODUCTION

Afanti is not only a very important figure of wit in Chinese folk literature, but also a very popular figure of wit among children. Afanti and his stories are widely spread among Chinese people of all ethnic groups in books, films, puppets, cartoons, newspapers and other ways. Afanti's folktales and wisdom have had a profound impact on human beings. According to incomplete statistics, there are more than 300 Afanti's stories in China, and more than 1000 Afanti's stories spread abroad, involving feudal class struggle, contradictions among the people, daily entertainment and other fields.

"File digitization is a new type of file information form with the development of computer technology, scanning technology, scanning matrix CCD technology, OCR technology, digital photography technology (recording, video recording), database technology, multimedia technology and storage technology. It transforms the file resources of various carriers into digital file information, which is stored in digital form and networked Form mutual connection, use computer system for management, form an orderly structure of file information base, timely provide utilization, realize resource sharing. Archives digitization is the most basic work of the construction of digital archives. The archives of traditional carriers are processed into the form of digital archives by high-tech technology. Through the local area network, government network and Internet, computer retrieval and reading of electronic archives are carried out. In order to meet the challenge of the new environment of archives information service, improve the management level and efficiency, enhance the service level of the archives business department, and serve the archives Department management and customer service to provide efficient and comprehensive services. " We need to use scanning technology and digital photography technology to scan, input, classify, search and retrieve the printed materials and film and television materials of Afanti and its stories [1-3]. Data archiving of Afanti data is a long-term and phased work, which can only be realized after the completion of story data collection and sorting, classification management, scanning and entry, etc.

2. AFANTI STORY MATERIALS

Afanti story materials are very rich, including Afanti's story paper materials, Afanti's story film and television materials and Afanti's story network materials.

2.1 Afanti's story paper

Since the 15th-16th century, the Afanti story has been widely spread in Xinjiang. With the integration and development of the story of witty characters and the story of Avanti, various oral materials of Afanti have been formed. In the 19th century, Avanti's oral materials were recorded in writing, so a new way of communication, written communication, was added. Since the 20th century, Chinese people have carried out the collection and collation of Avanti's story materials. Especially since the founding of new China, the printing and publishing of Avanti's story materials have made great progress. In the 1950s, China published 14 versions of "the story of Avanti" in five languages: Han, Uygur, Mongolian, Kazakh and Tibetan. Among them, the golden volume and silver volume of "the complete collection of Afanti's stories" compiled by Akbar Ulam and the golden volume and silver volume of "the complete collection of Afanti's stories" (the golden volume) collected more than 1300 classic Afanti's stories spread in Xinjiang and other countries in the world. The humor and wisdom contained in these stories have become the source of people's positive and optimistic life thoughts. With this as a reference, people can see themselves, interpret themselves and get inspiration from them [4-6]. The translation language of this book is accurate and in place, which not only gives full play to the original story, but also keeps the original appearance of the story. It can be called the version of Afanti story with many income stories, wide coverage and complete content, which is so far a more complete version. Zhao Shijie has collected, collated and translated the Afanti story materials, and published the Afanti story, Afanti and the Afanti people, which are loved and welcomed by readers of all ethnic groups in China.

2.2 The paper materials of Afanti's stories are divided into two parts: the first part is manuscripts, the second part is printing and publishing books, periodicals and newspapers. Afanti's story materials were copied from medieval Uyghur, mainly recording scattered story materials. The published materials of Afanti stories mainly refer to the printed materials since the founding of the people's Republic of China, i.e. various versions of the collection of Afanti's stories. At present, Afanti's story materials are relatively rich. For the first time, Afanti changed from oral to paper folklore. Zhao Shijie and Akbar Ghulam compiled and published Afanti jokes in Xinjiang literature and art, western literature, national literature and Chinese folk culture. In the summer of 1957, Zhao Shijie published the carefully selected 100 stories of Afanti, with 20000 volumes, by Shanghai Culture Press. Since 1958, China has published 14 versions of "the story of Afanti" in Chinese, Uyghur, Mongolian, Kazakh and Tibetan Languages, of which the edited version, with 393 stories, is a relatively complete version so far. The story of Avanti, published by China children's Publishing House in 1962, became the best-selling book at that time and has been reprinted four times. Then, China children's Publishing House published 380000 copies of the story of Avanti. In 1986, a book compiled by Zhao Shijie and fated to be "Afanti "was published and published by Guangming Daily Press, in which the story of Afantic of Uighur and Uzbek was compiled respectively, and the story of the witty characters like Afanti of Uighur, Hui, Kazak, Mongolian, Kirgiz and other ethnic groups in Xinjiang was also compiled. In 1990, Zhao Shijie translated and published the selected Uyghur folk jokes, of which the story of Afanti is the largest [7, 8].

3. DIGITAL ARCHIVE OF AFANTIDATA

The digital archives of Afanti materials need three steps to carry out relevant work. First, the paper printing materials of Afanti's stories

The scanning of materials is input into computer, including the works, works and periodicals of Avanti's stories. Second, the collection and classification of Avanti's film and television materials and network data. Third, design a database software, in which all kinds of data can be put down, and relevant information can be found according to subject words or keywords.

3.1 The main contents of the digitalization of Afanti's story materials

After the collection, sorting and classification of Afanti's story materials, the actual work content of archives digitization is started, which includes the following three aspects

Digitalization of the archive directory information of Afanti's story materials, and establishment of a database of the main directory and several subdirectories of Afanti's story materials. The directory of Afanti materials and archives is divided into three levels of directory data, specifically

including the general directory of Afanti materials - the first level directory, the second level directory of Afanti's story materials and the third level directory Afanti's story materials, forming the retrieval system of the three-level directory framework.

The digitalization of Afanti's story data carrier files, such as the digitalization of Afanti's story data paper files, archive microforms, photo files, audio and video files, etc., and the establishment of archive image database or multimedia database. This is an important part of the Afanti's story database. We need to input and scan the paper data, photo image data and film and television data into the database system respectively, and list the story data of various carriers under the proper position of each subdirectory for reference.

3.2 Collection and construction of the special information of Afanti's story data file. This is what we have discussed above, and we will continue to elaborate here.

The steps and design of the digitalization of Afanti's story materials

Software development, information collection, search use and reading reference are our ideas for the digitalization of Avanti's story materials.

The development of digital software for Afanti's story data files. We invite bids from some professional digital media organizations in the form of public bidding and bidding to develop the digital software of special archives of Afanti data for us. This software is put into use in public network in the form of a network thematic system.

Digital data input and collection of Afanti story data file. After the volume is extracted from the entity database of Afanti data file, the data of Afanti's story data are collected first. At the same time, the collection of Afanti's story materials and archives has fuzzy or unclear points on the paper or image materials, and carries out clear or decontamination, black edge removal and other technical processing, checks the archives catalogue and electronic materials, and completes the preliminary review. Then a special person will review the original and data of Avanti's story data file again, and archive the electronic data of Avanti's story data after confirmation. In the whole process, each link cooperates with each other to complete the information collection and audit.

3.3 Digital search and use of Afanti story data files. The digital platform management system of Afanti's story materials and archives can realize the digital management of Afanti's story materials and archives collection, identification, sorting, storage, transmission, statistics, access and other work, and realize the online browsing and remote access function of archives through the organization system special network. According to the working process of archives business, with the authorization of the system administrator, the reference can read the archives remotely through the network.

In a word, the digital archive of Afanti data is a special database construction. Since the data collection, classification to software development, all kinds of relevant data input, and then put into use. Afanti's digital archives is a tentative work of the digital archives of folk literature. We

should boldly explore the development of digital archives of oral and intangible cultural heritage, and provide a new idea for the protection and development of intangible cultural heritage in the future.

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Development Strategy and Countermeasures of Energy Saving and New Energy Vehicles in China

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Abstract: With the continuous progress of science and technology in China, the demand for automobiles is increasing. At present, China's environmental problems are facing major challenges. One of the causes of this challenge is the emission of automobile exhaust. Therefore, China attaches great importance to the development of energy saving and new energy vehicles, which requires relevant staff to formulate comprehensive measures to achieve more automobile energy at the same time, research on new energy vehicles will be carried out.

Keywords: Energy Saving and New Energy; Automobile; Strategic Countermeasures

1. INTRODUCTION

The current stage is a strategic opportunity stage for the transformation of China's transportation energy power system. If energy-saving vehicles can operate well in China, they will not only greatly improve the environmental pollution problem, but also bring greater opportunities to the automobile industry. Of course, based on the arrival, there will be some challenges, which requires relevant staff to focus on energy conservation and This paper will discuss some problems in the development of new energy vehicles and formulate effective solutions.

2. THE CURRENT SITUATION OF THE DEVELOPMENT OF ENERGY-SAVING NEW ENERGY VEHICLES IN CHINA

At present, China's new energy vehicle development has established a relatively complete parts production department and R & D system, and has initially mastered the development technology of new energy vehicles, and has made important progress in the power battery and motor, which can meet the basic release operation requirements, and the promotion and application of automobile energy-saving technology has achieved remarkable results, applying some advanced internal combustion engine high-efficiency changes Energy saving technologies and products, such as speeder, lightweight materials, vehicle optimization design and general hybrid power, have upgraded the technology of traditional automobile industry and significantly reduced the fuel consumption [1-3]. At present, China's energy-saving automobile technology has basically matured, and has preliminarily realized industrialization, with a certain market scale. However, there are still some problems that cannot be ignored in the current development of energy-saving and new energy vehicles. First of all, the longtime of R & D and the insufficient investment in R & D lead to some high-end technologies unable to achieve breakthroughs and there is still a certain gap between the advanced level of foreign countries. Moreover, these new energy vehicle products are still in the experimental stage, not fully verified by experiments the industrial chain of key parts has not yet formed, which makes the supply of these basic parts insufficient and requires a large number of imports, which brings certain obstacles to the development of energy-saving vehicles.

3. STRATEGIC CHOICE FOR THE DEVELOPMENT OF CHINA'S TRANSPORTATION ENERGY POWER SYSTEM

3.1 Energy Saving Vehicle

The energy power technology of energy-saving automobile mainly includes the diesel engine technology and energy-saving gasoline engine technology in Colleges and universities, as well as the advanced hybrid internal combustion engine technology. First of all, the high-efficiency diesel engine technology can effectively save fuel consumption, but the technology needs to control emissions when it is used. The electronic control technology of diesel engine, exhaust aftertreatment technology, clean diesel and standby diesel technology can be used. These technologies are relatively high school and green, suitable for vigorous development. The energy saving technology of gasoline engine has a good development prospect. It is widely used in foreign countries. This technology has brought a series of technical changes to the control of engine air system and the management of cycle process. This ultra-micro energy saving gasoline vehicle has an important energy saving significance in small and medium-sized cities and rural areas. Hybrid internal combustion engine technology refers to the mixing of conventional gasoline and diesel with alternative fuel, which is a bridge between the existing vehicle energy saving and environmental protection technology and new energy vehicle technology.

3.2 New Energy Vehicles

The key development direction of new energy vehicles is to

use various liquid alternative fuel engines and hybrid vehicles, so as to realize the transition to biofuel hybrid and rechargeable power, so that the gas fuel with natural gas as the main body can be further developed, and vigorously promote the progress of battery technology. At present, electric vehicles are widely used in China, so the development of battery technology has a broad prospect. At present, the development direction of vehicle energy in China should start from oil and natural gas and biomass fuel to realize the transition to renewable energy. At present, the main body of vehicle fuel in China mainly comes from the three parts of biofuels, natural gas fuel and coal-based fuel, and the demand and use of fuel are also increasing day by day. Relevant staff are studying these fuels at the same time, the compatibility with vehicle technology system and infrastructure should be fully considered, so that these fuels can give full play to their value. At the same time, technological improvements should be realized, advanced science and technology should be actively studied, and breakthroughs and innovations should be constantly realized. The automobile power system is a relatively complete system, and the breakthrough of automobile power system in our country is to realize the hybrid technology. Application, it provides a good platform for the transformation of automobile power system. This power system is characterized by modularity and can mix many kinds of power. The development of power battery and hydrogen fuel cell is the key to the transformation of energy and power in China, but it is also the bottleneck. At present, the new power battery in China cannot meet the use requirements of automobile, compared with foreign countries for some hybrid cars, there are still problems of short service life and high cost. Therefore, for some electric vehicles, to achieve the transformation of power system, it is necessary to achieve a breakthrough in battery technology. Relevant staff should strive to innovate and drive the improvement of battery efficiency and technology as much as possible, so that the technology can achieve long-term and stable progress Step and development.

4. COUNTERMEASURES FOR ENERGY SAVING AND DEVELOPMENT OF NEW ENERGY VEHICLES IN CHINA

4.1 Achieve Strategic Transformation

For the breakthrough and transformation of the strategy, first of all, relevant staff should fully understand the current market demand, as well as the development status of energy-saving vehicles, so as to formulate a more effective development strategy. We should vigorously promote advanced internal combustion engines and hybrid electric vehicles to solve the existing energy and environmental protection problems. At the same time, we should actively research and develop alternative fuels such as gas fuel and biomass fuel to promote the diversified transformation of transportation energy sources. We should also put the research and development of pure electric vehicles on the agenda, and regard them as the key research objects. According to the national science and technology development plan, we should increase energy mobility in China We will strive for scientific and technological innovation and industrialization.

4.2 Learn from Foreign Advanced Experience

At present, there are still some problems in the development of energy-saving vehicles in China. Compared with foreign markets, the development of China is relatively slow. Therefore, relevant departments should pay attention to the exchange and communication with foreign advanced technologies, actively learn from foreign advanced experience, so as to realize the transformation of automobile industry, not only as a big output country, but also as a powerful technology country, so as to truly improve China The competitiveness of the automobile industry, vigorously develop oil alternative fuel, at the same time, promote the diversified development of transportation energy, achieve the compatibility and integration of energy carriers as much as possible, and make a great contribution to environmental protection, while reducing the use cost of automobiles. In the process of gradually replacing these energy sources, we should reasonably and orderly promote the diversification process, and establish a basic technology platform for alternative fuels to adapt to various changes and transition issues in the process of energy transformation.

4.3 Increase the Development of Electric Vehicle Market

The ultimate goal of the transformation of automobiles and the research and development of relevant energy materials is to expand the market of electric vehicles. Therefore, the relevant staff should take the hybrid power as the platform, gradually realize the scale and promote the high-end technological progress and innovation, vigorously promote the concept of transportation and consumption, and make people realize the energy-saving automobile based on the current basic national conditions of our country. Meaning and value, even when buying cars, they are more inclined to these environment-friendly cars, which are cheaper than the traditional energy burning cars.

5. CONCLUSION

The strengthening of market development also needs to be fully integrated with current relevant policies, such as restrictions on energy consumption, preferential policies and subsidies for energy saving and new energy vehicle purchase, etc. these detailed issues also need full attention of relevant staff to ensure the sustainable supply of automobile energy.

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Several Factors Influencing the Calligraphy Style of Badashan People in Their Later Years

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Abstract: The Badashan people, Zhu Da, a calligrapher and painter in the late Ming and early Qing Dynasty, were originally descended from the royal family. After the Ming Dynasty's death, they were forced to exile and become monks. They were one of the "four monks" in the painting world in the early Qing Dynasty. Its nickname, Badashan people, is evolved from the name. The Badashan people remove the "Niuer" in Zhu Da's name. Niuer has the meaning of authority, while the Badashan people often imply Zhu Da's self-mockery. Most of the paintings and calligraphies of Badashan people are freehand brushwork, good at painting landscapes, flowers and birds, with unique style. Zhu Da, who has experienced many ups and downs in his life, has poured a lot of feelings into calligraphy and painting, and has an important position in the painting world. He is known as the great master of Chinese painting. His calligraphy style is more unique, forming a distinctive personal style. Zhu Da, a calligrapher and painter, called himself "Badashan" after he was 60 years old. His calligraphy style has changed a lot more than before. His style is more intriguing and thought-provoking. His later works are more successful, and his number of works handed down is also larger. Unfortunately, the poet and the poet are lucky. This paper will mainly discuss how to influence the change of Badashan's calligraphy style according to the calligraphy style of Badashan in his later years The important factors of change, combined with the background of the times, and the life experience of the painter and other comprehensive factors, analyze the calligraphy style of Badashan people, so as to deepen the understanding of Badashan people and promote the comprehensive understanding of the calligraphy style.
Keywords: Badashan People; Old Age; Calligraphy Style; Influencing Factors

1. INTRODUCTION

The life of Badashan people is full of ups and downs, and their styles of painting and calligraphy are changing with the changes of emotion. In his youth, Zhu Da was gifted with unique talent, influenced by his clan family and cultural environment, so that he could write small regular script when he was 11 years old, which laid a good foundation for calligraphy. With the migration of time, Zhu Da experienced the death of the Ming Dynasty, the death of his father, the death of his wife and so on. In order to escape the control of the Qing Dynasty and protect himself, Zhu Da became a monk and a Taoist again. Later, he experienced the death of his friends, poverty and so on. His heart fell into extreme depression and indignation. Influenced by the social environment, Zhu Da's calligraphy style had a certain degree the characteristics can be studied in depth. Because Badashan people lived in the early Qing Dynasty, their writing style and calligraphy often focused on emotional catharsis, mainly expressing their yearning for their homeland and their resentment towards the Qing Dynasty. The names of Badashan people have changed countless names in their lives, from "xuege" to "geshanlu" to "Renwu" and "Badashan people". Their names reflect the psychological state of Badashan people in different periods. Secondly, they cover up their identity of "Ming heritage" through the characteristics of symbols. Badashan people were born in 1620 and died in 1705. From 1681 to 1684, Badashan people returned to their hometown and faced the scene of national destruction again. They recalled their yearning for their homeland and their indignation for the environment. Therefore, they caused the complexity and contradiction of their thoughts and made self-mockery of "donkey" and "donkey house". Therefore, the writing style in this period mostly shows inner tangle and dissatisfaction. The calligraphy style of Badashan people in their later years was mainly defined in 1684, that is to say, they began to use Badashan people to sign, which symbolized the beginning of the calligraphy style in their later years, and also represented the real Buddha returning to the custom of Badashan people. Gradually, they came out from the indignation of disease and national extinction, and their inner strength gradually changed And, in this period, they began to contact with more advanced people, fell into the creation of painting and calligraphy works, increased more painting and calligraphy works, had the change of writing style in their later life, and made Badashan people obtain greater achievements in painting and calligraphy.

In the calligraphic works of Badashan people, the lines are dynamic and smooth, just like the living things with dynamic situation in the four-dimensional space, which has vitality and aura. And the smoothness of the lines is mainly reflected in the calligraphy style of Badashan people, which has the characteristics of following the trend and forming in one breath. It is rich in content but not crowded. For example, in the "guest short Pavilion" written by Badashan

people, its lines are full of tension, like flowing clouds and flowing water, which is evaluated as "lively, flexible and condensed". Secondly, the style of Badashan people's calligraphy has the characteristics of harmonious structure, and its fonts are mostly unified, full and harmonious. Harmony is one of the most important elements in a work. Only by maintaining a harmonious state can we achieve a pleasant effect. In the writing style of Badashan people, it is not only full of vitality and vitality, but also has the beauty of harmony. Combined with the overall structure and the flexibility of its own writing style, it forms the unique writing style of Badashan people. So that the overall internal structure presents the characteristics of mutual matching and natural formation, with high artistic attainments, improve the aesthetic feeling. In addition, the writing style of Badashan people is vivid and natural, which is also the most distinctive feature of Badashan people's calligraphy and the highest achievement. It is like natural. In the works of biography and sketch book, it embodies the creative idea and aesthetic orientation of "no trace", natural and full.

2. THE FORMATION OF THE BOOK STYLE IN THE LATER YEARS OF BADASHAN PEOPLE

2.1 Build Up A Good Fortune

In the earliest work of Badashan people, "biography and sketch book", we can see that the calligraphy style of Badashan people is very wide, not only has the characteristics of regular script and running grass, but also includes clerical script and Zhangcao, and its European style is more similar. However, in the later years of Badashan people's calligraphy style, it has experienced the transformation from complexity to simplicity, mainly showing its excellent imitation function, and on the basis of imitation, it also shows the super high realm of Badashan people, which means learning the saying that one is like another. Its font is usually very similar to the famous ancient calligraphy, which can achieve the effect of falsehood and falsehood. In the later life of Badashan people, it mainly studies the calligraphy art of Dong Qichang and Huang Tingjian, and the Calligraphy Research of Dong Qichang is more accurate, its lines are elegant and sparse, and the ink is suitable for thick and thin, so as to achieve the lifelike effect. Among them, Badashan people's learning of Dong Qichang's calligraphy art is mainly influenced by their father, who has a certain research on Dong Qichang's calligraphy style. Therefore, influenced by the background of the times and the family cultural environment, Badashan people have a strong interest in Dong Qichang's calligraphy fonts since they were young, which deeply affects the calligraphy style of Badashan people in their later years. In the early Qing Dynasty, Kangxi highly praised Dong Qichang's calligraphy style. Therefore, under the pressure of the times and identity, the eight-mountain people deliberately reduced the impact of Dong Qichang's

calligraphy style on their own calligraphy style. However, Dong Qichang's calligraphy style has infiltrated into the habits of the eight-mountain people imperceptibly. Therefore, the writing style of the eight-mountain people can still reveal Dong Qichang's writing style Influence. This also makes the writing style of Badashan people more distinctive. In 1678, the eight-mountain people began to learn from Huang Tingjian's calligraphy style, which was mainly reflected in the works of the eight-mountain people, which was the initial stage for them to learn from Huang Tingjian. In the running script Liu Ling's Ode to Jiude, the style was more mature, more similar to Huang Tingjian's calligraphy style, and its staggered style was like flowing clouds and flowing water. In addition, we can feel the emotional changes of Badashan people in the calligraphy style, express their incisive and joyful emotions, and also reveal their sorrows and helplessness, so that their emotions can be placed in calligraphy, relieved in the process of writing, and lay a certain foundation for the calligraphy style of Badashan people in their later years.

2.2 The influence of the prosperity of epigraphy on the calligraphy of badashan people in the early qing dynasty

In the early Qing Dynasty, epigraphy was particularly prosperous, which had a relatively important impact on the calligraphy of Badashan people. In the late Ming Dynasty, a large number of scholars and calligraphers emerged, who had a strong interest in the ancient characters. Therefore, in this period, the ancient characters got a rapid development, forming a style of calligraphy and other writing. And in the early Qing Dynasty, the excavation of epigraphy increased day by day. Epigraphy flourished and developed in this period. The calligrapher's aesthetic was expanded, and its writing form was no longer limited to writing ink, but gradually changed to giving each other epigraphy for pleasure, which made epigraphy developed, increased people's attention to epigraphy, and made the place of writing Bit has been raised. So, to a certain extent, it has an impact on the calligraphy style of Badashan people and promotes the development and transformation of the calligraphy style of Badashan people. Badashan people usually like to study ancient Chinese characters and paintings, and have made great achievements. Because of their strong interest in ancient Chinese characters, they can show their deep research and attainments in calligraphy, which provides support for their future achievements in calligraphy, and also makes their calligraphy style more obvious, integrating the personality characteristics and emotional changes of Badashan people, so as to make their writing more obvious The characters are frank, free, hearty and full of flavor, which has become a major feature of the calligraphy industry, bringing people visual beauty and spiritual understanding [1-3], making people involuntarily want detailed taste and in-depth research.

2.3 The Influence of Yan Zhenqing's Calligraphy on Badashan People

Yan Zhenqing was a great calligrapher in the Tang Dynasty. He played an important role in calligraphy. He was a representative of Wang Xizhi. Yan Zhenqing's calligraphy is mainly regular script, which has a unique style and

writing method. It is called Yan style. The characteristics of his calligraphy are mostly round pens. Unlike most Calligraphers' traditional square forms, Yan Zhenqing's fonts are unique and unique. He is the founder of round pen calligraphy. In his calligraphy style, he has a unique charm and law degree. His handwriting is correct, exquisite, vigorous and has been used by later generations Praise and get a lot of promotion. The influence of Yan Zhenqing's calligraphy on the Badashan people is mainly reflected in the round and introverted style of the brush used by the Badashan people, which can reflect the study of Yan Zhenqing's calligraphy style by the Badashan people in their later years. Moreover, in the late Ming and early Qing Dynasty, Yan Zhenqing's font was studied by most of the "adherents" calligraphers, and it has been shown in the style of calligraphy. In the Tang Dynasty, Yan Zhenqing died for his country for the sake of peace and uprightness. His calligraphy, which is the same as that of others, shows the characteristics of firmness and grandeur, and is appreciated and admired by people. At the end of Ming Dynasty and the beginning of Qing Dynasty, most of the "left behind" calligraphy furniture had the feelings of home and country. They were angry about the rule of Qing Dynasty. They took Yan Zhenqing's momentum and iron skeleton as the standard, had the emotional commonality, and had a close relationship with it. Therefore, the style of calligraphy was often similar to Yan Zhenqing's, with the help of the situation of calligraphy, they spread their emotions and aspirations. It has a profound influence on the formation of the calligraphy style of Badashan people, and it is also an expression of the emotional form of Badashan people, representing the loyalty and yearning for the previous dynasty [2].

2.4 The Style of Wei And Jin Dynasties in The Calligraphy of Eight Mountain People

In the period of Wei, Jin, southern and Northern Dynasties, the society was turbulent, and there was a transformation in culture, showing the characteristics of openness and freedom. The rise of metaphysics was more and more released and strengthened under the creation of art. In the period of Wei and Jin Dynasty, the value of individual was emphasized, the expression of personality was emphasized, the philosophy of simplicity and remoteness was often emphasized, and spiritual detachment was pursued. Therefore, in the Wei and Jin Dynasties, the ideological realm was higher, and the experience of nature was more important. For example, Tao Yuanming, a pastoral poet in the Jin Dynasty, mainly shows the spirit of pursuing freedom, yearning for tranquility and simplicity, and keeping peace in his heart. The calligraphers in the Wei and Jin Dynasties liked to drink, and showed their true temperament when they were half drunk and half awake. Therefore, it has a certain influence on the formation of the calligraphy style of Badashan people in their later years. In the

writing style of Badashan people in their later years, it often presents the characteristics of peace and simplicity. It likes drinking, but it seems to be madness, but it shows the true temperament. It retains the plain and detached human nature. The style of its works is free and easy, which is similar to the dominant style in the Wei and Jin Dynasties. In their later years, Badashan people followed Taoism and the development of metaphysics in the Wei and Jin Dynasties. Therefore, it had a certain impact on the formation of the style of Badashan people and could be more detached, but it was said that they could find inner peace and stability.

3. THE COMPOSITION OF THE BEAUTY OF THE CALLIGRAPHY FORM OF BADASHAN PEOPLE IN THEIR LATER YEARS

3.1 On the elements of the formal beauty of the calligraphy of badashan people in their later years

"Linhe Xu" is the most copied work of the eight-mountain people in their later years. It has poured in many thoughts and feelings of the eight-mountain people. In the fan album, there are many copies, which are basically regular script. Linhe Xu was created by Wang Xizhi, a great calligrapher. In his later years, the eight great mountain people pursued the demeanor of Wei and Jin Dynasties, and combined with his mood in his later years, Linhe Xu can better express his detached mood. "It's a place with high mountains, lush forests and bamboo trees. It's clearer and more turbulent. It reflects the left and right sides." "although there's no flourishing of silk and bamboo orchestras, it's enough to narrate your feelings from the beginning." "riverside narration" repeated copying represents the maturity of the eight-mountain people's ideological realm. Each work of riverside narration copied by the eight-mountain people is unique and has different characteristics. It's the calligraphy of the eight mountain people In the mature period, its structural modeling and composition have more characteristics, showing a strong and tension momentum, forming the tone of the beauty of the form of calligraphy in the old age of the eight mountain people, showing its unique charm of calligraphy style [3].

3.2 The embodiment of the beauty of the calligraphy form of badashan people in their later years

The formal beauty of Badashan people is mainly reflected in the overall shape and character structure. In the calligraphy works of Badashan people, the overall shape is very different in size, and the space is intentionally enlarged or narrowed, showing the characteristics of different styles. And they are used to leaving white or lengthening, sometimes lengthening, sometimes magnifying, sometimes exaggerating, sometimes standardizing, which makes the calligraphy characteristics of Badashan people show a center of mellowness, seemingly irregular but harmonious, just like a wonderful craftsmanship, which can bring the art of calligraphy to the extreme, easily cause visual impact, and bring people rich visual experience. It is the characteristics of art that show elegance, profundity, but special sense of emptiness, and the characteristics of patchwork.

4. THE RELATIONSHIP BETWEEN

CALLIGRAPHY AND ZEN IN THE LATER YEARS OF BADASHAN PEOPLE

4.1 "Suck Up the Water of Xijiang River"

Badashan people have experienced ups and downs in their lives, and they once fled to the empty house in their early years due to the death of their father and wife. In the middle and later period, he had a strong interest in Taoism and Neo Confucianism, and carried out a trip to Zen. In this process, he had profound insights, which had a certain impact on his calligraphy style. It is a classic speech by Mazu, the representative of the great master of Southern Zen, that "one mouth can suck up the long river". It refers to the correct cognition of the self, which represents the self-confidence of the individual, has a magnificent spirit, is not bound by magic, pursues the freedom of the body, and contains profound philosophical thoughts and aesthetic pursuit. "Absorbing the river at a time" has a profound influence on the formation of the calligraphy of the eight poets, which is mainly reflected in the profound and unique ideas of the eight-mountain people. Although they are quiet and deep, there is a vast universe view [4].

4.2 The Realm Of "Kindness" Of Eight Mountain People

In the later works of Badashan people, they all present the characteristics of quiet and peaceful. They have a long-term sense. They have experienced many tribulations, returned to inner peace, and all things belong to their families. They have reached the state of "goodness". They regard themselves as a drop in the ocean, and finally return to plain. For example, in the poem "the picture of fish and birds", the fish in the East China Sea are refined. One is the Yellow Finch, the autumn moon is the finch, and the winter into the sea is the fish. The concept of Zen makes Badashan people more peaceful, and finally reach a reconciliation with the world with a detached realm, which also makes Badashan people's later works show more mature characteristics.

5. CONCLUSION

Badashan people play an important role in the field of calligraphy and painting, and their styles are unique and intriguing. In their later years, the style of calligraphy has changed a lot. The main influencing factors are the external environment, the prosperity of epigraphy, Yan Zhenqing's calligraphy, Wei and Jin's demeanor and Zen school, which influence the calligraphy of Badashan people French style is more perfect and mature.

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Research on The Practical Problems and Countermeasures of College Aesthetic Education in The Internet Era

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Abstract: With the continuous core of science and technology, the 21st century has obviously entered the Internet era. The content of the Internet is relatively extensive and messy, which requires people who use the Internet to make reasonable choices about the content. And now more and more people understand the outside world through the Internet, and will follow the trend on the Internet. So the Internet is very It is easy to affect people's thoughts and aesthetics, especially college students whose psychology is not mature and just contact with the society are more vulnerable to the influence of the Internet, so we should strengthen the guidance of students' aesthetics in teaching, so that students can learn to establish the correct aesthetic ability.
Keywords: Internet Age; Colleges and Universities; Aesthetic Education Teaching; Countermeasures

1. INTRODUCTION

At present, many colleges and universities are actively carrying out relevant courses of aesthetic education, aiming to cultivate students' understanding, love and creation of beauty, so that students can better feel the beauty of the world, and lay a solid foundation for students to enter the society with a more positive and sunny attitude in the future. In the Internet age, students are more willing to accept new things, so many bad information on the network is easy to affect students' psychology. But at the same time, teachers can also use this feature of students to teach, using a relatively new teaching method, which can make the classroom more colorful, and at the same time, it can attract students' interest in learning, and make students more interested in learning Good aesthetic classroom learning to enhance the role of aesthetic literacy.

2. THE PROBLEMS THAT AFFECT COLLEGE STUDENTS' AESTHETICS IN THE INTERNET AGE

2.1 Impact on Students' Aesthetic Values

With the continuous popularization of the Internet, computers, mobile phones, tablets and other electronic devices have almost become the necessary tools for every student, and the functions of the Internet have become more and more diversified with the change of time. Students can not only use the Internet for social interaction, but also use the Internet for learning. For example, if there are problems in the classroom, they can search videos on the Internet Learning; can also expand the classroom knowledge on the Internet, learn more knowledge that schools can't learn. However, some students use the Internet to take the "shortcut", do not listen to the class well in class, do not write assignments directly using the Internet to search for answers, or even use the Internet technology to cheat in the exam, seriously affecting the order of the exam room and the fairness of the exam, which is a behavior that seriously damages the learning atmosphere on campus [1-3]. There are also some students who use the Internet to search for articles in their graduation thesis or campus essay solicitation activities. Many articles are spliced into a new article to be handed in as their own articles. This is a serious damage to the literary circle of our country and a serious disrespect to the original author. This is an immoral behavior. Once found, it will not only affect other students Values have an impact on the harmonious and friendly relationship between teachers and students. Compared with middle school, the amount of learning in Colleges and universities is relatively small, and colleges and universities are in a state of free rein for students. Students mainly study independently, so they have more time of their own. Some students will use this time to do part-time jobs or prepare for the next stage of learning, while some students will use this time for entertainment activities, appropriate online games, and for students The improvement of students' thinking is helpful, but some students are addicted to it and can't extricate themselves, which leads to the impact on their daily life. At the same time, they destroy the development of their body and mind and the health of their eyes. At the same time, they also seriously hinder the improvement of students' aesthetic quality.

2.2 Impact on Students' Aesthetic Taste

College students need to face a lot of external pressure. Their studies, employment and parents' expectations make them feel more stressed. Many of the way to relieve the pressure is through online video or games. However, the information on the Internet is too diverse, which makes the students lack the ability to create beauty gradually. At the same time, they are addicted to the low taste on the Internet to relax themselves It is the future of the motherland, which should be the guide of the trend and beauty, rather than being gradually guided by the low-level aesthetic way without creativity. Colleges and universities should develop these problems in time and actively guide the students. Colleges and universities need to constantly

change their teaching methods, guide the students to the positive and healthy aesthetic direction, and contribute to the construction of the country in the future.

3. COUNTERMEASURES OF COLLEGE AESTHETIC EDUCATION IN THE INTERNET ERA

3.1 Increase Extracurricular Aesthetic Education Teaching Activities

Many college students are introverted, not good at communicating with others, and lack of self-confidence and fear of face-to-face communication with others. The emergence of the network greatly improves this problem in the traditional way of communication. Students can exchange ideas on the network, so that students can communicate with like-minded friends across time and place, regardless of high or low price on the network platform Cheap, fat, thin, beautiful and ugly. Everyone is equal. You can talk freely to your heart's content, so that students can gradually find the beauty of self-confidence and development of life. You can also find an outlet for students to vent. On the Internet, there is always a person who will encounter the same problems as you. No one will associate your personality or family with your troubles. They think your stress and troubles are ridiculous Of, the student can be in the network heartily catharsis gets the innermost feelings release, thus more positive moves toward the future. The survey shows that many students think that after class activities are reduced and campus life is relatively boring and rambling, so most students choose to supplement after class life in the form of internet entertainment, which is a waste of a good university life. The university should timely control this behavior of students, and adopt special teaching methods to guide students' behavior, such as: everyone All of them love beauty, so the teaching of aesthetic education can carry out the expansion activities after class. The students of this kind of development are more willing to actively participate in the class, and do not think it takes up personal rest time. The school can hold the competition of network hot issues regularly, and improve the enthusiasm of students to participate in the activity through the way of competition, and such activities not only fit the students' network life, but also can To provide students with a platform for communication, to spread the correct use of the positive energy of the network. There are various forms of activities, but some of them have not been explored. The school can also exchange the experience of aesthetic teaching activities with other schools, supplement and adjust each other, so that the promotion and development of aesthetic teaching in Colleges and universities in China are more and more smooth.

3.2 Using Advanced Network Technology to Teach Students Aesthetic Feeling

Different from other disciplines, aesthetic education focuses on theory education and practice, while aesthetic education tells students theory through practice and enables students to understand it through thinking, so traditional teaching methods cannot meet the teaching needs. Now Internet technology has gradually penetrated into various fields, and teachers can also use the Internet Technology to teach. Internet technology makes the classroom more colorful. Teachers can make exquisite ppt or video to supplement the classroom. Teachers should not directly steal other teachers' classroom documents for teaching, because different students need to use different teaching methods, and teachers should constantly improve the teaching content to create their own students' teaching methods, so as to achieve the best Teaching effect. At the same time, the Internet also enables the teaching content to be simply and directly expressed, reducing the pressure of students' understanding. In addition, teachers should continue to learn the methods of internet teaching. Schools can regularly invite professional personnel to train teachers, and set up a platform for teachers to exchange teaching methods, so that teachers can gather ideas and prepare for better training of students' aesthetic.

4. CONCLUSION

All in all, the rapid development of the Internet has advantages and disadvantages for students. What teachers need to do is to help students reduce the bad influence of the Internet on students and guide students to use the Internet correctly for positive activities. The Internet will guide students to receive information of low-level aesthetic interest, and also help teachers to use better teaching methods to review students with the improvement of aesthetic cultivation, students will have a stronger interest in the classroom, so as to better understand, love and create beauty.

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The Transformation of Physical Education Thinking and Its Reform and Development in The Information Age

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Abstract: The development of the information age has changed the social and economic form, and the Internet has upended the traditional industries and promoted the prosperity and development of all walks of life. Physical education has been developed by leaps and bounds in the information age. This paper mainly focuses on the transformation of physical education teaching thinking in the information age and its reform and development, hoping to give the relevant staff some effective thinking.
Keywords: Information Age; Physical Education; Higher Education

1. INTRODUCTION

The information age has the characteristics of convenience, wide and fast, which also put forward higher requirements for the development of all walks of life. In order to adapt it to the development of the present era, it is necessary to strengthen the innovation of physical education teaching, strengthen the innovative thinking of teachers and students, improve the quality level of physical education in colleges and universities, and promote students to get more comprehensive development.

2. ANALYSIS OF THE IMPORTANCE OF THE TRANSFORMATION OF PHYSICAL EDUCATION THINKING AND ITS REFORM AND DEVELOPMENT

Under the background of the information age, it is necessary to promote the change of thinking and reform of physical education. Emphasize that students are the main body of classroom teaching, so that teachers and students to achieve a better interaction, students can become the master of physical education teaching in colleges and universities. The reform and innovation of physical education teaching requires that we should pay attention to the innovation of teaching methods and teaching knowledge points, but also attach great importance to cultivating students' ability of innovation and thinking. In the classroom teaching to encourage the main, so that students in the learning process to maintain a happy attitude, more enthusiasm for learning to promote the comprehensive development of students. Teachers conduct online teaching, so that students get a reasonable self-choice, students' learning autonomy has been improved, and students' learning efficiency is greatly improved. This also reflects the importance of the information age to the transformation of physical education thinking and its reform and development, colleges and universities should pay more attention to teaching innovation, actively adopt new methods, and realize effective innovation in all aspects [1].

3. THE TRANSFORMATION OF PHYSICAL EDUCATION TEACHING THINKING AND ITS RELATED STRATEGIES FOR REFORM AND DEVELOPMENT

3.1 Strengthening the student's main position

Traditional physical education emphasizes preaching, in the study of action, by the teacher explains and demonstrates the standard action, students in the study of sports theory to show a passive state, and by imitating the teacher's action, to learn. This kind of learning method improves the efficiency of the classroom to a certain extent, but it does not reflect the main position of the students in the classroom, the students show the lack of interest in the study of sports knowledge, the learning enthusiasm is not strong. Imitation and learning attitude are not high, which leads to the goal of physical education teaching has not been fundamentally achieved. Based on the background of the information age, the teaching methods can be enriched effectively.

For example, physical education teachers can use multimedia in teaching, the use of micro-class video form, the video uploaded to the relevant network resources platform, students can learn independently through the network, for students in the study of the problem, teachers can directly in the platform to answer questions, but also for students on-line questions, targeted supplemented by offline guidance, so that learning efficiency has been greatly improved. This way enables students to make full use of their own fragment time, strengthen the study of physical education knowledge, and promote the improvement of students' interest in learning. For example, in the teaching of the cross-bar movement, teachers can play videos of actions, allow students to learn from viewing, and upload the exercises to the online platform for teachers to guide online [2].

3.2 Strengthen students' personality differentiation

In the traditional teaching, after the teacher demonstration action, the teacher unified imitation and practice of the teaching mode so that the teacher cannot fully guide each student, which in the teaching will appear the action learning completed students have nothing to do, and even

can practice other projects, and the learning ability of students in the classroom time cannot complete the action of learning, which will lead to the development of all students affected. Based on the development of the information age, in the use of flipping the classroom form, physical education teachers have achieved a breakthrough in traditional classroom time, breaking the space limit, the classroom is no longer limited to the school. Some students with poor foundation and weak learning ability can preview the physical education program through the relevant network teaching, keep up with the progress of the classroom in the video and teacher's online guidance, and use the network platform to achieve review and consolidation after class, so that students' learning ability can be well exercised. Some students with better foundation can use the Internet to watch the relevant sports action teaching, on the basis of completing basic learning, to expand their horizons.

In teaching, physical education teachers can adopt layered teaching method in the light of the specific situation of the class. For example, in the process of dance teaching, teachers can record single, double and collective dance video in advance, in the video to explain the specific steps, students can watch video, can find a dance partner before class for preview, increase the time of students dance practice, so that students can directly display the results of the exercise in the classroom, other students in the display results to watch the analysis, their performance evaluation, through the evaluation of the way to improve students' competitive awareness, stimulate students' learning motivation. After the completion of the student performance, the teacher should focus on the students to guide and summarize, point out the students in the display of common problems and demonstrate the correct actions, to guide students, and after class some

action guidance video sedated to WeChat group or teaching platform, so that students can consolidate the exercise in time after class. Through self-exercise, students have largely got rid of the teaching content and the limitations of teachers, and strengthened their ability to learn. The innovation of teachers in teaching methods has promoted the further development of students' physical education learning level.

4. CONCLUSION

In the information age, with the expansion of information channels, the public can access the information gradually increased, students are also the same. Therefore, teachers should strengthen the main position of students in the teaching process, and take students as the focus of the whole physical education teaching process. Through the reform of teaching mode, it strengthens the cultivation of students' personality differences and effectively promotes the development of physical education teaching in colleges and universities.

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New Mode of Innovation and Entrepreneurship Education for College Students in The Internet Plus Era

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Abstract: Under the call of mass entrepreneurship, innovation for all, more and more college students are participating in self-employment, and universities have also carried out teaching on college students' entrepreneurship. Based on this, this paper combines the background of Internet plus, analyzes the current problem of college students' entrepreneurship education, and then expounds the significance of optimizing the model of innovative entrepreneurship education for college students, and discusses the method of realizing the innovation of this model in the era of Internet plus.

Keywords: Internet plus; University students; Entrepreneurship education; Model innovation

1. INTRODUCTION

In the age of Internet, people's access to new things has become more diverse, and the society's demand for diversified talents is more urgent. With the upsurge of College Students' independent entrepreneurship, more and more colleges and universities have set up the subject of College Students' entrepreneurship education, so as to cultivate and improve the entrepreneurial ability of college students professionally and systematically. In order to make the entrepreneurship education mode of college students more practical, we should optimize it based on the "Internet plus" background.

2. PROBLEMS IN ENTREPRENEURSHIP EDUCATION FOR COLLEGE STUDENTS

At present, every university has consciously added the content of innovation and entrepreneurship education, but it has not achieved good results in practice. In the current innovation and entrepreneurship education of college students, there are generally the following problems:

(1) The concept of education is backward. In the course of educational development, most colleges and universities have the problem of separation from theory and practice, and both teachers and students lack the attention to this kind of education, which cannot guarantee the advanced content and concept of teaching.

(2) The educational model lags behind. Neither the course content nor the schedule is scientific, which leads to the relevant content not having practical guidance significance. However, the ability of innovation and Entrepreneurship of teachers is weak. In the teaching process, there are some problems, such as theory is more important than practice, and even many colleges and universities have no corresponding evaluation mechanism, which makes the teaching effect difficult to improve.

(3) Educational positioning is inaccurate. Many colleges and universities do not have a correct understanding of the value of innovation and entrepreneurship, and do not find a correct position in the field of education. In the practice of education, they cannot to cultivate the ability of college students.

(4) The understanding deviation of the connotation of entrepreneurship education. In Colleges and universities, the educational concept of cultivating academic and theoretical talents is still popular. In this case, college educators cannot deeply understand the connotation of innovation and entrepreneurship education, so that their operation behavior is biased, and they cannot really cultivate application-oriented talents.

3. NEW PATH OF COLLEGE STUDENTS' INNOVATION AND ENTREPRENEURSHIP EDUCATION IN THE "INTERNET PLUS" ERA

The introduction and development of college students' innovation and entrepreneurship education is a further supplement to the way of cultivating talents in colleges and universities. This work can improve the creativity and innovation of college students in order to promote the improvement of their comprehensive ability. For colleges and universities, the development of innovative entrepreneurship education will make up for the original practicality and practical education gap, and lay a good foundation for helping colleges and universities to achieve the training of complex talents.

3.1 Strengthening the penetration of Internet plus thinking

Today, the Internet plus thinking has been widely used in all walks of life, in the field of education is also very popular, and its effect is very prominent. Therefore, in order to meet the current background of the times, to achieve the innovation and optimization of the innovation and entrepreneurship education model of college students, the relevant staff should strengthen the penetration of the "Internet plus thinking, so as to innovate the concept of innovative entrepreneurship education to lay an ideological foundation.

At this level, colleges and universities must attach great importance to the innovation of the educational model of

university innovation and entrepreneurship, improve the mobility based on the transformation of the ideological model, and establish advanced teaching concepts. For example, strengthen the "Internet plus" thinking propaganda, strengthen the promotion of innovative and entrepreneurial education content, from the idea to improve the attention of teachers and students of the whole school, in order to ensure the effective development of teaching work to lay a foundation. Meanwhile, from the aspects of teaching methods, contents, and methods, we should deepen the application of information technology and the thinking of "Internet plus", and help all teachers and students develop the consciousness of "Internet plus innovation and entrepreneurship education", so as to carry out the related teaching more effectively.

3.2 Building a diverse teaching model

The optimization of the innovation and entrepreneurship education model of college students are to further realize the organic training of college students' comprehensive ability, so as to help them carry out innovative practice and self-employment more smoothly. However, the individual differences of college students are very clear, and the single teaching model does not have the applicability. Therefore, we must build a diversified teaching model to enhance the educational flexibility and relevance, and comprehensively enhance the overall quality of college students to provide assistance.

In this link, the relevant teachers need to strictly follow the principle of people-oriented work. For example, based on the characteristics of college students' personality, innovative entrepreneurship education model is designed in a targeted manner. Teachers should develop differentiated education programs based on the thinking mode and behavior characteristics of college students in order to meet the learning requirements of different students. In the theoretical teaching, through sharing and communication, the teaching plan from the perspective of college students is designed to make the arrangement of teaching content more applicable. In practical guidance, it is necessary to adjust the program with emphasis according to the actual needs of college students.[1] For example, the application of entrepreneurship project simulation platform or the holding of innovative entrepreneurship program design contest, in order to stimulate the entrepreneurial interest of college students, so that they can complete the development of self-potential and self-competence. In addition, the relevant teachers in the teaching link should also adjust the content and method of innovative entrepreneurship teaching according to the grade and theoretical knowledge level of the students, so as to improve the learning effectiveness of the students.

3.3 Establishing a comprehensive training system

The essential difference between the innovation and entrepreneurship education of college students and the teaching of other subjects in Colleges and universities is that this kind of education aims at cultivating practical and practical talents. Therefore, in the teaching process, it should be based on the improvement of students' ability to integrate theory and practice. Moreover, under the background of "Internet plus", teachers integrate advanced information technology into education. In practice, the teachers should rely on the Internet plus thinking and construct the three-dimensional education mode of "theory + practice + practice", which will lay the foundation for ensuring the comprehensive cultivation of the ability. [2].

At this time, teachers need to reasonably allocate the proportion of the course time of theoretical teaching, practice simulation and practice exercise to ensure that the design of the whole teaching process is scientific. For example, teaching in the order of theory, simulation and practice helps students to gradually complete theoretical consolidation, knowledge inline and practical skills upgrading. In this link, colleges and universities can use the theoretical teaching content of rich network resources, and organize college students to carry out simulation exercises based on the practical training platform of colleges and universities. At the same time, we should strengthen the "school-enterprise union" to provide students with internship opportunities, so that they have a clearer understanding of the connotation of entrepreneurship, the development of the industry and the way the enterprise operates. After that, students can be organized to set up enterprises, and effectively complete their own innovative entrepreneurial ability exercise.

3.4 Building a "Pan-Learning" mode

Innovative entrepreneurship education for college students is a "long-lasting war", which not only needs the professional guidance of teachers, but also needs students to complete independent learning and thinking based on their own interests and learning characteristics. To this end, colleges and universities should actively build a lifelong learning environment, build a "pan-learning" model, for college students to enhance their personal ability to provide assistance. For example, to strengthen the development of micro-course resources and the application of the curriculum platform, to further meet the personalized learning requirements of college students to lay the foundation. At the same time, we should also promote the "creative culture" landing, so that university students can carry out learning at any time, and find like-minded partners to exchange and share, and effectively enhance the ability of college students to innovate and team work together.

4. CONCLUSION

In a word, the innovation of entrepreneurship education mode for college students is more conducive to the improvement of teaching effectiveness. It can not only enable universities to achieve a more comprehensive training of professional innovative talents, but also improve the comprehensive quality of college students. In practice, relevant staff should strengthen the infiltration of "Internet plus" thinking, realize the innovation of educational philosophy, create a diversified teaching mode and a

comprehensive training system, and build "Ubiquitous Learning" mode.

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Innovating the Course of Sports Game and Cultivating the Ability of Innovation and Entrepreneurship of Students Majoring in Physical Education

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Abstract: As a course with strong interest, wide audience, multiple functions and flexible application, sports games play an important role in school sports teaching. With the development of national fitness, the public groups have more and more strong demand for improving physical fitness and health, while the traditional physical exercise cannot meet the needs of the public because of its simple repetition and boring. Sports games are more and more popular among the public because of their interesting and entertaining features on the basis of fitness function. With the development of national fitness and the practice of encouraging college students to innovate and start their own businesses, the proportion of sports in the public group is increasing. More and more physical education students choose the form of entrepreneurship to promote employment. Therefore, how to cultivate students' ability of innovation and entrepreneurship through the innovation of sports game course is particularly important.
Keywords: Sports Games; Innovation; Entrepreneurship

1. INTRODUCTION

The author is a full-time teacher of sports game course, and at the same time, he guides college students to start their own businesses as an entrepreneurial tutor, and guides and leads students to organize team activities. In practice, it is found that the traditional sports game curriculum cannot meet the needs of innovation and Entrepreneurship of students majoring in physical education, and cannot meet the needs of social groups for sports games. The main problems are as follows:

First of all, the rules of sports games are not strict enough. In the process of leading the participants to arrange the sports games, they can't explain the rules of the game clearly so as to affect the smooth progress of the game. Secondly, it can't deal with emergencies effectively. Thirdly, in the process of organization and guidance, there is a lack of expression ability. Sports game is a kind of recreational sports, in the process of participation, we should focus on the happy atmosphere. Fourth, the rigid thinking lacks flexibility. In the process of students' entrepreneurship, the organization of sports games is often how teachers

teach students to copy mechanically [1-3]. Fifth, in the course of teaching and learning cannot effectively highlight the dominant position of students. Therefore, it is very important to innovate the course of sports games so as to improve the innovation and entrepreneurship ability of students majoring in physical education.

2. HIGHLIGHT THE MAIN POSITION OF STUDENTS

In the past, the traditional teaching method was used in the teaching of sports games. That is, teachers organize and guide sports games, and students experience games. In this way, the students are just as participants and Experiencers of the game. In the course feedback, especially in the teaching practice of the students majoring in physical education, it will be found that what the students learn is only "lively" rather than "doorway", that is, they do not really master the teaching skills of sports games. Therefore, the students of sports game course are not only an experienced but also an organizer. Teachers introduce sports games, let students participate in the discussion of the rules, how to avoid the dispute on the rules, after the discussion, students arrange and organize sports games, teachers as a guide to evaluate and feedback students, so as to continuously improve students' practical operation ability [4-7].

The curriculum focuses on experiential teaching, which enables students to know first, learn in practice and summarize in time. This teaching mode emphasizes the establishment of a harmonious relationship between teachers and students, and promotes students to actively participate in teaching activities. The experiential teaching mode can help students to experience the learning pleasure of Junior High School Chemistry subjects, and create efficient classroom from all angles, so as to optimize the teaching practice of sports games. The experiential teaching in sports games not only requires students to participate in the experience of the course, but also reflects, feeds back and summarizes the course. That is, experience before learning. After the project experience, students express their opinions on how to organize the sports game project, analyze the key and difficult points and how to better create it. After students express their opinions, teachers summarize and leave homework for students to summarize in class.

Pay attention to the cultivation of students' expression

ability in teaching. The organization of sports games is carried out in a relaxed and pleasant atmosphere. As an organizer, it is necessary to create such an atmosphere, so the use of language expression is particularly important. In the arrangement of the game, as the interpreter of the rules, in the process of the game practice, there is a guide for the participants as a guide, and the game will be strictly implemented as a referee. The switching of multiple roles makes students need different languages and body languages to express, and the organization of sports games mainly relies on language to express. Therefore, in the course innovation of sports games, we should give full play to the students' subjective initiative, and guide them to develop their expression ability in class, including how to adjust their tone of voice, how to stand, how to adjust their body posture, how to adjust their atmosphere, how to deal with disputes, etc.

Encourage students to make teaching creation under the guidance of teachers in groups, show group or personal achievements in class, and other students and teachers to make teaching evaluation and evaluation. Sports games are not rigid, solid models, not immutable. Group teaching is not only the interaction between teachers and students, but also the interaction between students. In different types of sports games, it can stimulate the enthusiasm of each member, actively discuss the best completion plan, and discuss the solutions together when there are problems. In the class, the teacher guides the students to create and improve the sports games with the group as the unit, and sends the group members to lead the whole class to participate in, and participate in the completion of other group students to put forward their advantages and disadvantages and suggestions for improvement. Students' comments and teachers' comments. In this way, while training students' creativity, they will also develop their organizational ability, which can enhance the creativity of sports games for other students.

The innovation of sports game assessment. In the past, the assessment methods were too single: physical fitness, homework, participation in sports games and classroom performance. This cannot fully evaluate the students' mastery of the course. Therefore, students will forget what they learned in class before practice, or they will not participate in the organization to achieve the desired effect. The assessment content not only includes students' understanding of the course, but also more about students' application ability. The assessment should include the investigation of students' organizational ability, language expression ability and game creation ability. So as to improve the comprehensive quality of students.

3. CONCLUSION

In addition, sports games focus on application. In order to improve students' ability of innovation and entrepreneurship, they should be market-oriented and grasp the market direction. Organize students majoring in physical education to participate in extracurricular physical activities of other departments or primary and secondary schools, from probation to practice to practice. Students are encouraged to follow the college's incubator to participate in the organization, planning and participation of outdoor sports.

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On the Teaching Reform of Career Planning Course for College Students in The New Situation

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Abstract: With the rapid development of society and economy, new changes have taken place in the requirements of the society for talents. In the new situation, although higher education has been popularized, the employment situation of college students is still severe, which requires higher education institutions to constantly improve the employment ability of college students to help them adapt to the development and requirements of the society. In this context, colleges and universities also actively carry out career planning courses to help college students improve their employability and quality. However, from the current situation, the teaching of career course for college students in China is still in the exploration stage, which requires continuous innovation and reform of teaching forms, objectives, contents and methods, so as to better help college students do a good job in career planning. This paper makes a concrete analysis of the teaching reform of College Students' career planning course in the new situation, hoping to provide some help and reference for the relevant personnel.

Keywords: New Situation; College Students; Career Planning; Curriculum Reform

1. INTRODUCTION

Career planning refers to the process of comprehensively analyzing and weighing a person's interests, hobbies, abilities and characteristics on the basis of measuring, analyzing and summarizing the subjective and objective conditions of his career, and determining the best career goal in combination with the characteristics of the times and social requirements, and making efforts to achieve this goal. College students are the talents who are going to step into the society and are trained under the higher education. For college students without any social experience, a good career planning is of great significance for them to adapt to the social development, improve their ability and realize their long-term development after entering the society [1-4]. The importance of career planning for college students lies in the following aspects:

First, make college students set up correct values. To do a good job in the teaching of career planning course for college students can make college students clearly understand the meaning of career and realize the importance, make them do a good job in personal behavior management before employment, form employment awareness and competition awareness, establish a correct view of employment price, and help them to get employment smoothly.

Second, make college students have the ability of employment. To do a good job in the teaching of career planning course for college students can make them fully prepared for employment before employment, enable them to take the initiative to understand the social and employment requirements, so as to continuously improve their self-management ability according to the social development and characteristics of the times, constantly enrich themselves, learn relevant knowledge and skills, and improve their core competitiveness and employment advantages.

Third, make college students clear the direction of employment. To do a good job in the teaching of College Students' career planning course can help college students fully understand their hobbies, abilities, personality characteristics, etc., make clear what they like to do and what they are suitable to do, fully understand their advantages and disadvantages in employment, make clear the direction and objectives of employment, and also guide college students how to learn in University, so as to improve their employability [2].

2. THE CURRENT SITUATION OF THE TEACHING OF CAREER PLANNING COURSE FOR COLLEGE STUDENTS

Although colleges and universities have carried out career course teaching one after another, there are still some deficiencies in the process of carrying out, which cannot improve the employability and teaching quality of college students, and seriously affect the employment of college students. The problems are mainly reflected in the following aspects:

2.1 The school does not pay enough attention to college students' career planning

As the teaching of College Students' career planning course is the requirement of the times and the development trend of education, it has become a part of higher education teaching. Therefore, colleges and universities have launched courses one after another. Although some colleges and universities carry out course teaching, they don't attach importance to course teaching, just follow the example of other colleges and universities, and offer career

planning and employability for college students They don't pay much attention to it. They think that college students only need to complete the school work, and they don't consider the employment situation of college students. Therefore, the teaching effect of career planning course is very little

2.2 Problems in Course Content and Teaching Methods

At present, many colleges and universities in the development of career planning course teaching do not set the course as the major course of students, but in other forms such as elective courses, and cannot effectively ensure the students' attendance rate and effect, so that students have not paid attention to the mind. In addition, due to the short development time of College Students' career planning course, there are deficiencies in teaching content and teaching experience, and the lack of effective guidance for college students' employment, so that the teaching quality is low.

2.3 Inadequate professional level of teachers

In order to improve the employment level and quality of students, teachers' good teaching quality plays an important role in it. Teachers are required to have sufficient knowledge, certain experience and excellent teaching level to better teach students. However, in some colleges and universities, the teaching teachers of College Students' career planning course do not have the corresponding professional level, and also in the teaching process Only according to the teaching materials and the only experience to guide students, and not to put forward constructive employment suggestions for each student, so that students cannot do a good job in personal career planning [3].

3. MEASURES FOR THE TEACHING REFORM OF COLLEGE STUDENTS' CAREER PLANNING UNDER THE NEW SITUATION

3.1 Pay more attention to college students' career planning

In order to further improve the employment ability and quality of college students, colleges and universities should pay more attention to the teaching of career planning courses, recognize the importance of career planning for college students, and actively carry out effective curriculum teaching, so as to give full play to the educational role of colleges and universities.

3.2 Improve the professional level of teachers

The professional teaching level of teachers is the key to improve the teaching quality and ensure the teaching effect. Therefore, colleges and universities should constantly improve the teaching level of teachers and strive to build a high-level and high-quality professional teaching staff. First of all, colleges and universities should continue to train their internal teachers in order to improve their professional

teaching level and lay a good foundation for teaching; second, colleges and universities should continue to absorb foreign talents, attract talents with high education background, sufficient experience and high quality of teaching to join the teaching team; finally, colleges and universities can invite external jobs in the teaching process Successful people or other experts as part-time school instructors, to teach students or teachers employment experience, in order to constantly improve the level of teachers or students.

3.3 Making Targeted Teaching Content

The times are developing and changing, and the requirements for talents are also changing. In the new situation, the requirements of the society for talents are no longer based on academic achievements, but on talents with all-round development, such as morality, intelligence, body and beauty. Therefore, when formulating teaching contents, schools should formulate corresponding teaching contents according to the development characteristics of the times and changes in the social situation, carry out targeted teaching and improve Students' comprehensive ability of all-round development. In addition, each student has its own characteristics and different strengths. Therefore, teachers are required to teach according to their aptitude in the teaching process. According to the different characteristics of each student, help them to make a reasonable career plan and clear objectives, so as to continuously improve their learning efficiency and competitive advantage in employment [4].

4. CONCLUSION

To sum up, under the new situation, the reform of College Students' career planning course teaching can help college students to improve their own ability, employment level and employment quality. Therefore, colleges and universities should continue to reform and innovate the teaching of College Students' career planning course, optimize the teaching method, innovate the teaching content and improve the teaching quality, so as to help the University Students achieve long-term and stable personal development, but also contribute to social construction.

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Research on The Application of Native Plants in Landscape Architecture Design in South China

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Abstract: The landscape design and characteristics of the city play a role in representing the development and culture of the city, and the local plants are one of the important measures to improve the level and survival rate of landscape. Therefore, this paper starts with the characteristics of native plants in South China, focusing on their application in landscape design. Hope to provide some help and reference for relevant workers, and promote the development of local plant landscape design.

Keywords: South China; Native Plants; Landscape Garden Design

1. INTRODUCTION

Local tree species refer to the factors such as soil conditions, terrain characteristics, environment and climate that are more suitable for local plants in the long-term cultivation process. Through long-term growth and development, the local tree species and the local expression system are perfectly integrated. Therefore, the use of local plants for landscape design can not only effectively show the local ecological environment style, but also reflect the cultural characteristics of a city.

2. CHARACTERISTICS OF NATIVE PLANTS IN SOUTHERN CHINA

On the one hand, the native plants in southern China have strong environmental adaptability. Native plants are usually in a specific condition, environment long-term cultivation, plant cultivation, after a long period of natural evolution, selection, and produced a strong environmental adaptability.

On the other hand, native plants in southern China are rich in species. The map of South China has a mild climate, mostly of evergreen, broad-leaved subtropical tree species. According to statistics, there are more than 220 species of native plants in South China that are only used for landscaping, and about 290 species with high development potential [1].

3. RESEARCH ON THE APPLICATION OF NATIVE PLANTS IN LANDSCAPE GARDEN DESIGN IN SOUTH CHINA

3.1 Principles of Application of Native Plants in Landscape Gardening in South China

First, comply with scientific principles. When using native plants in landscape design, the requirements of soil, environment, temperature and humidity, mid-season, pest control and so on should be made clear. At the same time, different kinds of local plants should be planned separately to avoid the growth competition of the same plants, so as to improve the rationality and scientificity of landscape design.

Secondly, comply with ecological principle. When landscape design is based on scientific principles, a more stable and scientific community structure should be constructed, and space, time and other plant species should be reasonably divided. Form a more reasonable small ecosystem, highlighting the environmental adaptability and relevance between different plants. At the same time, through scientific landscape design, it can also effectively improve urban air pollution, noise pollution and other issues, so it is also necessary to carry out scientific landscape design and layout.

Moreover, comply with the principle of art. With the development of society, the aesthetic taste of the public is constantly improving. Therefore, the overall artistry and humanity should also be considered in landscape design. By adjusting the planning form and art design of local plants, we can help the viewers to improve their appreciation and appreciation of art, nature and life, and achieve the coordination, complementarity and promotion of aesthetics and greening.

Finally, comply with cultural principles. South China is one of the important birthplaces of culture and history in China. Therefore, in the design of landscape, we should not only provide suitable growing environment for plants, but also add and integrate local cultural characteristics. At the same time of using local plants, we should enhance the humanistic characteristics of the overall design, so as to create a garden landscape more in line with the characteristics of modern urban development [2].

3.2 The main points of landscape architecture design with native plants in South China

First, the landscape is based on native plants. Because of the vastness of our country, there are great differences in geographical climate, ecological environment and so on, which leads to different geographical conditions, different local plants in different regions. The native plants in each region are not only the representative of the local ecological environment, but also contain local history, culture, customs and so on. Therefore, in the garden landscape design, the local plants should be the main landscape, focusing on the display of the region's human characteristics, not only can improve the overall landscape

viewing value, improve the quality of the garden ecological environment, but also "pleasant scenery", strengthen the cultural value of the garden.

Second, Set off with local plants as the theme. Generally speaking, the appreciation of the plant landscape by the garden watchers is often embodied in the level of personification and individual beauty. Therefore, since ancient times, the plants will be endowed with corresponding characteristics such as character, virtue and so on, and the feelings will be chanted with poems and songs, which is an important spiritual symbol. For example, Shu Yuexiang of the Song Dynasty once wrote, " The branches of camphor tree are intertwined, and the branches in the middle of the tree are especially exposed to wind and rain. In spring, camphor trees are all red leaves. Who will write a poem and put it under them? "In this way, the poems of Zhangmu in South China are sung. Therefore, in the process of landscape design, the symbolic and representative native plants should be properly integrated, and the native plants should be regarded as an important foil of the landscape theme. The combination of landscape and plant spirit can enlarge the artistic conception and humanistic beauty of the landscape.

Third, the local plants as a space framework. Landscape design usually uses the method of space construction to organize the design, independent arrangement, trip complement each other's new design mode. For example, in balconies, flower racks and arches and other places to use different local climbing plants to achieve the effect of cutting, improve the level of greening ecology, but also can show unique local native plant characteristics. At the same time, the use of this unique spatial architecture can further promote the design and development of modern landscape.

Fourth, focus on the ornamental design of native plants. An important design link of landscape is its ornamental. It can be said that only beautiful, unique, kind garden scenery, in order to help people, understand the beauty of nature, human beauty. Therefore, first of all, we should pay attention to the design of the visual beauty of the native plants, from the shape, color matching and other aspects of matching, trimming, so as to create a more relaxed and comfortable visual experience for spectators. Secondly, we should pay attention to the design of the seasonal beauty of the native plants, fully take into account the garden all year-round different native plants, plant color matching. Finally, the local plants will naturally emit the fragrance of the plant, often make people feel "beautiful", such as the south China characteristics of the plant mountain heron, its branches, leaves, flowers and other natural contained to it, the fruit is more aromatic oil can be extracted. Therefore, in the design, pay attention to different kinds of local plants between the smell match.

4. CONCLUSION

All in all, with the rapid development of social economy in China, people's demand for quality of life and culture is increasing day by day. Among them, through the landscape design with map characteristics, it can not only effectively play the cultural and ornamental nature of local plants, but also further display the characteristics of local development, culture, customs, etc., with a very high role in spreading culture, protecting the environment, etc.

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On the Influence of School Enterprise Cooperation on Both Sides of School and Enterprise

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Abstract: With the development of society and education, the school enterprise cooperation mode of talent training is more and more suitable for the needs of the current society. School enterprise cooperation refers to the cooperation between enterprises and schools to cultivate talents so as to meet the needs of the society. At the same time, with the continuous adjustment of China's industrial structure, more and more colleges and universities choose school enterprise cooperation to cultivate talents with high skills, high quality and high quality, so as to accelerate the transformation of knowledge into productivity Rate.

Keywords: School Enterprise Cooperation; Personnel Training; School Enterprise Parties

1. INTRODUCTION

With the development of society and the adjustment of industrial structure in our country, school enterprise cooperation has become an important mode of talent training in Colleges and universities. According to different situations, school enterprise cooperation is divided into three different modes. The first is "loose". This is also the most flexible training mode in the school enterprise cooperation, that is, according to the actual needs of enterprises for talents and the different focus of schools on student training, flexible and variable training. For example, in our most common agreement teaching, colleges and universities invite enterprise personnel to enter the school to explain to students the daily work of front-line employees or counterparts of the major, as well as the most important thing to be concerned in the actual operation. The most important thing is how book knowledge is combined in the actual operation. At the same time, colleges and universities encourage students to "go out", enter factory enterprises, and actually watch It will play an important role in the development of students [1-3].

The second is "compact". As the name implies, schools and enterprises, as the two sides of cooperation, establish a close relationship to form a close entity. The common form is that schools and enterprises jointly establish talent training bases, that is, schools use the advantages of talents to attract the financial and technical support of enterprises, so as to cooperate in training talents. This is different from the previous one. Enterprises will directly participate in the training of school talents. According to the actual professional standards, they will formulate the training standards and training programs. This kind of cooperation can let students learn the latest technology and industry trends during the school period, so as to accumulate experience and plan their own learning direction, so that students can quickly after graduation Integrate into the society, quickly gain a favorable position in the post, and increase their competitive advantage in the workplace.

The third is "alliance". The biggest difference between this type and the former two is that the enterprise has a high enthusiasm in the whole training process and is in a favorable position in the training process, which can make full and effective use of human resources. In this kind of cooperative training between schools and enterprises, schools can make full use of the capital, technology and experience of enterprises, etc., while enterprises can also make full use of the talent resources of schools, bring the excellent talent resources directly into the enterprise, and inject new blood into the development of the enterprise. In this way, the enterprise is undoubtedly in a favorable position, but in this way, it is also conducive to talents competing to learn, and fully mobilize the enthusiasm and innovation of students.

2. RESPONSIBILITIES AND POWERS OF SCHOOLS AND ENTERPRISES IN SCHOOL ENTERPRISE COOPERATION

First of all, no matter what kind of training mode schools and enterprises choose, the result is to develop in a favorable direction, which is conducive to the cultivation and development of talents and meets the requirements of the times and society.

Under the cultivation of school enterprise cooperation, the responsibility of the school is very obvious. It is to provide a good platform for the development of students, try its best to strive for the most cutting-edge technology and the largest financial support, so as to ensure that students can understand the trend of the industry and the development of Technology in real time. At the same time, it is also necessary to be clear. In this regard, it is necessary to keep in mind the principles of fair, just and open education, the school as the training base of talents, we have the right and responsibility to provide our students with the most advanced and high-level learning platform. At the same time, the school should also give consideration to students' mental health education and personal safety in practical

operation, strengthen the guidance of students' fair competition and active competition, develop and cooperate in competition, guide students to discuss and practice with other students on problems they don't understand, understand the principle of "1 + 1 > 2" in multi-person learning, and provide students with safety precautions in practical operation In order to ensure the safety of students, for example, some engineering technology, welding and other practical operations are quite risky.

As an enterprise, in addition to providing financial and technical support, it should also actively participate in the training of school talents, help students to learn professional knowledge and professional judgment about the industry as much as possible without involving business secrets, guide students to grow and think independently, encourage students to practice and innovate boldly, actively cooperate with the school, and We should abide by the treaties of cooperation and discuss with the university the strategies of cultivating excellent talents. At the same time, we should pay attention to the physical and mental development of students together with the school, hold professional skills competitions, etc., in order to maximize the enthusiasm of students' learning, and provide professional career planning for students in need, and also provide some help for students in need.

In short, in the process of school enterprise cooperation, both schools and enterprises should actively fulfill their responsibilities, and do not shirk each other's responsibilities, contribute their own strength to the cultivation of talents, in order to achieve the comprehensive and comprehensive development of students, and input fresh blood for the society.

3. THE SIGNIFICANCE OF SCHOOL ENTERPRISE COOPERATION

After all, school enterprise cooperation is still a kind of cooperation, so since it is cooperation, "win-win" is the best result. The combination of work and learning and school enterprise cooperation can directly and effectively improve the school running conditions, improve the efficiency of training talents, and enable the school to cultivate more talents that meet the needs of enterprises and society, so as to improve the popularity of the school. At the same time, the students' adaptability has been cultivated in the practice training for many times. On the advanced

learning platform provided by the enterprise, it is conducive to the learning of students' professional knowledge, the development of the industry, the timely transformation of theoretical knowledge into production results, and the cultivation of high-quality and high-quality talents. Finally, the cultivation of excellent talents will directly affect the enterprise. In the process of students' practice and training, more contact is the technology, production process and enterprise tenet of the enterprise, etc., which will imperceptibly affect the students' yearning for the enterprise, help guide the excellent talents into the enterprise when students finish their studies, and provide the enterprise with abundant talent resources.

This kind of education and training mode really enables enterprises to enter education, education to enter reality, and our talents to be more open, timely and targeted. It also provides backup talents for enterprises, promotes the development of enterprises and benefits schools in this cooperation, which is a real "win-win" situation.

4. TERMINOLOGIES

From the point of view of education, this kind of cooperative training mode has realized the full use of teaching resources, the organic combination of theory and practice, and promoted the training of advanced talents. From the perspective of society, this kind of training mode is conducive to insight into social needs and future industry trends to cultivate talents, promote the organic combination of talents and posts, and promote the transformation of scientific knowledge into productivity.

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The Positive Influence of The Development of Student Party Members in Private Colleges and Universities on The Construction of Campus Culture

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Abstract: The development of Party members in private colleges and universities plays a leading role in the construction of campus culture, and provides a reserve of talents and organizational guarantee for the construction of campus culture. At the same time, the construction of campus culture promotes the development of student party members in private colleges and universities. This paper mainly analyzes the positive influence of the development of student party members in private colleges on the construction of campus culture for the reference of relevant personnel.

Keywords: Private Colleges and Universities; Party Member Construction; Campus Culture

1. INTRODUCTION

Private colleges and universities are an important part of the higher education team and an important position for the development of Party members. The development of student party members in private colleges and universities can play an exemplary role in the construction of campus culture, so as to promote the prosperity and development of campus culture construction.

2. THE ORIENTATION OF THE DEVELOPMENT OF COLLEGE PARTY MEMBERS IN THE CONSTRUCTION OF CAMPUS CULTURE

2.1 People's active positioning

The construction of student party members is a human factor in the construction of campus culture. This also reflects the dual orientation of the development of student party members and the construction of campus culture. College student party members have dual identities, which determines that they should have not only the basic quality of college students, but also the basic quality of Party members. Colleges and universities should give full play to their functions of training and using talents, make rational use of Party members and talents of college students, and accelerate the realization of the goal of building a harmonious campus while completing the educational management work [1].

2.2 Thought Initiative

In the construction of campus culture, the development of student party members should not only exist as a task, but also as a long-term cause of scale and systematization. These two understandings are essentially different. The former is passive completion, while the latter is active commitment. Therefore, the student party members should change their thinking on the problem from the ideological perspective. In an objective sense, the application of this concept to the construction of campus culture can strengthen the sense of initiative and promote the development of the whole campus culture. At the same time, on the basis of ideological understanding, we should strengthen the active cognition of behavior, ensure the implementation of campus culture construction is significantly improved, and make the campus culture construction have a long-term action exploration. In the process of construction, it is necessary to refine its content and form, actively innovate the use of means, highlight the educational function of campus culture construction, and achieve the perfect unity of stage and continuity.

2.3 Cultivate target initiative positioning

Through the education and training of universities, university student party members should enhance their social pre-stress and become the builders and successors in the "four haves". This is consistent with the goal of campus culture construction in the overall goal. The construction of campus culture is a platform for ideological collision and communication. At present, the development direction of campus cultural construction is the key content of the relevant work of major universities, which should be grasped. This needs to clarify the goal of the development of student party members, strengthen the development of student party members based on the view of scientific development concept, and promote the construction of campus culture in the trend of better, faster and more perfect in accordance with the relevant policies and policies of the Party organization.

3. THE POSITIVE INFLUENCE OF THE DEVELOPMENT OF STUDENT PARTY MEMBERS IN PRIVATE COLLEGES AND UNIVERSITIES ON THE CONSTRUCTION OF CAMPUS CULTURE

3.1 The significance of the development of student party members to the construction of campus culture

The development of student party members in private colleges and universities plays an important role in the construction of campus culture, which effectively promotes

the development of campus culture construction. For our colleges and universities, the main task is to train comprehensive talents with good ideas and morals to meet the needs of social development and ensure that they can effectively provide effective services for socialist modernization. Through the development of student party members, students can establish a correct outlook on life, world view and values in the Party's education, strengthen the mental arming of college students with the most advanced ideas, and make college students become qualified successors of socialism. The development work of the student party members in colleges and universities provides an effective guarantee for the construction of the campus culture. Student Party members are the source of vitality of the Party and the most important force in the development of the Party's team. In the university campus, the student party member can be used as the center of campus culture construction, and promote the development of the university's spiritual culture by playing the exemplary role of the student party members [2].

3.2 Creating a campus culture atmosphere

Deepening the self-education work of student party members can make the ideological beliefs of student party members firmer, and effectively enhance the construction of campus cultural atmosphere. The development of college students' party members has realized the organic combination of the material and spiritual nature of campus culture, and made the campus atmosphere more harmonious. The organization and organization of Party member development activities, the abstract theoretical knowledge and domestic and foreign current affairs hot spots closely integrated, through the appreciation of classical patriotic film and television, and the science and technology museum, museum and cultural relics attractions visit, so that students get spiritual pleasure, and in the satisfaction to get a better education, students actively participate in the development of student party members, and played a role in the construction of campus culture carrier. The campus culture construction of colleges and universities has long-term and complex nature, and it is a systematic project. In order to form a good cultural atmosphere on campus, it is necessary to strengthen the development of student party members in colleges

and universities. At the same time, student party members should base themselves on their own, strengthen the Party's beliefs, and give full play to their influence and cohesion among young students. Through the power of role models, promote the healthy development of campus culture. Create a positive campus culture atmosphere.

3.3 Promoting the construction of campus spiritual civilization

Developing student party members is an important part of student party building. To give full play to the role of the development of student party members in the construction of campus culture, we must put quality first. The party organization should pay attention to the training period and preparation period of student party members. Even in the later period of student party members, it should insist on continuous training. In the specific training work, we should strengthen the education of the ideological and political literacy of student party members, promote the study of the theoretical knowledge of the party, and make the students' spiritual civilization develop effectively to a great extent. At the same time, student party members have a good role of demonstration and leadership. They should run through the whole campus culture construction, promote the innovation of campus culture in knowledge, concept and ideology, and take root in the campus, so as to promote the soul construction of excellent campus spiritual culture.

4. CONCLUSION

The development of student party members is the core of Party Construction in Colleges and universities. Under the leadership of the party, colleges and universities should take effective measures to give full play to the main role of student party members, so as to promote the construction of campus culture in Colleges and universities.

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New Characteristics of The Development of Education Major Under the Background of Teacher Training Professional Certification

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Abstract: The normal professional in the background of demonstration certification usually presents the following characteristics, emphasizing the organic integration of educational professionalism and academic subject in the standard of education. In the process of education, adhere to the practice-oriented. In the aspect of the education mechanism, the construction of teachers' integration should be strengthened.
Keywords: Normal Professional Certification; Education Mechanism; Normal Education

1. INTRODUCTION

In recent years, the state has issued a series of policies and documents to guide the standardization of the construction of normal majors and promote the continuous development of teacher training quality. At the same time, the education reform also puts forward new requirements for the construction of normal major. Under the support of policies, relevant departments should strengthen the certification standards of normal major, clarify the direction, accelerate the progress, and promote the further improvement of the level of teacher construction in China.

2. THE DUAL PROFESSIONALISM OF EDUCATION AND DISCIPLINE

In the process of teachers' education, academic and normality are important contents, and there is a basic contradiction between the two. And in solving this problem, there is often the phenomenon of "two and a half barrels of water". Therefore, in the higher normal education, we should give full play to the role of the standard of professional certification of normal teachers, adhere to the organic unity of normality and academic.

Normal colleges are an independent system in higher education and occupy an important position in quantity and scale. Since the 90's, China has gradually broken through the independent, closed orientation-oriented teacher education system, comprehensive universities gradually explore a new model of training teachers, and embarked on the road of building an open teacher education system. At the same time, also has the great advantage of developing teacher training professional. The integration of disciplines has led to the effective training of teachers with higher quality and more courage to innovate, but there are some problems in its development. For example, compared with the teacher education major, comprehensive universities are more focused on research in subjects, the basis of teacher education is relatively weak, there is no accumulation of teacher culture, there is no academic accumulation. Therefore, we should give full play to the leading role of teacher training professional certification, and deeply explore the teacher training profession. Colleges and universities should strengthen the construction of teacher education system, reasonably arrange all links of education process, and ensure the more effective integration of teacher education curriculum and disciplines [1].

Taking the national education laws and regulations as a reference, the normal professional certification conforms to the background of education integration, puts forward high requirements for teacher education and quality in all aspects, and clarifies the detailed rules for the comprehensive development of normal professional. The curriculum structure of normal university should fully consider the integration factors of subject professional education and teacher education, and reasonably set up the curriculum time of theory and practice, and optimize the time distribution of compulsory courses and elective courses. In the whole process of teaching, it embodies the dual professional principles of teacher education and subject education. Normal professional certification and normal major in Colleges and universities have complementary characteristics, which plays a leading role in the comprehensive road of normal colleges and universities, and also provides a scientific reference for the construction of normal major in comprehensive universities.

3. EDUCATION THROUGH PRACTICE

The team construction of practical education is the key to strengthen the professional certification of teachers. Through strengthening the process of teaching practice, the construction of practice education base and the method of practice teaching reform embody the new characteristics of practice education in Normal University.

In the certification of normal major, we should emphasize the importance of the construction of education practice base, ensure its stability, provide a good education practice environment, and play a guiding role in students' practice work, which fundamentally meets the education practice requirements of normal students. At least one educational practice base is required for every 20 interns. In the three-level certification standard of normal major certification,

the education practice base is required to be no less than one third. In order to strengthen the time teaching of education, it is required that the practice time of normal students should be at least 18 weeks. Through the centralized organization of school education practice, the class time of normal students in practice should be guaranteed [2].

Practice base is an important place for education, and teachers shoulder the responsibility of education. We should build education practice base and employ teachers with rich education practice experience to encourage students to actively participate in teaching practice. This is an important way to strengthen the guidance of education and education by using the normal professional certification. Normal professional certification emphasizes the construction of teachers' structure and the quality of teachers' educators. Based on the basic practical education, the construction of normal major has been further developed. Educators should strengthen their own construction and take the cultivation of high-quality teachers as a lifelong goal, which not only puts forward new requirements for the construction of demonstration majors, but also promotes the self-development path of teacher's educators.

4. INTEGRATION CONSTRUCTION OF TEACHERS

Under the promotion of normal major certification, normal major should build up the overall situation of teacher education and promote the formation of community consciousness in normal major. Through exploring the common operation mode, strengthening the practice content of the community, creating a good community cooperation culture atmosphere, and then achieving the construction goal of the meaning of the teacher education community. The integration of teacher education has effectively broken the separation between the pre-service and post service, and promoted the development of each stage of normal major to complement and contact each other. The relevant departments should have a deep understanding of the connotation of the integration of teacher education. In the process of training normal students, they should make a reasonable overall plan for each department and the teachers involved, standardize the pre service training and post service support of normal students, and further improve the quality training level of normal students.

The teacher professional certification has the further promotion benefits to the integration of pre service training and post service training of teachers, which plays a very good role in promoting the integration of teachers, and also provides the specific requirements in the construction of teacher integration, enriching its connotation. The standardization of the development of the whole normal major effectively promotes the improvement of the quality of the normal students and the relevant training teachers.

5. CONCLUSION

Under the background of normal professional certification, the education specialty can define its own position. Relevant departments should strengthen the construction of teaching links, promote the establishment of teaching practice bases, and teachers' educators should give full play to their educational responsibilities and teaching missions, so as to promote the new development of education in China.

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On the Strategy of School-enterprise Cooperation in the New Dynamic-Take Cooking Science and Nutrition Major as an Example

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Abstract: Cooperation between school and enterprise is an educational win-win model that is mutually beneficial. The upgrading and transformation of the industrial structure under the background of the new normal of the economy has put forward many new requirements for school education. In order to better fulfill the requirements of training socialist builders, successors and serving the local economy, vocational schools need to innovate the platform of school-enterprise cooperation model based on fully understanding the characteristics of students, corporate plans and the market, which makes the school-enterprise cooperation model play a greater role in cultivating high-quality talents for the society.
Keywords: School-enterprise Cooperation; Vocational Education; Cooking Science and Nutrition

1. INTRODUCTION

The basic function of vocational schools is to serve the development of the local economy. With the transition of the economic system, vocational schools have undergone a role change from factory-run technical schools to colleges. The scale and level of school have been greatly improved and cultivated a large number of skilled talents. In order to perform their functions better, students can do field work in the enterprise in order to prepare for specific tasks they will undertake in the future with more competitiveness. Schools also need to keep pace with the change of related industries so that teaching reforms can be adjusted to the changing needs of market demand. School-enterprise cooperation is a necessary part in the development of vocational schools [1-3]. As China's economic mode enters into a new era, its development is from high-speed to high-quality, and large-scale, off-speed, extensive to high-quality, high-efficiency, intensive, and the economic structure upgrade becomes more reasonable. These changes challenge colleges and universities, raising higher requirements for talent training, and emphasizing more on a diverse form of school-enterprise cooperation under the leadership of the government.

2. THE NEW TREND OF SCHOOL-ENTERPRISE COOPERATION IN THE NEW STAGE

The name of school-enterprise cooperation was first proposed in 2002. It was originally aimed at unemployed young students who dropped out school. It was first launched in the form of half-work and half-teaching. This model provided many talents to the society and gradually became an indispensable part of talent training in vocational schools [4-7]. The trend of economic development has put forward higher requirements for the cultivation of talents in vocational colleges, for traditional education which ensures job opportunities in vocational colleges has been unable to meet the needs of the new demand. Now it has entered a relatively mature stage.

(1) The characteristics

School-enterprise cooperation refers to a model in which schools and enterprises combine teaching, industry, and technology in accordance with the needs of the market to jointly work out on enrollment, teaching plans and curricular. The purpose of school-enterprise cooperation has two meanings. As far as the school is concerned, it is to enable students to combine the theoretical knowledge learned with the field work in the enterprise, to share each other with on both sides the advantages and resources of the equipment and technology, in order to improve the quality of school. As far as the enterprise is concerned, the school-enterprise cooperation can not only improve the scientific and technological strength of the enterprise by using the resources of scientific research of the university, but also recruit talents from it to better develop the enterprise.

According to the relevant data summarized by CNKI, the evolution of school-enterprise cooperation in domestic vocational colleges has gone through about three stages (a relative span), that is the preliminary exploration stage of employment oriented with combination of production and teaching in 2002 to 2007, the sustainable development stage of school enterprise cooperation with combination of work and learning in 2008 to 2010 and the exploration stage of school with diversified functions and deepened cooperation in 2011 to 2014.

(2) Growing scale

Under the guidance and support of the government, China's vocational education has made great progress in recent years. In 2017, the State Council issued *The Opinions of The General Office of the State Council on Deepening the Integration of Industry and Education* (GBF [2017] No. 95), putting forward the ways and requirements for the

cooperation between schools and enterprises in the integration of industry and education. With the support of a series of documents and policies issued by the State Council, China's vocational education shows a picture of Bringing-in and Going-out in accordance with the trend of reform and opening up. Under the policy of One-belt and One-road, higher vocational education has been further promoted and attract overseas students. In 2017, over 7000 overseas students came to China to study in vocational schools. The culinary major is loved by international students for its profound food culture. As the economic development enters into new era, the subdivision of catering market has been further promoted, and the job opportunities of culinary students has been more diverse from the yacht dining to street snacks, all of which highlight the charm of food culture. More tourist spots have been developed. In 2017, the Ministry of Agriculture issued a notice to promote the implementation of agriculture and rural tourism. The local characteristics of the catering industry have become more prominent. Higher vocational culinary provide talents more overseas employment options, such in South Africa and Dubai. Under the guidance of the country 's policy of enhancing culture soft power, Chinese cuisine opened up a broad market for the rest of the world with the Confucius Institute as a platform. It not only exports Chinese food culture to other countries, but also accepts culinary students from developing countries such as South Africa, making great contributions to the implementation of China's opening-up policy. In recent years, higher vocational education has served the country further in the area of "Made in China 2025", regional coordinated development zone, "farmer, county, agriculture", and assisting the development of impoverished areas with its unique characteristics.

(3) Supply and demand

Human resources are one of the driving forces for economic development, and people are the core factor of economic and social development. Vocational schools undertake the important task of importing a large number of talents to the society. Under the new economic dynamics, the industrial structure is adjusting and the driving force of economy is shifting. And the mode of economic growth will also change from manufacturing to the area of high technology, environmental protection and service industry driven by innovation. This has a great impact on the job market. In order to enable vocational schools to better perform their functions, the State Council issued the *Decision of the State Council on Accelerating the Development of Modern Vocational Education* in 2014, which puts forward the requirements for school-enterprise cooperation. Under the guidance of the market, curricular should be set connected to the industrial demand, course content with industrial standards, and teaching process with industrial process and to improve job competitiveness. Former minister

of the Ministry of Education once pointed out profoundly: "Why do some students fail to find good job after graduation?

Why can't some positions recruit good students? This contradiction arises from the fact that the school is running out of line with the industry development, the teaching content is out of line with the job requirements, the training is not targeted, and the students are not adaptable enough. In summary, from the perspective of the relationship between supply and demand, on the one hand, the industrial restructuring in the new economic dynamics has broadened the employment opportunities for students but has raised the talent demand standards. On the other hand, vocational schools compete in enrollment, which is necessary to improve teaching and curricular building to attract more students. The most important task at present is to reform the talent training model and coordinate the relationship between students, schools, and the market. Methods like promoting the in-depth school-enterprise cooperation, changing the one-way cooperation, increasing investment and broadening the scope can cultivate the talents needed by the enterprise, and improve the competitiveness of the enterprise.

3. THE NEW CHARACTERISTICS OF STUDENTS MAJORING ON VOCATIONAL COOKING TECHNOLOGY AND NUTRITION IN THE NEW ERA

Under the new dynamics, economic transformation is inseparable from the support of human resources. As the main source of talents, vocational schools have great responsibilities. Jiangsu Tourism College is a college jointly established by Jiangsu province and Yangzhou city. Cooking majors as a brand major should conform to the development of Yangzhou market economy. Cultivating talents with high-level knowledge and innovative ability requires us to reform and innovate the training model on the basis of understanding students' learning condition. At present, the source of students and learning conditions show the following characteristics.

3.1 Self-abasement

As with the source of students, the scores of students in cooking technology and nutrition are generally low. They think that they are inferior to others and can't catch up with others. They have a school-wearing psychology, and they have low ability to receive and analyze learning information, fear to learn. Moreover, they lack a scientific positioning and a clear goal. The concept of hard study turns to the quick-success learning mode. They are not clear about their career goals and do not insist on it. They drop their posts at will, lack a long-term plan, and a professional belief.

3.2 Lack of perseverance

Compared with ordinary full-time high school and undergraduate students, students majoring on culinary arts and nutrition are more courageous to express themselves and are keen to work part-time job. Basically, every day student will work in the restaurants as a waiter or a chef. These restaurants are often small restaurants, food stalls where diners come from all walks of life. So students are

likely to understand social reality more than teachers. They think they know much about the world and never want to be bound by school rules. They think they school is useless and it's better to work in the restaurant to earn more money. Their goal is as simple as a meal. Therefore, when doing part-time work, they often quit if they feel uncomfortable. The personality is more out-going, mentality is more active, and more confident in social interactions. But at the same time, enjoying comfortable lives prevent them from being able to endure hardship like post-70s and post-80s students. They don't want to go to classroom if it is hot or cold. They prefer to rent a room outside the school if the dormitory conditions are poor. They want to swap dormitory if they have a bad relationship with roommates. When encountering problems, they prefer to escape than solve it, and the self-discipline ability is poor.

3.3 Strong self-awareness

The students of cooking technology and nutrition major are broad-minded, especially with a keen sense of abstraction. They are interested in new things. They can easily access the Internet every day, and can easily obtain a large amount of information. They have a strong self-awareness and not fond of traditional indoctrinating of teaching. They also have own unique insights into teachers' teaching and management. Sometimes the teacher just finish teaching before students search on the Internet to check it right or wrong which makes some teachers feel difficult to teach. Moreover, students have a strong sense of self-protection and strong personality. If teachers point out they make mistakes in their face, their first reaction is not to check themselves, but to adopt a hostile attitude thinking that the teacher is making troubles for them. These problems hinder the normal progress of teaching.

4. OPPORTUNITIES AND CHALLENGES FACED BY SCHOOL-ENTERPRISE COOPERATION IN THE NEW SITUATION

(1) Broader market

Since the financial crisis in 2008, the world economy has been weak, and China 's macro economy has been declining year after year since GDP growth in 2010 slightly increased to 2017, which means that China 's annual number of new jobs has declined year by year, and the competition in looking for talents is fierce, especially the competition for jobs in public sectors. Take the example of the return of migrant workers in the Pearl River Delta in the fourth quarter of 2008, the emerging social class began to rise, including private entrepreneurs, migrant workers, laid-off workers, self-employed businessmen, entrepreneurs. With the economic globalization and information socialization, the acceleration of transportation, information, and industrialization has also resulted in many new changes. The success and bankruptcy are becoming more frequent in the area of live broadcasting, takeaways (Meituan was officially launched in

November 2013), and they are used to changing. The segmentation of the catering market has been continuously deepened and developed rapidly.

With the continuous influx of private and international capital, and the successful operation of venture capital and stock listing, the form of property rights in China's catering industry tends to be diversified. The Internet has further entered into the lives of people, and more and more consumers are used to meeting their various needs of meals through online channels. Choosing and reservation of restaurants online has become a routine choice for consumers. At the same time, in addition to attaching importance to the quality and safety of meals as before, the mainstream represented by middle class will also pay more and more attention to the efficiency and experience of catering process, which makes new technologies and new experiences become the key part of this industry. The market will gradually use the concept of smart and digital business to cater to young consumers. And mobilization, self-service and AI will also become an important trend in catering industry in the future, creating more jobs.

(2) The outdated policies, regulations and evaluation mechanisms

In the context of the new economic dynamics, the updating of policies and regulations lags behind industrial restructuring, as do vocational schools. In today 's era, vocational education has undergone an upgrade from factory-run technical schools to colleges. A great improvement has been made in the scale and level of running schools. But the current situation is that until 2012, the Ministry of Education promulgated the "Secondary Vocational Education Supervision and Evaluation Measures" so that the secondary vocational education evaluation can have a law to follow. However, the current assessment of higher vocational education still follows the "Interim Regulations for General Higher Education Assessment" promulgated by the State Education Commission in 1990. Currently, it is still based on the evaluation laws and regulations in the times of the planned economy, and there are no special laws and regulations that have kept pace with the times. There is no clear distinction between the evaluation of higher vocational colleges and undergraduate colleges, and there is no targeted management. And there is no standard stipulation for the enterprises participating in the school-enterprise integration education. China's catering industry is still small and scattered. More than 90% of the catering enterprises are small businesses. The forms of cooperation include work and education, job-oriented training, and modern apprenticeship. There are no rules and regulations for the evaluation of students' learning achievements, enterprise and schools.

(3) Insufficient motivation of school-enterprise cooperation

After the publication of "Made in China 2025", the state called on vocational education to train craftsmen. The development of modern higher education is a major strategy in China and an important way for achieving high-quality development of the local economy. School-enterprise cooperation is a must for vocational education

development and also a guarantee for the high-quality development of enterprises. But there are still some problems in the cooperation between schools and enterprises in the field of vocational education.

The economic situation has improved steadily in recent years, but many small and medium-sized enterprises have gone bankrupt due to poor management, and surviving companies have begun to reduce their staff. Some companies regard internship students as young people who have no work experience thus the enterprises need to invest more time, manpower, and funds in their training, and also bear the responsibility of safety. Participating in school-enterprise cooperation costs too much and reaps little benefits. Therefore, it is considered as a failure business and they refuse cooperation. Higher vocational colleges have tried school-enterprise cooperation since the beginning. But there is a misunderstanding in both sides. Top schools would like to work with big hotels, and big hotels tend to work with top schools. So, the consideration of students is underestimated and eventually hurts the quality of cooperation. There is a great conflict between the school and the enterprise on how to set a common course and cooperation goals that will help both sides to work together. The main responsibility of school is to educate students. The target of higher vocational colleges is education-oriented and student-oriented, and serve for the public. Therefore, school-enterprise cooperation should emphasize on equipment and investment from enterprises.

5. NEW MEASURES TO STRENGTHEN COOPERATION BETWEEN SCHOOLS AND ENTERPRISES IN THE NEW STAGE

In summary, the current economic development has entered a new dynamic. The macroeconomic background of industrial upgrading and transformation has given many new opportunities and challenges to the vocational education model. In order to further improve the training mode, the following aspects should be upgraded.

(1) Strengthening coordination

Since the school-enterprise cooperation was put forward in 2002, vocational schools have made a lot of new progress in educating people and contributed a lot of skilled talents to the society. However, it is undeniable that with the economic development entering into the new dynamic, the overall social values began to shift to efficiency first, which affected all aspects of society. Our students no longer honor the value of craftsmanship in traditional Chinese culture, but pursue short-term benefits. Enterprises are also more inclined to complete the tasks assigned by the government. Therefore, school enterprise cooperation, which could have given full play to the advantages of vocational school personnel training, has become a mere formality. There is no change in students' and enterprises' attitude. We should coordinate school and enterprise, unifying the training methods and evaluation system. Through unified coordination, the current platform mode is mainly about teaching, production, learning and research which are schools, enterprises and students. In this system, the school should play a role in research. That is to solve problems, providing methods to enterprises by students in order to evaluate the decision-making of school to promote social growth. All this can make full use of school enterprise cooperation.

(2) Introducing stimulus strategy

At present, the teaching evaluation of vocational education has included the third-party evaluation like Max's, which means social evaluation. Generally speaking, it is objective and can truly reflect the advantages and disadvantages of training talents in vocational schools. But what lacks is enough attention to these results. As with the issue of training talents, each vocational college have it listed as a research every year. But it is not enough. We should reflect that whether academic research in vocational schools is to solve the practical problems of students or to add scores to teachers when they improve their titles. In order to solve the practical problems, evaluation on teachers' titles must be according to the goal, problem and benefit orientation. The goal is to check teachers' ability and take scientific incentive measures, so that more research results can be implemented and truly perform the functions of vocational schools.

(3) Standardizing cooperative behavior

School enterprise cooperation is an essential part of vocational schools to cultivate talents and perform important functions of serving regional economy. However, due to the changes of the world today and the development of information socialization, it seems that everyone is impatient. As far as the entertainment is concerned, like the on-line game World of Warcraft which was popular ten years ago, dozens of people got together online. Anyone who has a mistake needs to play again. And everyone is used to it. However, today students turn to short video platform Tiktok. Students' enthusiasm today is turning to fifteen second mode of shaking smartphones. This socialization has made people closer, but at the same time, it makes people isolated physically. This is also a reflection of the fact that all sectors of society that invest a lot but see little revenues will withdraw investment immediately in a short period of time. This also happens in schools, and especially in enterprises whose main goal is to make profits, which leads to the lack of enthusiasm for school enterprise cooperation. Enterprises do this cooperation just in the request of government under this condition that students learn little. And they speak bad of it to other students when returning to school. All this will further impede the students training of vocational schools. In conclusion, we should attach great importance to the mode of school enterprise cooperation. First, we need to determine the objectives. Second, we need to determine the training process, and training evaluation criteria so that the cooperation results between schools and enterprises can be fully implemented.

Yangzhou-Taking the cooking technology and nutrition major of Jiangsu tourism vocational college as an example (subject No.: xhxs2017093) stage research results.

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Some Problems Strengthening the Construction of Academic Discourse System of Chinese Folk Literature Theory

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Abstract: Since the founding of the people's Republic of China 70 years ago, it has made great progress in the study of folk literature and art and made gratifying achievements. Chinese literature and art have experienced the process of self-exploration, Western folk literature and art theory reference and independent innovation. In the course of many twists and turns of development, our national literature and art has experienced failures and experiences. A lot of learning and learning from western literature and art theories has enriched and developed the discipline of folk literature and art in China. Under the background of socialist discourse system with Chinese characteristics in the new era, under the guidance of Marxism literary theory, Chinese folk literature and art will need to innovate independently, explore boldly, strengthen the construction of academic team, improve the overall level of academic works, accelerate the construction of Chinese folk literature and art academic discourse system, and serve as the discipline system and academic body of socialist philosophy and social sciences with Chinese characteristics Department contribution.
Keywords: Chinese Literature and Art; Academic Discourse; Chinese Literature

1. INTRODUCTION

Since the 70th anniversary of the founding of the people's Republic of China, the study of folk literature and art in China has made great progress. In the 1950s-1960s, with the cordial care of the party and state leaders and the promotion of relevant government organizations, the Ministry of culture and the people's Association of China and other units organized relevant personnel to carry out the collection, collation, translation and publication of new folk songs, four Chinese legends, three epics (*King Gesar,Jianger, Manas*) and Avanti stories, opening up folk literature and art First field work in the field [1-3].

In the past 40 years of reform and opening up, Chinese folk literature and art has entered a new stage of development. In the 1980s, the "three sets of integration" work organized by the Propaganda Department of the Central Committee, the Ministry of culture and the China Federation of literary and art circles was a large-scale, large-scale, high-level and most participated folk literature collection and collation movement in the field of Chinese folk literature and art. Since the 1980s-1990s, Chinese scholars have introduced a large number of western literary theories. From the perspective of western theories and methods, they have carried out many types of research on Chinese myths, legends, folktales, epics, folk songs and folk narrative poems [4-7]. A large number of academic works on folk literature and art have been produced, which has greatly promoted the discipline construction of folk literature and art in China.

In Colleges and universities in China, undergraduate courses such as folklore and introduction to folk literature have been set up successively. In Colleges and universities such as Peking University and Beijing Normal University, master's degree and doctor's degree programs in folklore, folk literature have been set up. Among the master's and doctor's degree programs of Chinese minority language and literature in some minority universities and colleges in minority areas, the research direction of minority folk literature has been set up, which has greatly promoted the training and construction of folk literature talents.

Looking back on the academic research process of Chinese folk literature and art, we will find that the major topics represented by the study of Chinese mythology motif system, Chinese storytelling and three epic studies fully prove the major theoretical achievements of Chinese folk literature and art since the reform and opening up 40 weeks ago. In the 40 years since the reform and opening up, Chinese scholars have translated and introduced many western literary theories, including mythology, theme, narratology, motif, psychoanalysis, oral traditional theory, performance theory, ethnography, functional structuralism, formalism and acceptance aesthetics, which have a profound impact on folk literary theories. These western literary theories play an important role in the development of Chinese folk literature and art.

While we are very proud of these achievements, we have to reflect on the construction of the discourse system of Chinese folk literature and art in the new era. In order to speed up the construction of the discipline system, academic system and discourse system of folk literature and art with Chinese characteristics, we need to solve three problems: first, the construction of Marxism folk literature and art discipline, academic and discourse system. Second, inherit and innovate the excellent heritage of ancient Chinese literary theory. Third, it criticizes and draws lessons from western literary theory.

2. ON THE CONSTRUCTION OF DISCIPLINE, ACADEMIC AND DISCOURSE SYSTEM OF MARXIST FOLK LITERATURE AND ART

Marxism is not only the guiding ideology of all kinds of work in China, but also the guiding ideology of philosophy and social science research. Marx and Engels elaborated the artistic charm of ancient Greek mythology in their classic works, and discussed a series of theoretical problems of literature and art, such as realistic creation methods, typical images, historical tragedies, artistic tendencies, historical standards and aesthetic standards, which had a profound impact on the theoretical research of literature and art. Lenin also discussed the class nature of literature and art, the people's nature of literature and art, and the respect for the law of literature and art in the party's organization and publications. Therefore, we should learn to understand and refine the theoretical system of literature and art in Marxism classic works, further inherit and develop Marxism theory of literature and art, and further strengthen the study and application of Marxism theory and methods of folk literature and art.

3. INHERITING AND INNOVATING THE EXCELLENT HERITAGE OF ANCIENT CHINESE LITERARY THEORY

There are abundant theoretical works in ancient Chinese literary theory, and there are systematic theoretical discussions in many fields, such as the theory of literary origin, the theory of literary creation, the theory of literary style and the theory of appreciation. Chinese ancient literary theory has the characteristics of collectivity, nationality and inheritance. There are many ancient literary theorists who have completed the theoretical system of ancient literary theory. Ancient Chinese literary theory was formed in the soil of traditional Chinese thought, which was dominated by Confucianism, Taoism and Buddhism. Therefore, ancient Chinese literary theory has the characteristics of nationality and diversity. In ancient China, the concept of literary theory does not have a fixed definition and a clear interpretation like that of western literary theory. Later, literary theorists constantly added theoretical explanation and academic connotation to these concepts, which greatly widened the theoretical space of literary theory. We should refine the characteristics of openness, extension and diversity of ancient Chinese excellent literary theories for the further construction of Chinese literature and art, especially folk literature and art.

4. CRITICISM AND REFERENCE OF WESTERN LITERARY THEORY

Since the Opium War, China has translated and introduced the theoretical achievements of Western science and technology, social science and literature and art. Since the reform and opening up, Chinese scholars have made great efforts to translate and introduce western literary theories, which has played an important role in promoting Chinese literary research, especially folk literary research. Today, in the classroom, in the academic conference, and in the topic selection of the dissertation, western literary theory is dominant, which constructs the discourse hegemony of western literary theory. In this regard, we should be highly vigilant. Although western literary theory has high logicality, identicalness and academic rationality, its main viewpoints and methods are not in accordance with the reality of Chinese folk literature and art phenomena, folk literature and art works, especially the living form of oral literature and art performance, which cannot solve the practical problems of Chinese national literature and art. At the beginning of the new era, China introduced a large number of western literary theories to solve some problems existing in literary theories at that time. The theory of Chinese literature and art, including the theory of Chinese folk literature and art, has experienced the acceptance and application of Marxist theory of literature and art and western modern theory of literature and art. At present, it is necessary to construct the discipline, academic and discourse system of Chinese theory of literature and art, which is the necessity of the times, history and discipline. Later western literary theories, such as feminism, post structuralism, deconstruction, semiotics and postcolonialism, are one-sided, extreme and limited. Therefore, we should critically treat western literary theories, creatively draw on the theories and methods of folk literature and art, such as performance theory, oral traditional theory, story function theory, narratology and reception aesthetics, and combine them with Marxist folk literature and art system and Chinese excellent traditional literature and art system to solve the problems of creation, performance, communication and connection in Chinese folk literature and art A series of theoretical problems such as reception and appreciation.

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Application of BIM Technology in Green Building Construction

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Abstract: In recent years, our country pays more and more attention to the aspect of green environmental protection, the same in the construction industry, the construction of green buildings has been developed to a certain extent. With the progress of science and technology, the technology of promoting green building construction, BIM Technology, has gradually emerged, which promotes the harmonious development of the construction industry and the natural environment, and is loved by the construction industry.
Keywords: BIM Technology; Green Building Construction; Application

1. INTRODUCTION

With the rapid development of economic level, in the economic market, the competition of all walks of life has become increasingly fierce. Therefore, in order to make enterprises survive better, it is necessary to carry out continuous reform and find new development direction of enterprises. As a pillar industry to promote China's economic development, the construction industry has been looking for a new direction of development. Due to the improvement of people's requirements, there are also many new requirements for the living environment, and green building is the current pursuit of people. The emergence of BIM Technology, promote the development of this type of construction industry, and get the love of the construction industry, more and more widely used [1-3]. BIM Technology is actually an information technology, which plays an important role in the environmental protection of the construction industry, solves many problems, and creates a more comfortable living environment for residents.

2. BIM TECHNICAL FEATURES

2.1 Intelligent management

Since the emergence of BIM Technology, the most fundamental technology is to achieve intelligent control, which plays a key role in the construction process of green building projects. In the process of construction, many aspects can be effectively managed. Among them, the parts that can be managed include the signing of the construction contract, the design of the construction drawings and the information needed when bidding for the project, the management of the project investment funds, the estimation of the project cost and the construction period and specific progress of the project. On this basis, it can improve work efficiency and construction quality, and bring more benefits to the enterprise.

2.2 Coordinate the work of all departments

In the process of construction, a lot of work will be involved. Therefore, interaction between various departments is required to carry out effective coordination at the critical moment. BIM Technology has such a function. If during the construction, the design drawings have changed or some operations have changed, it needs to be understood by every construction personnel, so as to ensure that during the construction period of green building, normal construction progress will not be hindered due to the untimely transmission of information, sometimes serious, rework will occur. But after the introduction of BIM Technology, this situation can be avoided, and the work of each post can be well coordinated.

3. ADVANTAGES OF BIM TECHNOLOGY IN GREEN BUILDING CONSTRUCTION

3.1 Saving land resources

BIM Technology has a wide range of applications. When selecting construction sites for construction projects, BIM Technology can be used to select the best location, the most land-saving and environmentally friendly area, which can explain the phenomenon that the current construction land occupation in China is relatively large.

3.2 Saving building materials and energy consumption

When using BIM, three-dimensional building model can be generated. The advantage of this model is that it can understand the building situation in real time, monitor the construction quality in time, and report the details of used materials to relevant departments, which is conducive to supplement in time and avoid the phenomenon of work stoppage. In this way, we can ensure the construction quality of the building and achieve the goal of saving building materials. In addition, this technology can also be combined with the 3D view to find the best place to place the lighting equipment and reduce the waste of lighting resources, which can not only ensure the construction quality of the building, but also reduce the waste of construction energy as much as possible.

3.3 Water conservation

In the construction of construction projects, the demand for water resources is relatively large, for example, for dust reduction, building moisture, etc., which will cause a lot of waste of water resources, and BIM Technology can be combined with the detailed construction situation, planning the water use of the project again, and saving water resources as much as possible.

3.4 Environmental protection

During the construction, due to the characteristics of construction, it is inevitable to damage the surrounding environment. However, if BIM Technology is used to simulate the construction project, we can find the environmental damage behavior during the construction, and then we can solve it, and then get the best construction plan to protect the surrounding environment.

4. APPLICATION OF BIM TECHNOLOGY

4.1 Application in preliminary design

Complete high-precision design scheme for the project to be built. In the past, there is no concept of green building in the construction project, so there are few requirements for building. But in the current construction stage, the green building put forward more and more strict requirements on the construction project. In the green building, there may be a lot of prefabricated components. The existence of these components increases the difficulty of construction. If you want to assemble these components in the construction without any problems, you need to complete the collision inspection at the design stage of the project. When using the older way to check, it will cause a huge workload, but when BIM Technology is introduced, this situation can be completely avoided. Some parameters of the building can be used to build the model, and then the collision of each part can be checked, so that the high-precision check of the project can be realized.

BIM Technology can also achieve the purpose of information technology transmission in the use of construction projects. In the previous construction projects, there will be a lack of communication and overall coordination among various parameters, which will lead to no way to achieve the management of the whole project life cycle, no communication between various departments, which will lead to problems, no way to combine the actual situation and effectively solve them. BIM Technology can solve this problem, so that the construction information can be shared among all departments. After the construction information of green building is shared, the whole construction can be grasped, problems can be found and solved in time.

4.2 Application of bim in the later construction of green building

4.2.1 Make full use of resources.

In the process of green building, one of the most important issues is to make full use of resources, not waste resources and not damage the environment as much AS POSSIBLE. Therefore, in this respect, relevant departments need to fully understand the specific situation and master the energy consumption of the whole project in construction. Find some unnecessary use of resources, timely control to avoid unnecessary waste, so as to maximize the use of resources. This can be achieved by using BIM Technology, which shows the role of this technology in energy conservation. Using this technology, we can understand the details of energy consumption according to the specific construction situation on site, and then combine the 3D visualization model to optimize the design of various construction parameters. In addition, it can also realize the strict inspection of energy-saving standards in construction and find the best construction method. For example, in the use of solar energy, we can use BIM Technology for the best design, after a reasonable layout, to achieve the best use of the sun, as far as possible to reduce the waste of resources.

4.2.2 Make full use of building materials

When building green projects, the introduction of BIM Technology can also realize the reasonable and effective use of building resources, so that every raw material can play its role, in order to reduce the waste of resources as much as possible. In the application of construction engineering, the use of this technology, but also need to understand the parameters of the construction project in detail, forming a three-dimensional model, so that before use can be fully prepared. Then according to the scheme of using three-dimensional model design, the construction can avoid the unreasonable use of resources to the maximum extent and reduce the occurrence of accidents during construction. In addition, BIM can also achieve the overall coordination of resources in time, so that each part of the construction can be divided into the best amount of construction materials.

5. CONCLUSION

To sum up, BIM Technology plays a great role in all aspects of green building, which can be developed in recent years. After the full analysis of the three-dimensional model, we can understand all kinds of construction situations, in order to avoid unexpected situations during construction and cause unnecessary losses. Therefore, using BIM Technology in green building is its future development direction, which should be paid close attention to.

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Regression Analysis of The Factors Influencing the Development of Tourism in Shandong Province

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Abstract: Tourism is a new industry. With the development and progress of social economy and the improvement of people's living standards, tourism has made great progress and rapidly occupied an important economic position in the national economy. Shandong Province has a very rich tourism resource. After the development in recent years, the tourism industry in Shandong Province has developed rapidly and achieved great economic benefits. This paper makes regression analysis on the influencing factors of tourism development in Shandong Province for the reference of relevant personnel.

Keywords: Shandong Province; Tourism; Development Factors; Regression Analysis

1. INTRODUCTION

Tourism is a sunrise industry in the social development. With the improvement of people's living standards, people's requirements for their own spiritual needs are becoming higher and higher. Tourism can make people relax their body and mind, enjoy their emotions, release their pressure, and work and live better after tourism. Therefore, people's recognition of the tourism industry is getting higher and higher. Relying on this, the development of tourism industry is getting faster and faster. China is also increasing investment in the development of tourism resources, and actively taking different policies to support the development of tourism industry. Shandong Province is a large tourism province, which has many valuable traditional culture and rich tourism resources. After the development in recent years, the scale is constantly expanding, and the structure of tourism products is constantly improving, which can bring good tourism experience to people, and also can constantly meet people's life needs and spiritual needs. And the economic benefits created by tourism in Shandong Province are more and more high, among which domestic tourism has become the main driving force for tourism to promote economic development.

After specific research and analysis, the development of tourism in Shandong Province has several characteristics: first, the scale has been expanding, realizing the continuous growth of the international and domestic tourism market, the number of tourists and economic benefits have been growing; second, the development trend is good, and the development speed

has been accelerated. After the initial growth of tourism in Shandong Province, it has entered a new stage of rapid development and the development trend is getting better and better. Thirdly, tourism products continue to be developed and optimized. With the good development of tourism, in order to meet more needs of people, Shandong province continues to develop new tourism products and upgrade the original tourism products to bring better tourism experience to tourists; fourthly, the structure of tourism market continues to improve, with the good development of Shandong tourism, not only more and more domestic tourists are attracted, but also the proportion of foreign tourists It is also growing [1].

2. REGRESSION ANALYSIS OF THE FACTORS INFLUENCING THE DEVELOPMENT OF TOURISM IN SHANDONG PROVINCE

Regression analysis refers to a statistical analysis method to determine the quantitative relationship between two or more variables. In big data analysis, regression analysis is a predictive modeling technology. Its main research is the relationship between dependent variables and independent variables. Through regression analysis, it can determine the relationship between some variables, and many independent variables jointly affect a cause in the relationship of variables, judge which independent variables have the most significant influence and which are not significant. Tourism economic income can directly reflect the development of tourism, so tourism income is taken as the analysis target of regression analysis. Among the influencing factors of tourism development in Shandong Province, tourism income is a dependent variable, while the influencing factor of development is an independent variable. Among them, the influencing factors of development include people's disposable income, tourist flow, number of travel agencies, transportation and other infrastructure. Here, the railway transportation in transportation is taken as the research object. According to the regression analysis of these specific development factors, it can be found that the impact of tourist flow on Shandong tourism is the largest, followed by the number of travel agencies, the impact of disposable income on Shandong tourism is less than the number of travel agencies, and the impact of railway transportation on Shandong tourism is the smallest [2].

Through analysis, comparison and summary, it can be found that tourism income in Shandong Province has a close relationship with people's disposable income, tourist

flow, number of travel agencies and transportation, among which people's disposable income and tourism income have a direct relationship with economy, so people's disposable income has a direct impact on Tourism income. Among other independent variables, tourist flow has the greatest impact on Shandong tourism, so there is an absolute relationship between them. Although the number of travel agencies has a low impact on Shandong's tourism, it is an indispensable part of the development of tourism, so its role cannot be ignored. Finally, railway transportation has the least impact on Shandong tourism, but railway transportation is only one of many transportation facilities. If we integrate the effects of all transportation, it will directly increase the proportion of impact on Shandong tourism. This shows that the more perfect and convenient transportation facilities are, the greater number of tourists will be and the larger tourist flow will be. Therefore, there is also an interaction effect in the independent variable factors [3].

3. SUGGESTIONS ON SPEEDING UP THE DEVELOPMENT OF TOURISM IN SHANDONG PROVINCE

Through the regression analysis of the influencing factors of the development of Shandong tourism, it has a better role in promoting the development of tourism. It can find out the insufficient factors and take continuous measures to promote its development, so as to promote the good development of Shandong tourism, promote the growth of tourism revenue and improve economic benefits.

3.1 Increase People's Income

Through the analysis, it is found that only when people's disposable income increases the tourism income can it be increased. Therefore, Shandong Province should strengthen the development of economy, strive to improve people's income, in order to stimulate people's consumption demand and tourism demand, promote tourism development, and improve the economic benefits of Tourism in Shandong Province.

3.2 Improve the Construction of Transportation Facilities

Transportation facilities are the infrastructure to support the development of tourism. Only by constantly improving the transportation facilities can we vigorously develop tourism. Therefore, Shandong Province should continue to increase investment in road and other transportation facilities, speed up the construction progress, and provide a strong guarantee for the development of tourism.

3.3 Increase the Development and Upgrading of Tourism

In addition to the construction of supporting facilities for the tourism industry, attention should also be paid to the development of tourism products and the upgrading of original tourism products, the improvement of the quality and service of tourist attractions, the enrichment of tourism content, the full play of its characteristics, the creation of characteristic tourism products, the diversification and high-quality tourism experience for tourists, so as to attract more domestic and foreign tourists.

3.4 Build Tourism Brand and Strengthen Publicity

In order to improve the influence of tourism in Shandong Province, the government of Shandong Province should increase the investment in tourism resources, vigorously develop tourism, fully tap the potential of tourism resources in Shandong Province, fully integrate tourism resources, and build Shandong characteristic tourism. For example, "hospitable Shandong" tourism brand already has certain influence. On this basis, we need to increase publicity and expand its influence and brand effect, so as to promote the good development of Shandong tourism [4].

4. CONCLUSION

To sum up, the regression analysis of the factors affecting the development of tourism in Shandong Province is conducive to the discovery of the constraints in the tourism industry and the correction of the deficiencies, and timely formulation of effective measures to continue to promote the good development of tourism in Shandong Province. Therefore, the regression analysis of the influencing factors of tourism development in Shandong Province is particularly important. However, Shandong Province should pay attention to the coordination of the relationship between economy and ecological environment, the protection of ecological environment, not only the immediate interests, but also the development of eco-tourism and green tourism, so as to promote the sustainable and long-term development of tourism industry.

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Research on The Business Teaching Mode in Finland's Applied Universities

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Abstract: China's education system has entered the stage of reform and innovation. It is conducive to the construction and formation of scientific education system to draw on foreign excellent education experience reasonably. Taking Finland as an example, this paper analyzes the business teaching mode of Application-oriented Universities in Finland, hoping to provide some reference value for the teaching innovation of related majors in China.
Keywords: Finnish Education System; Applied Universities; Business Teaching

1. INTRODUCTION

Finland's advanced higher education level is a typical representative of the world's high-quality education system. In order to meet the needs of the development of the times, business majors pay more attention to the improvement of students' practical ability and comprehensive quality in personnel training. China's education system reform is not long. In order to ensure the smooth recommendation of business teaching reform, it is necessary to make a reasonable reference to the teaching experience of foreign developed education system.

2. THE COURSE SETTING OF THE BUSINESS COURSE OF FINNISH APPLIED UNIVERSITIES

A bachelor's degree in business administration is set up in the business major of an applied university in Finland, and the student applying for the student is required to complete a normal high school education or obtain a secondary vocational qualification, and thus obtain the corresponding professional qualification through higher education. Students receive full credit scored within 3.5 years and earn bachelor's degrees in specific majors, including business management, book information services, etc. In the business professional curriculum, the course content and the student field of choice highly corresponding, through the course learning, which can help consolidate the student's professional knowledge reserves. During the internship phase, students can use their expertise to work on practical activities, the module has a credit limit of 30 points, and many students have the opportunity to obtain permanent employment in the business during the internship phase [1]. In addition to professional internships, students also need to complete professional papers, the theme of the students engaged in work or participate in scientific research projects, the content of the thesis

is mostly students on their choice of professional field of practical experience summary.

The bachelor's degree in business at an applied university in Finland covers a very comprehensive area of expertise, focusing on the improvement of students' business capabilities, including human resources management, public administration, marketing, advertising, finance, etc. Throughout the educational process, students experience theoretical research, professional practice and other activities. The teaching methods of business should also be different from the general professional, such as contact teaching, task teaching, team learning, etc., frequently carry out the company's project inquiry, team work inquiry and other teaching activities, so as to focus on training students to organize and coordinate ability, team collaboration ability, communication skills and so on. The main purpose of business teaching in Finland's application-oriented universities is to cultivate students' comprehensive ability in business tasks, assistant work and communication. Its teaching contents, methods and so on all focus on the improvement of students' practical ability and professional ability. This is in line with the talent demand of commercial posts, and it is also worth learning from the teaching innovation work of relevant majors in China.

3. CHARACTERISTICS OF THE BUSINESS TEACHING MODEL OF FINNISH APPLIED UNIVERSITIES

3.1 Sticking to life-oriented

Finland's higher education system defines "University" as the holy land of cultivating talents and management, so it can't fully develop students' potential, and the University of cultivating students' ability can't be called the real university. In the business teaching mode of Finland's application-oriented universities, the concept of student-oriented and training first has been fully confirmed. For example, the University of Helsinki in Finland has always stressed that students are the core in the development process. In terms of teaching model formulation, curriculum design, mode innovation, etc., it serves the growth of students at this stage and their future development. In this way, the student-centered education concept enables the business major of Finnish applied university to cultivate a number of excellent talents. However, in our country, although college education has made significant progress in scale, mode and achievements in recent years, and the concept of returning to the dominant position of students' education has been repeatedly mentioned, students are unemployed upon graduation. The phenomenon that a large number of students go abroad for further study is still serious enough to see the problems in

the implementation of the student-oriented concept in China's higher education system. Under the background of quality-oriented education, this problem should be focused by people.

3.2 Focus on teacher training

Teachers are the main body of higher education. In Finland, college teachers have a high social status, the process of school development also attaches great importance to the improvement of teachers' quality and ability. Through the quality of teachers, ability to improve the quality of higher education optimization, so that the Finnish applied university business teaching can always be stable in a virtuous circle, uninterrupted to the community to export marketable talent.

The teaching position of the University of Finland has the attribute of civil servant, the position is fierce, the application university business teaching emphasizes the practical, so the professional teacher generally has the ability of two-teacher teacher, can better assume the theoretical teaching and practice teaching task. Business professional recruitment of teachers in school education, experience, education credits have high requirements, at the same time, applied universities also from the social scope to hire a large number of excellent part-time teachers. Most of these teachers come from well-known domestic enterprises or social units, in the technical, practical experience, its integration in the professional teaching of business to make schools and enterprises to form an effective connectivity, complementary relationship, with educational resources integration to ensure that students can obtain more comprehensive business expertise during the school period. Part-time teachers make up for the lack of practical teaching experience in the school teachers, thus training students in the school period that gets a certain post practical experience, the employment stage, which can quickly complete the change of student status to staff.

3.3 Emphasize the actual link

The relationship between the mode of business teaching and the state of social and economic development is the outstanding feature of the teaching of business in Finnish applied universities, which serves the development of the national social economy, from the professional selection to the design of the specific teaching scheme. There is a strong link between the content of the course and the economic life of the country, and in the course of study, students have sufficient opportunities to access market cases and information. For example, the University of Applied Sciences in Tampere, which is located in a region of Finland's industrial concentration, is relatively developed in fields such as metals, textiles and machinery, and has frequent international trade. Therefore, in the teaching mode of the university's business science, English courses are listed as key courses, and establish business management, technology, culture and other courses in line with local economic development, while adding international business courses in graduate studies.

In terms of credit setting, different fields have their own development characteristics, and the actual demand for talents is also different. Therefore, in each business major, credit and learning years are also set differently. For example, business management is more practical, and the length of study is generally 3.5 years, requiring 210 credits [2]. In addition to the unified professional courses, Finland applied universities also provide a large number of open courses for students. This part of courses is not directly related to the acquisition of students' professional degrees, but it can meet the needs of students to improve their competitiveness in employment, and can be selected flexibly according to their employment intentions and personal preferences.

4. CONCLUSION

The mature development of market economy system and the change of enterprise competition situation will bring more demand for business talents. When carrying out the innovation of business major teaching mode in domestic universities, we should objectively understand the existing problems and shortcomings of the current teaching mode, and reasonably introduce advanced educational concepts and methods. Colleges and universities should adhere to student-oriented, pay attention to the training of teachers, emphasize the combination of theory and practice, and constantly improve the training ability of business professionals.

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Discussion on The Accounting Method of Students' Education Cost in Colleges and Universities

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Abstract: Higher education is an important educational resource in our country, which makes great contribution to the cultivation of outstanding talents to the society. But with the popularization of higher education, the cost accounting of College Students' education has become a more and more concerned topic in the society. The education cost of college students is the value of resources consumed by colleges and universities in order to provide education services. It can be said that it represents the economic development level of a country or a region, people's living standard or the level of social civilization development, etc., and it is also an important basis for formulating the charging standards of colleges and universities or providing funds to colleges and universities by the Ministry of education The relevant departments also put forward higher requirements for the accounting methods of College Students' education cost. This paper analyzes and discusses the accounting methods of College Students' education cost in order to provide some reference and help for the relevant personnel.

Keywords: Colleges and Universities; Student Education Cost; Accounting Method

1. INTRODUCTION

Institutions of higher learning are institutions of higher education for citizens, which are collectively referred to as universities, colleges, higher vocational and technical universities, colleges and universities. College students include junior college students, undergraduate students, master students and doctoral students. These students have higher education and professional knowledge and skills, which are the backbone of social development and construction. Therefore, the education of colleges and universities is particularly important. In recent years, people pay more and more attention to education, so the popularity of higher education is higher and higher, and the development of higher education is better and better. The popularization of higher education not only enables people to fully enjoy the educational resources, but also plays an important role in improving the quality of the people and accelerating the development of social civilization. Although people have a high degree of recognition of higher education, higher education still faces some problems in the process of

development, such as the cost of student education in Colleges and universities [1-4].

The cost of education is the value of social labor that colleges and universities expend in order to train students. In order to cultivate talents with certain professional knowledge and skills, colleges and universities need to invest certain social labor. The cost of education is related to the charging standard of higher education and the economic pressure of students' families. Therefore, relevant departments and colleges and universities should carry out specific accounting for the cost of education, formulate scientific accounting standards and reasonable charging standards, so that it can be recognized by the public, so as to realize the long-term and stable development of higher education. However, there are still some problems in the accounting of education cost of college students, which restrict the accounting of education cost and seriously affect the development of colleges and universities

First, there is a lack of efficiency mechanism.

The education funds of institutions of higher learning not only come from the students' tuition fees, but also from the state or relevant departments' funds. The state provides the education funds to the institutions of higher learning. The education funds obtained by the institutions of higher learning are often used to expand the scale, strengthen the faculty and improve the strength of the institutions of higher learning. Moreover, the institutions of higher learning are non-profit organizations and do not need to consider the economic benefits. Due to the lack of funds Due to the lack of efficiency mechanism, colleges and universities pay little attention to the budget and rationality of expenditure, which leads to the neglect of students' education cost accounting.

Second, the limitation of accounting.

Because colleges and universities are educational institutions, they are different from enterprises in nature. In the process of operation, they do not need to consider operating costs, revenue and expenditure benefits, etc. and because the income and expenditure of colleges and universities are not equal, for example, the income of colleges and universities mainly comes from state grants, tuition fees and other income, while the expenditure mainly lies in the construction of colleges and universities, teacher training, purchase of office supplies, etc Because of its indefinite corresponding relationship, it is difficult to carry out specific accounting in accounting, and the result of accounting has no reference value for the education cost of

college students.

Third, budget management has disadvantages.

Budget management is of great significance to the financial activities of colleges and universities. It can guide the financial management activities of colleges and universities, make clear their financial income and expenditure, control their income and expenditure within a reasonable range, and carry out accurate accounting. However, in the financial management of colleges and universities, due to the lack of attention or other reasons, the budget management has disadvantages, such as high randomness, the inability to formulate scientific and reasonable budget management, the lack of scientific theoretical basis and effective evaluation system, which adds a certain difficulty to the accounting of education cost [3].

2. SPECIFIC MEASURES TO STRENGTHEN THE ACCOUNTING METHOD OF EDUCATION COST OF COLLEGE STUDENTS

2.1 Colleges and universities should pay more attention to students' education cost accounting

In order to further promote the progress of College Students' education cost accounting methods, it is necessary for the leaders of colleges and universities to pay more attention to the students' education cost accounting. With the rapid development of society and economy and the popularization of higher education, the competition pressure of colleges and universities is gradually increasing and the economic activities are becoming more and more complex. It is necessary for colleges and universities to continuously establish more reasonable charging standards through student education cost accounting in the process of operation, so as to improve the core competitiveness of colleges and universities and strengthen their competitive advantages.

2.2 Set up accounting thought and strengthen cost awareness

To strengthen the accounting of students' education cost in Colleges and universities, it is necessary for colleges and universities to establish accounting ideas, better manage economic activities, better control economic income and expenditure, establish the awareness of cost control, and improve the utilization rate and education level of funds. In this process, colleges and universities should constantly strengthen the awareness of cost accounting, strengthen cost management and analysis, carry out reasonable financial activities, and realize the controllability of financial activities and the high level of financial management.

2.3 Establish and improve the supervision and management system

In order to make the accounting of College Students' education cost more accurate, standardized and authoritative, we must constantly improve the cost accounting system, establish a more scientific and standardized accounting system, and follow certain operating principles and scientific basis for cost accounting, so as to make the accounting results more accurate, based and authoritative. The establishment of the accounting system should be based on the actual operation of colleges and universities, and the accounting content should be specifically sorted out, analyzed and detailed. In this way, the economic responsibility of colleges and universities can be clearer, and the cost accounting can be more reasonable. In addition, the accounting of students' education cost cannot be achieved only through the recording and analysis of financial activities, but also through the cost assessment and continuous improvement of the supervision and management system, so as to better realize the cost accounting. First of all, it is necessary to make clear the cost control plan, not to spend funds at will, when spending, it is necessary to apply, and only those meeting the expenditure standards are allowed to spend; at the same time To constantly improve the supervision and management system, to supervise and manage the education cost of colleges and universities in the whole process, so that the education cost of colleges and universities can be supervised by relevant departments and the public, and realize transparent management; finally, the education cost accounting can be added to the assessment standards of University leaders, so that university leaders can really attach importance to the education cost accounting of students [4].

3. CONCLUSION

To sum up, the accounting of students' education cost in Colleges and universities is conducive to formulating scientific and reasonable charging standards and saving national education funds, which not only makes colleges and universities run more rationally, but also contributes to social construction. Therefore, relevant departments and colleges and universities should pay attention to the accounting of students' education cost and constantly optimize the cost accounting in order to promote the long-term and stable operation of institutions of higher learning, we should constantly solve the existing problems.

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The Cultivation of Oral English Ability of Students in Vocational College

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Abstract: As an international language, English plays a very important role in today's society. Since economic globalization and the start of a generation of development, exchanges between countries have been frequent. China has participated in more and more international co-operations with the world. This irreversible tendency requires more and more highly-qualified English personnel in society. The final purpose of learning a language is to communicate with others, thus the oral expression is very crucial and is the basic skill of using a language. Because of negligence and inadequate conditions, the present situation of learning spoken English is not satisfactory; which has affected the students' English learning well. How to improve the Students' spoken English has also become a problem which should be solved. As the students' guide, teachers can stimulate students' interest in speaking English and instruct them to do more effective practice. Students should cultivate their interest through watching English movies and listening to English songs, and it's available and useful for them to do more practices such as imitating, retelling, thinking something in English.

Keywords: Spoken English; Cultivation of Ability; Interest; Practice

1. INTRODUCTION

As society advances rapidly and the international communication increases greatly, English has become one of the most important international languages and is widely used in various fields. With the rapid development of economy, society, science and technology, China is engaging in more and more international communication and has participated in still wider international co-operations with the whole world. This irreversible tendency requires more and more highly-qualified English personnel in society [1-3].

Nowadays, it's very popular and necessary for common people to learn English in China. In the middle school education, English is an obligatory course and the scores of this course have been considered as an important part in the national entrance examination. It's natural that teachers and students pay more attention to English learning and teaching than ever before, and the average level of English learning has been improved greatly.

But in most cases, the students who can pass quite a few English tests could not express themselves well in English orally. They can write English essays,

understand what people say in English, and can even read English articles, but they cannot communicate with others in English fluently [4-7]. So, the "Dumb English" has become the common problem in English learning.

English learning can usually be divided into listening, speaking, reading, writing and translating. Listening, reading and writing are the basic skills required in most examinations. However, although speaking is very important, it is quite often ignored. In the school education, teachers and students are often thinking about how to pass examinations and they are not aware of the importance of the oral English.

Communication is the final purpose of language learning. And society needs the English personnel who can use English well in the practical application. Those who can only write or read something in English can't meet the development at the present situation. Teachers and students should pay more attention to the oral English teaching and learning [8-15].

It's clear that the present situation of learning spoken English is far from satisfactory. There is still a long way for English educational workers and teachers to realize this important and great goal. The most important thing in English teaching and learning is to improve students' spoken English ability.

2. DISADVANTAGEOUS FACTORS OF LEARNING SPOKEN ENGLISH

There are several disadvantageous factors for Chinese students, especially those who are living in undeveloped areas, learning spoken English.

2.1 Chinese spoken atmosphere

English teachers are the students' guide in learning, and they need to do many things to help students improve their English. But the time in classroom is very limited, so teachers need to teach students the basic English knowledge and skills such as new words, expressions, and grammatical structures. At the same time, there is no time left for student to practice their oral English. Students are always being asked to do more exercises after class.

In fact, students are surrounded by the Chinese spoken language atmosphere, and there is little chance for them to practice their oral English, so they may feel shy to speak English publicly. Even in English corner, most of them are not very active, and what they have learned are some simple English sentences just like "Hello, how are you", "What's your name", "How old are you" and so on. Let alone those students who never go to English corner [16-20].

2.2 Less attention to oral English

At present, there are few compulsive examinations of oral English, thus students don't give enough attention to

spoken English. Teachers often judge students' English results through their written examinations. Especially in middle schools, the common purpose of teachers and students is to get high grades to pass the national entrance examination.

Nowadays, the pressure of entering the higher education weighs heavily down on shoulders of teachers and students. They pay much attention to the teaching and learning of the English vocabulary, sentence structures, reading comprehension and writing, which are required in the examination. Students also do not want to spend much time on spoken

English which they might consider it as wasting their valuable time.

2. 3 Poor English teaching conditions

In most undeveloped areas, the teaching conditions are very poor. There are not enough teaching facilities and teaching staff, and teachers teach English with traditional methods. Students have no tapes, radios to listen to English, and they even haven't good English materials, and what they can do is only to follow their teachers' teaching.

What's worse, because of the teaching staff shortage, a great number of teachers in these areas are not qualified. They themselves can't speak English smoothly, and some of them even just know some basic English knowledge and skills. Therefore, not to mention spoken English, the average English level of students is very poor indeed.

3. MISCONCEPTIONS OF LEARNING SPOKEN ENGLISH

Nowadays, a lot of Chinese students have wrong ideas about how to learn spoken English, and these misconceptions can have considerable influence over their English learning.

3.1 If i communicate with a Chinese partner, my spoken English will get worse

There is a common perspective that the only way to improve oral English is by speaking with a native speaker, which stems from the perception that speaking to another language learner has a negative effect, for the partner doesn't speak the real English language.

In fact, the reason seems mostly psychological. The more skilled partner always discourages a speaker and the fear of making mistakes tends to block the smooth conversation. And some researchers found that those who communicate with the partners who are near to their own level make progresses quickly. That is to say, the friends or classmates who are at the same level of English may be the best partner indeed.

3.2 I need rich vocabulary before beginning to speak English

Some students ascribe their poor spoken English to the lack of vocabulary. They think if only they would have much vocabulary, and they might speak English as fluently

as native speakers. In fact, even some students who

have passed the CET6 still have a great deal of trouble in their English spoken communication

As everyone knows, people can use simple words to express themselves instead of complicated or difficult words or expression. For example, the word "facilitate" can be substituted with "help". Thus, the key is to learn more useful function words in English first and apply them often in a variety of circumstances, before trying to learn words and expressions that are more complicated and used much less often.

3.3 If I go to America for some time, i must imitate American accent, or my English will not be understood in the USA

Some students believe that the best way of speaking English like a native is by imitating his accent. They spend much time doing this kind of exercise and gain what is called the native pronunciation.

This misconception might stem from ignorance of distinction between pronunciation and accent. An accent is a distinguishable set of sounds that derive from cultures or regional phonetic patterns, and it could hardly be changed in a short time. In fact, what they need to do is to improve their pronunciation step by step. Only if one can pronounce rightly, can he be understood by any English-speaking people.

4. SOME METHODS IN TEACHING SPOKEN ENGLISH

It is natural that teachers play a very important role in English learning. Their jobs are not only to impart knowledge to students, and help students pass examinations, but also to light up students' ways in their learning. As the guide of study, the teacher's role can affect students deeply. First, they need to upgrade their own spoken English, and second, they should pay more attention to the teaching and learning of spoken English seriously.

4.1 Stimulating students' interest and creating good atmosphere

It is certain that interest is the best teacher of study. Ding Zhao zhong, who was awarded the Nobel Price in 1976, said "Interest is more important than genius". Psychologists have drowned the conclusion that the desire for learning is the inside motive

of students' learning. And interest is the precondition to form the desire for learning.

In the five skills in English learning, speaking is usually the poorest for students to learn English in China. It results from the lack of speaking practice and good teaching atmosphere. Students, especially Asian students tend to be reluctant to speak English in class as well as after class. As a foreign language, English is unfamiliar and different to Chinese students. Thus, it is important for teachers to encourage and motivate their students to speak English more both in and out of class.

4.1.1 Updating Educational Concept and Groping for New Useful Methods.

Needless to say, a teacher has strong influences on his students' thinking and learning. Students usually care much about what teachers perform in class, and they like all the learned and competent teachers. The teacher who can speak

English smoothly with the good pronunciation can draw more attention of students, and his or her students may imitate his or her language expression mode. Therefore, teachers should enrich their own knowledge and give the good impression to their students. They should also grope some new ways to meliorate their teaching, which will also do good to stimulate students' desire for learning English.

As an English teacher, he should be open- minded to accept the good and useful western teaching conception, and know much about cultures and customs of English- speaking countries. Teachers should not only inculcate knowledge from books into students, but also need to broaden the students' eyesight.

4.1.2 Establishing Good Relationships between Teachers and Students

The good relations between teachers and students are the footstones in English teaching and learning. To students, teachers are instructors and guides in their studies, and also students usually rely on their teachers. Teachers should spend more time taking care of their students, observing what students need and accept, and respecting their ideas and choices.

In class, teachers should be respectable and responsible so that their teaching and instructing would be appreciated by students. And after class, teachers are always easy- going and considerate to students, and help and care for their students like one special

kind of friends in life. The students who trust in their teachers usually can do better in their studies than those who do not like their teachers.

4.1.3 Cultivating Harmonious Atmosphere in Class

The efficiency of English learning and teaching is related closely to the atmosphere both in and out of class. Generally speaking, there are two factors that may affect students' spoken English in class. One is that they fail to find suitable words to express themselves and the other is that they are afraid of making mistakes when they want to speak. Sometimes they may make mistakes when they are speaking because they are shy and nervous. So, the good environment can help students to speak actively and correctly. Teachers should work hard to activate the atmosphere and create suitable environments to erase the students' tension. There are some suggestions as follows.

1) Let students speak English sitting in their seats, so that they will not feel uneasy.

2) Try to arrange the seats of classroom in a circle or in groups, with the students facing each other, not in rows or lines.

3) Sometimes students can have their English lessons out of the classroom with such activities as a barbecue, picnic and party.

4) Organize English corner at the school and let students talk freely with those who are interested in learning English.

It is essential to try to build a good atmosphere that students no longer feel shy, and they will voluntarily raise their hands to ask questions and that they will freely give their own opinions to express themselves.

4.2 More Encouragement

It's necessary and important that teachers should have another task to encourage students to speak English more both in and out of class. During learning English, students need teachers' recognition and respect, which will give students more confidence and motivation to do better.

After students finish their speaking in class, teachers should let students feel they have made some progress with a sense of success. It is necessary for teachers to pay more attention to the following.

1) Let students be firm in a gentle way and give them praise whenever they are speaking a little English.

2) Be sincere and look for opportunities to let students speak English freely, and never get them shy, frustrated and nervous.

3) Be a kind, sensitive, and approachable person to all the students, and never let a single student out or put him on the spot.

4) Treat all the students with the same attitude, respect them, and consider their opinions fully. Never embarrass any of them and laugh at them.

5) Allow students to have more freedom rather than expect them to conform to the preconceived ideas about how they should behave. Let them have confidence, and wait for them to follow you.

Of course, teachers should point out some apparent mistakes in their speaking kindly, for example, some words in wrong pronunciation or some serious grammar mistakes after they finish their speech.

4.3 Some Practical Methods in Teaching

Practice makes perfect. Teachers should ask students to do more practice in the students' spoken English learning, and it is very important for teachers to choose the right methods.

4.3.1 English Daily Report

Teachers should ask students to give daily report in English before class, and topics could not be confined. Students should say something in plain English that happened around them, including some news or jokes, whatever they are willing to say, for 3~5 minutes.

In order to get good results, teachers can ask students to prepare reports beforehand. At beginning, students can choose some simple topics and tell it in simple English, for example:

"Hello, everyone! My name is Tracy, I'm 14 years old. Today is Monday, May the 11. The weather is fine and it's a good day for picnic. And I will go to Kunming this weekend with my parents. I wish you a good day. Thank you."

Later, they can go on with some complicated topics or even some important political or economic news which has abundant information. Therefore, students can start with a speech without much difficulty to improve their oral English gradually and effectively. It is very useful that this kind of practice should be given to students. However, it must be fair for everyone to have a chance to practice,

because it's very important and necessary to those students who are timid and not active in class. It does not take much time in class, and it's a direct, simple but useful way for students to improve their oral English.

4.3.2 Role- play

To stimulate the students' interest in learning, Role-play is a suitable way, and it needs the good corporation between students and the teachers. This kind of practice can not only draw students' attention, but also consolidate their knowledge and skills of daily words and expressions.

Before the role-play, the teacher can divide students into several groups and help them choose some topics which are interesting and usually new, such topics about something on campuses, at home, on roads or among friends. All these can attract students' attention and never puzzle them. Look at the following example of making a phone call.

(Student A): 3370574. This is Tracy. Who is that?
(Student B): This is Daniel, can I talk to James?
(Student A): Please wait a minute and hold on.
(Student C): Daniel, this is James speaking.
(Student B): Hi, James. …

…

This is a typical example of making a call almost every day. After this practice, students will be impressed more deeply by the use of "This is…" "Who is that", which take place in the common conversation of "I'm…" "Who are you".

There is another kind of role- play game and it requires students to be rather familiar with commonly used daily expressions. There are three students in one group. The teacher can give every group a different background in class, but not beforehand. One student act as a Chinese, another as an English or American, and the other one as an interpreter. Then start to practice.

The students can change their roles with each other so as to practice in different ways. It is appropriate for teachers to put those students who are active and those who are inactive into one group and that will work more effectively.

4.3.3 English Drama

It is more difficult for students to play English dramas than telling stories and role- play. Playing English dramas requires the better-spoken English and more preparation in advance, but it's a good way to enhance one's oral English.

Teachers can hold a party for students to play English dramas and award those who give wonderful performances to arouse the students' activeness and creativeness. Teachers should arrange those students who are zealous and good at spoken English to act those major roles, and give chances to those students who are not very energetic to act some minor roles. At the same time, the students who have to act as supporting roles will work hard to strive for more chances.

There are some famous dramas, such as Romeo and Julie, Cinderella, and Hamlet. These great works are familiar to students and there are various roles for more students to have a try.

4.3.4 Minor Debates

Teachers can divide the whole class into small groups of four or six, and give students several sensitive or hot topics to discuss. Each group gets a different topic and has about fifteen minutes to choose sides, formulate arguments, and hold the debate. Then the groups can change their topics. Some ideal topics are as follows:

- Is true love possible on the internet?
- Should boys do more duties than girls in class?
- Who is more important in a family, mother or father?
- Can Chinese and foreigners be married?
- What are your opinions about obeying your parents or following your own ideas?

These topics are very close to the students' daily life, and students will be very active in stating their own opinions. Nobody wants to lose chances in debates, so they can do their best to help their teams win the game.

4.3.5 Encouraging Students to Ask Question

Teachers usually give students more reading materials and ask them to raise questions about the content with such wh-words as what, when, where, which and how, then teachers should answer these questions in detail. There is an English material for example:

Kobe is an American professor in computer science. He got married a Chinese woman, Ying. Today, they invited a Chinese young couple, Ming and Dandan, to go to the bar Sleepless in Seattle. They drove up in the big wagon of Kobe's. After a couple of drinks, they started to dance. Ying invited Ming, and Kobe had a dance with Dandan.

Student: Who is Kobe?
Teacher: He is an American professor in Computer Science.
Student: What did he do today?
Teacher: He invited some friends to a bar.
Student: Which bar did he choose?
Teacher: Sleepless.
Student: Where is the bar?
Teacher: It's in Seattle.
Student: How did Ming and Dandan go to the bar?
Teacher: They drove Kobe's big wagon.

Students will be more acquainted with those basic English sentence patterns through doing this kind of practice.

5. USEFUL METHODS FOR STUDENTS' SPEAKING ENGLISH

What a teacher can do is to give students a lot of help, but what a student should do is to try his best to get good results in learning. Of course, practice makes perfect. First of all, students should be aware of the importance of learning spoken English.

Some students want to improve their spoken English, but it seems to them that it is very difficult, and they don't know how and what to do. And even some students have spent much time and energy in doing lots of practice, but there is little or no effect. They should find out proper learning methods, but not keep on practicing blindly and aimlessly.

5.1 Cultivating the Students' Interest in Speaking English

Students who are interested in speaking English can get twice the results with half the effort. To those who are not very interested in speaking English, they not only wait for the teacher to teach them English passively, but also usually are asked to open their mouths to speak English. As a matter of fact, their spoken English is rather poor.

5.1.1 English Movies

Most young people like watching movies, especially those famous foreign films. Nowadays, English movies are very popular and available everywhere. But to most students, what they watch are just the scenarios of movies, and they'd like to listen to the translated lines and watch Chinese words.

However, listening to English lines of movies can help students improve their listening, and they can acquaint themselves with native English dialogues. Most of the lines in movies are spoken English in style, they are very useful in daily life and easy to comprehend and remember. Students can imitate the pronunciation of actors or actress and mark down those useful sentences and idioms.

5.1.2 English Songs

There is no need to talk about how popular songs are in the people's daily life, especially to young people. Pop songs have become one part of their life and can bring them happiness and joy and also make their nerves relaxed. In fact, English songs are

important and useful for students to learn spoken English through singing songs.

English songs can be divided into several kinds. To those who want to follow the famous songs nominated in Grammy, Billboard would be the best choice, for they are very beautiful and easy to follow, and most of their lyrics are in line with the formal grammar.

All the practice must be very interesting to young people. Besides enjoying wonderful movies and songs, their English learning can also be improved greatly. At last, good results can be realized by killing two birds with one stone.

5.2 Imitation of Standard Pronunciation.

Some students are willing to open their mouths and speak English very fluently, but usually their speech cannot be understood by others, for their pronunciation is poor and obscure. And some students speak English with the local Chinese dialect, for they have been imitating their teacher's accent.

It is natural that imitation is a basic skill for students to learn languages. As we know, babies imitate their parents' pronunciation and later they can speak by themselves. But it does not mean that imitation will surely bring them what is considered as the standard pronunciation.

As to students, the final purpose of imitating is to refine their pronunciation so as to speak English freely and confidently. Of course, students can choose the American English or the British English pronunciation if they can pronounce the basic words correctly.

Listening to English tapes and radios are immortal

good ways for imitating. Student can not only imitate the correct pronunciation of words or phrases, but also the whole sentences. They should pay more attention to practicing stop consonants and liaisons, etc. For example:

1). That is a right answer. In this sentence, that and is, is and a, right and answer should.

be read in liaison.

2). He has a ba(d) col(d) today. In this sentence, the letter "d" cannot be read out in a right way according to the rule of incomplete plosion.

5.3 Retelling in English

Sometimes the teacher can ask students to retell some stories or materials in English to improve their abilities to construct sentences and use their own words for communication. At beginning, it's acceptable for students to retell what they have read. After they have mastered some basic skills of retelling, they'd better retell something in English after listening to English materials.

It is true that retelling is not equal to reciting. Retelling is a creative activity which requires students to comprehend the original meaning and organize another version with their own words. Retelling is the complicated procedure and students need to do much work than reciting, which concludes more complicated work of reading, comprehending, memorizing, reconstructing and retelling something in their own words.

Some students do not concentrate themselves to read or listen to the teacher in class, for they feel bored with the way of indoctrinating. But retelling can force them to be patient and be careful of some details in English materials.

5.4 Thinking in English

Chinese- English speaking style is a common problem that puzzles Chinese students. Even if some students can communicate with their partners fluently and sometimes give wonderful performances in class, they still make some serious mistakes in constructing their speech. It is because the style of Chinese translation gives students how to express English with a Chinese style, but not with a real English expression. The following is an example:

Some students like to translate Chinese into English word by word. They translate the Chinese idiom "hupenggouyou1" into English as "fox and dog friends", But in fact, the expression should be "a gang of scoundrels" in English.

Such a translation sounds very absurd and cannot be understood by lots of Chinese, not to mention foreigners. Therefore, what students should understand is that there are great differences between Chinese and English expression because of the different thinking mode. Perhaps it must be a most difficult and complicated part of learning English.

In Chinese language, people often put enough foreshadow and modifiers before the central word in one sentence. But in English language, people always put the most important words before and then modifiers in one's speech. Take two simple sentences as examples.

1) I saw Mr. Smith in Houston in 1995.

2) Xiaoming is going to tell us something interesting tonight.

Chinese people think that it's very crucial to make the much

foreshadow before what they really want to say. In their opinions, keeping someone in suspense and misery could fascinate him or her to keep on listening or reading till the very end. However, English-speaking people don't think so. They think that it would be better for people to convey their views in a direct way, otherwise, they will feel bored and impatient. Accordingly, students should pay much attention to the very point.

But it's not enough at all. It's important and necessary that students should do more effort to familiarize themselves with the customs and habits of the English-speaking people.

First, they should know how to define an object in English. Students can define airplane as "A big metal bird flies in the sky"; but a vivid and impressive expression is "A big and fast vehicle which takes hundreds of passengers over the sky"; so it's a concrete and effective definition.

Second, they should learn how to explain things in different ways, and they can also choose another way to explain. For example, "I love you". In modern society, however, there are plenty of new expressions, such as, "My mind acts upon yours"; "I've put my heart on you all the time"; "You took my breath away"; "You've been catching my eyes all the time"; "I am nuts about you", and so on. In this way, students can learn to express themselves freely.

5.5 Widening English Daily Word

It is very clear that language is used for communication, so students should broaden their English new words expressions all the time in according with the developing society to meet new needs timely. There are more and more new Chinese words which have been used among the young people and have been or will be compiled into dictionaries and books. Of course, the same situation occurs in English language.

Student should learn and update their English daily words in time. If not, their English speaking and writing will sound old-fashioned to the English-speaking people. Here are some greeting words for examples:

In the past, in some English textbooks, students were taught to say the expression "How do you do?" to greet someone at the first time, but the sentence is seldom used in the USA today. Most Americans often use some casual greetings instead of such over-formal ones.

Jim meets Jessica on the first day of the university.
Jim: Hello, I am Jim. You are?
Jessica: Hi, Jim. I'm Jessica.
Jim: Nice to meet you, Jessica. So, how is it going?
Jessica: Pretty good.
…
What students should take notice of is that it is polite to introduce themselves first when meeting somebody the first time.

There is another common example for one who wants to go to the toilet. People used to say, "I want to go to WC". Actually, it sounds very rude and impolite today. "WC" is a sign in a public place to show that there is a toilet available for passengers. Nowadays, people can say "I want to wash my hand, " or "I want to go to the restroom" instead of "toilet".

6. REMEMBERING MORE ENGLISH IDIOMS AND SLANG

English idioms and slang usually stem from English-speaking counties' cultures, and are widely used in those countries. But Chinese students are very unfamiliar with such expressions and fell puzzled over the comprehending. For example, students can translate the English sentence "Vince is the first person to try tomato of exposing the inside story of corruption in newspaper" into Chinese translation is very funny and cannot be understood by others easily. In fact, "the first person to try tomato" is an idiom which refers to people who are very brave and venturesome to try new things. So, it can be translated into Chinese as "di yi ge chi pang xie de ren".

And, here is a funny joke: Li Hua is a university student in Beijing. One day, he came along with a foreigner to visit the Great Wall. Suddenly, the foreigner asked Li Hua "Excuse me, may I go some way?" Li thought it was very silly of this foreigner to ask such a question, so he said "yeah, you are free to go anyway."

In fact, "may I go some way" is an expression of slang, and the foreigner's intention was that he wanted to go to toilet. But Li Hua misunderstood it and made a ridiculous jest.

There are too many English idioms and slang. Students who want to speak English as natives should make great efforts to study and keep them in mind. Or, they will make some mistakes or feel embarrassed. However, learning such language expressions cannot be done in a few days, and students should pay more attention to idioms and slang and accumulate them in daily life.

7. AVOIDING IMPOLITE EXPRESSIONS IN ENGLISH.

Because of different cultures and customs, it is necessary for Chinese students to learn what is sensitive and is forbidden in English-speaking countries, otherwise, they will feel embarrassed, or even they are in trouble.

For example, In China, people are very hospitable and willing to pay bills for others when they have dinner outside together. However, if an American invites a person to eat, it doesn't mean they are going to pay for the person. Americans mostly pay for the bills themselves which are called "go Dutch". You don't have to feel uneasy about this way of payment.

In western countries, when people meet somebody, they can ask somebody's name, home country, home town, etc., but they usually do not ask questions about the age, living habits, addresses, and phone numbers when talking to the opposite sex, for those questions are too personal or private. Some such questions as a person's salary, property, financial situations and social security number, should also not be asked.

Religion is a sensitive issue in many western countries and it should not be mentioned if one speaks with foreigners. In

American, more than 50% of people have their own religion. It is always difficult to deal with the religious issue. The religious people usually have to get more people into their groups and they may persuade others to follow them. This kind of conversation can often cause argument. One should be very careful not to offend the religious people, for it is their beliefs. If some people don't believe in God, they can't hurt feelings of others. People in the western world are free from their religion and beliefs.

8. CONCLUSION

From the discussion mentioned above, students should understand that spoken English carries a lot of weight with English learning than ever before, but the present situation in China is far from satisfactory. There are several reasons. First, students haven't paid enough attention to oral English. Second, teachers haven't made much progress in improving their teaching methods. Third, students misunderstand what is spoken English and haven't had proper ways of learning spoken English.

It is very clear that interest is the best teacher of learning spoken English. Teachers should try to stimulate the students' interest through strengthening their own abilities and giving students more encouragement with great patience, because teachers are not only instructors but also the friends of their students. However, students are the subject of learning and they should depend on their own efforts. Under the guidance of teachers, students should do their best to improve the English ability. The best way for them is to cultivate interest and motivation of speaking English, and do more practice.

As for learning English, imitation could be the basic skill. The first and the most important step is to speak more English both in and out of class. And thinking in English could be the toughest part of refining one's oral English. Practice makes perfect, and students should believe that as long as they try their best, certainly they will make still greater progress and get the best results in the shortest possible time.

It is a good thing that more and more students have been aware of the importance of spoken English nowadays. All the English teachers should keep on making efforts on the cultivation of students' spoken English ability.

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On the Current Situation and Countermeasures of Cross-Cultural Education in College English Education

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Abstract: Since the implementation of reform and opening up, China has absorbed a lot of advanced culture and development ideas, promoted the transformation and innovation of education, and effectively improved the teaching efficiency and quality of efficient English in China. Based on the new era development background, College English education is facing new challenges. The current social development puts forward higher requirements for College English teaching, so it meets the development standards of the new era. This paper discusses the current situation of English Teaching in Colleges and universities in China, and makes scientific and reasonable educational countermeasures based on the results of the discussion.
Keywords: College English; Cross-Cultural Education; Innovative Development; Teaching Mode

1. INTRODUCTION

With the development of the times, College English in China has gradually innovated its own teaching mode, reformed its own teaching content and links. In order to adapt to the development of modern society as soon as possible, College English teaching must improve its teaching efficiency and quality, fully mobilize the initiative and enthusiasm of students, and cultivate their thinking ability and learning ability. With the reform of education system, most of the efficient personnel training models in China have made corresponding changes. For the effectiveness and quality of professional talents, the current social requirements are high, so college English education must pay attention to the implementation and development of cross-cultural education.

2. ON THE DEVELOPMENT OF INTERCULTURAL EDUCATION IN COLLEGE ENGLISH EDUCATION

2.1 Single Content of English Teaching Materials

Up to now, many colleges and universities in China use proper English teaching materials relatively backward and single content, which hinders the efficiency of College English teaching. At present, China's education is in a period of transformation and development, and its leading purpose of higher education is to develop comprehensive quality in an all-round way. Therefore, the teaching materials of College English should have a certain diversity. Combined with the analysis of the development trend of the current teaching field, College English will certainly develop in a diversified direction in the future. Influenced by the traditional teaching concept, the current college English teaching materials have been using the traditional version, so the improvement of College English teaching quality has been blocked, which has a greater negative impact on the overall innovation and development process of Education [1-3].

2.2 Teachers' Lack of Language Skills

Based on the analysis of the current situation of English Teaching in many colleges and universities in China, there are some problems in the process. As we all know, as a teacher and a student's guide, the classroom itself must have relatively excellent language skills and strong language talent, but some college English teachers have poor language skills, so it inevitably affects the teaching efficiency and teaching quality of College English. In addition to the problem of language proficiency, there are still some problems in the current college English classroom teaching. In recent years, teachers' groups are becoming more and more young. Therefore, in the process of College English classroom teaching, there is a lack of specific teaching methods and content, resulting in a slight gap in College English teaching content, which eventually leads to a decrease in students' enthusiasm for learning, and also reduces students' interest in learning English [2].

2.3 Lack of Opportunities to Participate in International Exchanges and Learning

Although in recent years, the development of various fields in our country is in line with the international standards, most of the domestic universities still have little chance to contact the learning exchange meeting at this level. It can be seen that the development vision of College English Teaching in China is relatively narrow, which cannot meet the actual needs of modern society for College English teaching. Up to now, English is still the international standard language, so the level of English determines the long-term development of students in the future. With the gradual deepening of China's reform and opening-up policy, the opportunities for communication between China and Western English-speaking countries are increasing, which has a positive effect on the innovation and development of College English teaching. However, due to the lack of relevant resources, most domestic colleges and universities are unable to contact this level, which cannot guarantee the opportunities for students to exchange and study abroad [3].

3. INTERCULTURAL EDUCATION IN COLLEGE ENGLISH EDUCATION

3.1 Teachers Should Strengthen Guidance, And Let Students Form a Reasonable Cross-Cultural Mentality

Based on the requirements of the new era, College English teaching must ensure the quality of its own reform and innovation, so as to provide continuous application-oriented professionals for the country's sustainable development. In view of the monotonous content of English teaching materials, colleges and universities can consider the implementation of measures such as training teachers' professional ability, enriching teachers' teaching experience, cultivating students' cross-cultural mentality and strengthening teachers' guidance. First of all, schools can improve teachers' professional ability and teaching experience in the form of performance assessment and quantification, so as to further strengthen teachers' guidance, so that students can effectively form a reasonable and high cross-cultural mentality, and promote students to fully understand cross-cultural progress [4].

3.2 Preparation of Cross-Cultural Teaching Materials

In view of the current lack of College English teaching resources and the relatively single content of teaching materials, the university can develop new college English teaching materials through the reform of cross-cultural teaching materials and the integration of cross-cultural teaching resources, so as to improve the efficiency and quality of College English teaching. Specifically speaking, no matter which subject, teaching materials are the main teaching resources that must be possessed in the teaching work. Therefore, in order to effectively improve the efficiency of College English teaching, we must select scientific and reasonable teaching materials, and give them a certain systematization and regularity through induction and combing, and at the same time, carry out the concrete implementation in combination with the current teaching situation of the school, so as to effectively propose Improve the quality of College English teaching. In addition, colleges and universities need to reasonably introduce teaching materials closely related to cross-cultural based on the requirements of English curriculum. Based on the current new education system, the quantity of College English teaching materials is relatively small, so the teaching field needs to expand and improve the teaching content [5].

3.3 Improve Teaching Methods

At present, many colleges and universities in China are deeply influenced by the traditional teaching mode, so they have been using the traditional English teaching method since entering the new era, which hinders the effective improvement of the efficiency and quality of English Teaching in Colleges and universities. In view of the problems of high efficiency and low quality of English teaching, schools can consider to adopt diversified and effective solutions, such as innovative teaching methods, improving the effectiveness of classroom teaching and so on. Based on the new era development background, the wide application of information technology, network technology, computer technology, multimedia technology and other high-tech has promoted the innovation and development process in various fields in China. Schools should seize the development trend of the times, meet the needs of social development, and improve teaching and learning methods, so as to effectively improve the efficiency of College English teaching. The intervention of multimedia technology has given English classroom teaching some flexibility, innovated the archaic and old teaching style, and the humorous teaching lesson piece has effectively promoted students' interest in English learning, thus fully arousing students' enthusiasm for learning.

4. CONCLUSION

To sum up, the development of the times has promoted the reform and innovation of China's education, especially college English teaching. The growth of social economy and the continuous improvement of relevant teaching concepts provide material and theoretical guarantee for the innovation and development of efficient English teaching. Therefore, the innovation and reform of College English teaching mode has gained relatively good development space. Based on the research, this paper concludes that there are some problems in the current situation of efficient English teaching, such as the lack of single teaching materials and the lack of opportunities to communicate abroad. These problems have seriously hindered the process of College English innovation and development in China. Therefore, combined with the relevant literature, the author puts forward some solutions, such as strengthening teacher guidance, compiling cross-cultural teaching materials and improving teaching methods. This paper is intended to be a reference for the relevant personnel in order to contribute a little to the College English Teaching in China.

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The Exploration of The Open Sharing Mechanism of Physical Education Virtual Simulation Experimental Teaching Resources

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Abstract: In combination with the actual situation and development needs of physical education teaching, this paper analyzes and discusses the mode, guiding concept and guarantee mechanism of the open sharing of physical education virtual simulation experimental teaching resources, aiming at improving the establishment speed of the open sharing platform of physical education virtual simulation experimental teaching resources, improving the quality of sports education in our country as a whole.

Keywords: Physical Education; Virtual Simulation; Open Sharing

1. INTRODUCTION

Virtual simulation experiment is the main direction of improving teaching quality at present, and its application in sports will obviously improve the employability of sports students. However, the virtual simulation experimental teaching equipment demand is high, the early investment is large, most colleges do not have the basis for carrying out, virtual simulation experimental teaching resources open sharing is a better solution.

2. THE MODEL OF OPEN SHARING OF SPORTS VIRTUAL SIMULATION EXPERIMENTAL TEACHING RESOURCES

The sharing of virtual simulation experimental teaching resources can be divided into two modes in the traditional concept, namely, the sharing of simulation equipment and the sharing of teaching resources. However, in the process of physical education teaching, all students' physical education ability needs to be obtained through their own long-term practical training, and under the existing technical conditions, the virtual simulation course has not significantly improved the basic skills of physical education. Therefore, the main content of the open sharing of simulation experimental teaching resources in sports curriculum is the sharing of teaching resources [1, 2].

2.1 Sharing of teaching content platforms
Teaching content platform sharing refers to some school teachers will be their own curriculum content, curriculum design, curriculum cases, etc. through video, audio, text and other forms of sharing on a specific platform. In this mode, students can obtain teaching resources anytime, anywhere by virtue of preset accounts, teachers can also check the teaching results at any time, adjust the teaching program, breaking the geographical restrictions of teaching. Its application in physical education is to train students' skill application ability, such as the curriculum design ability and students' management ability of normal students, and the skill teaching ability of non-normal students in various sports institutions. And this ability is precisely the core of the gap between the training of physical education students in colleges and universities, which is of great significance to the improvement of educational equity among different regions.

2.2 Teacher training
Under the background of our country's education, excellent teachers have always been a scarce resource, and excellent teachers and excellent institutions are mutually reinforcing relations, excellent teachers will take the initiative to focus on excellent institutions, and excellent institutions in the teacher training results more prominent. This is also one of the fundamental reasons why colleges and universities in our country have too much influence on the development of students. Especially in sports, which is based on practical training as the core subject, it can be said that teachers to some extent determine the upper limit of most students' skills. Virtual simulation experimental teaching can be applied to the training of out-of-school teachers, which is of great significance for improving the quality of education in small-scale colleges and universities. In addition, since physical education students are mainly developed as teachers or coaches after graduation, the training of out-of-school teachers will also help to improve the employability of physical education students.

3. THE GUIDING IDEA OF OPEN SHARING OF PHYSICAL EDUCATION SIMULATION EXPERIMENTAL TEACHING RESOURCES

3.1 Resource Co-construction
Simulation experiment teaching from resource development to real use is a process is more complex, involving a large number of departments of the project, need a large number of talent and financial support. In the background of china's education, there are no more than one-tenth of the institutions with the ability to carry out simulation experiments, and these institutions are highly

well-known institutions at home and even in the international scope. The greatest significance of the open sharing of simulation experimental teaching resources lies in realizing the co-construction of resources, and the development and use of resources by several colleges and universities, so that small colleges have the possibility of simulation experiment teaching.

3.2 Paid Services

Paid service refers to the non-resource development participating colleges and universities need to pay certain remuneration when using simulation teaching to share experimental resources. On the one hand, it alleviates the financial pressure of the development and maintenance of simulation teaching, and avoids the impact of huge additional resources on the development and maintenance of teaching quality. On the other hand, paid service is also a respect for the development of simulation teaching system, the maintainer and resource sharing of teachers' labor achievements. Try to avoid that the development of teaching resources shared by simulation teaching experiment eventually becomes the burden of the development of some colleges and universities.

3.3 Mutual benefit and win-win situation

Mutual benefit and win-win means that while improving the quality of teaching, the development and maintenance of simulation teaching system can be compensated by economic resource input, and even some well-known institutions can realize long-term profit through the system, while the resource-sharing participating institutions can realize the great improvement of teaching quality through lower cost, which is of great significance to the long-term development of colleges and universities. In addition, from the perspective of the whole society, the open sharing of teaching resources has greatly improved the efficiency of resource utilization, which is of great significance to the improvement of teaching quality at the national level. The greatest significance of taking mutual benefit and win-win situation as the guiding ideology lies in that only under the guidance of mutual benefit and win-win situation can the open sharing of simulation teaching resources truly lead to the sharing of high-quality teaching resources and really improve the overall quality of education in the country.

4. THE GUARANTEE MECHANISM OF OPEN SHARING OF PHYSICAL EDUCATION SIMULATION EXPERIMENTAL TEACHING RESOURCES

4.1 Policy safeguards

Policy protection mainly refers to the top floor building level for the simulation experimental teaching resources open sharing to provide protection. The specific content is as follows: First, to provide policy convenience for the cooperation of various institutions, improve the efficiency of platform and system development; The open sharing of resources in the form of paid services has the basis for full implementation.

4.2 Financial security

The development of the platform and system is not a one-time investment, the later needs a large amount of cost and personnel to carry out the existing function maintenance and new functions of the development, to ensure that the platform and system always contribute to the quality of teaching. Therefore, in the process of open sharing of simulation teaching resources, we must provide adequate financial security.

5. CONCLUSION

The open sharing of physical education simulation experimental teaching resources is of great significance to the balance of the overall teaching resources in China, and can effectively balance the influence of teachers and equipment on the quality of teaching in colleges and universities. At the same time, it is of great significance to improve the efficiency of resource input in the teaching quality of colleges and universities, and colleges and universities should pay more attention to the establishment of platforms and systems.

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The Study of Personalized Recommendation Algorithm in E-Commerce System

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Abstract: With the rapid development of the Internet, personalized recommendation has become an indispensable part of e-commerce system. How to solve the miscellaneous information in e-commerce system through personalized recommendation has become a research hotspot. This paper analyses the development background and significance of personalized recommendation, compares and analyses the relevant algorithms of personalized recommendation through the research of e-commerce system and personalized recommendation, and deeply studies the application of personalized recommendation technology in e-commerce system. The research of personalized recommendation system will contribute to the further development of e-commerce system and make Internet life closer to reality.

Keywords: E-Commerce; Personalized Recommendation; Personalized Recommendation Algorithm

1. INTRODUCTION

1.1 Research Background and Significance

With the advent of the Internet era, the emergence of personalized recommendation system has become a necessity. The development of cloud computing and big data analysis technology has injected new vitality into personalized recommendation. Nowadays, e-commerce is quite developed. Businessmen can obtain customers' interests and preferences through personalized recommendation [1-3]. They can provide personalized recommendation services for users and establish long-term and stable relationships with users in order to gain advantages in the fierce business competition.

1.2 Research Status

It was not until 1990 that personalized recommendation became an independent concept. As Web 2.0 technology gradually has a relatively complete architecture, users can change from passive readers to active participants in Web pages. Due to the increase in the number of web users, the number of products recommended by the actual recommendation system is increasing day by day, so the personalized service recommendation system is imminent.

In March 1995, Robert Armstrong of Mellon University put forward the personalized navigation system Web Watcher on the artificial intelligence association of the United States. Marko Balaban Vic introduced the personalized recommendation system LIRA at the same meeting, which marked the emergence of personalized service and recommendation system. Researchers focus more on data analysis of user behavior and practical research in e-commerce [4-10]. They take the lead in proposing various algorithms of personalized recommendation to ensure that personalized recommendation serves customers systematically.

2. ELECTRONIC COMMERCE SYSTEM

E-commerce system can be divided into three main categories: B2C e-commerce system, B2B e-commerce system and C2C e-commerce system.

B2C e-commerce system is mostly used by sales enterprises and ordinary businesses or individuals. This e-commerce system communicates and trades between businesses and consumers by establishing a shopping environment on the Internet. It greatly saves time for businesses and consumers. Businessmen can also save many links of physical stores to achieve cost savings. Customers can also buy good quality products at prices lower than physical stores. This new sale channel greatly improves the efficiency of business and consumer transactions.

3. RELEVANT ALGORITHMS OF PERSONALIZED RECOMMENDATION SYSTEM

Personalized recommendation is widely used in e-commerce system. Its main algorithms include association rule-based recommendation algorithm, content-based recommendation algorithm, collaborative filtering recommendation algorithm and combination recommendation algorithm.

3.1 Recommendation Algorithm Based Association Rules

The domain of data mining is the association rule. The set of data in large amounts of data achieves some interesting or useful association rules through association rules. In the form of "rule head to rule tail", it is similar to causal association. The recommendation system based on association rules is based on Association rules. The customer's behavior, namely purchase behavior, is the rule head of association rules, and the rule body is the target of recommendation. The recommendation system of this way has been praised by individual households and retail industry in varying degrees, and has been successfully applied.

Association rules can be displayed with a simple identifier: $A \Rightarrow B$, A is the header of rules; B is the body of rules. Formally, let I=$\{i_1, i_2, i_3 \cdots i_n\}$ be a collection of all items. Let data set D be a set of database transactions, in which any transaction t_m is a set of items, and $t_m \subseteq I$ is a set of items too. The transaction t_m contains A if and only if an association rule is the implied form of $A \Rightarrow B$. Rule $A \Rightarrow B$

has support in data set D. It is defined as the proportion of transactions in D that contain A∪B (the union of item sets A and B):

$$\text{Support}(A \Rightarrow B) = P(A \cup B) = \frac{\text{court}(A \cup B)}{|D|}$$

The confidence of rule A⇒B in data set D is defined as the proportion of transactions that contain A in D and also B in D: Confidence $(A \Rightarrow B) = P(B|A)$

$$= \frac{\sup port(A \cup B)}{\sup port(A)} = \frac{count(A \cup B)}{count(A)}$$

Generally speaking, an item set is a frequent item set or a large item set, which means that it meets the minimum support degree minisub. The set containing K items is abbreviated as K item set, and the set of all frequent K item sets is recorded as L_K.

3.2 Recommendation Algorithms Based Content

The main problem to be solved in content-based recommendation is to reasonably use the characteristics or preferences of users to make reasonable recommendation. Based on content recommendation, user preference documents are constructed by collecting user information through web pages, collected documents or evaluating the content of articles shared by users, through which users can be recommended.

The content-based recommendation algorithm involves three parts: content analyzer, file learner and filter.

Content analyzer: Extract available information from previous commodity information and present it in an appropriate way. This representation will be used as input nodes of attribute learners and filter components.

File learner: This module collects data representing users' preferences and forms users' daily information. It uses machine learning method to infer a model of user's preference from the information of goods that users used to like and dislike. For example, an attribute learner based on Web recommendation system can form a method of related feedback, which combines the vectors representing positive and negative examples of users with the prototype vectors representing users' daily information.

Filter components: Analyze and sort out the products that users browse and purchase daily, and compare the recommended products with the prototype based on this, and calculate their similarity. Then a list of products that users may be interested in is formed according to the rating level to calculate the cosine similarity between the products they like and the products they recommend.

3.3 Recommendation Algorithms Based Collaborative Filtering

Collaborative filtering recommendation can only be said to be the earliest in all recommendation methods. In fact, as early as 1992, collaborative filtering recommendation has been proposed. He is not only confined to the Internet, but also can often see the existence of collaborative filtering recommendation in real life. Collaborative filtering algorithms are similar to the common saying called "birds of a feather flock together". Collaborative filtering algorithms are mainly divided into two categories, one is collaborative filtering algorithm based on users, and the other is collaborative filtering algorithm based on goods.

3.4 Analysis and Comparison of Three Algorithms

The above three algorithms are more general and basic in personalized recommendation system. But these algorithms have not been improved. Each algorithm has its own advantages and disadvantages. These three algorithms have their own advantages and disadvantages. They are the most basic three algorithms in personalized recommendation system. Nowadays, most e-commerce systems use hybrid algorithms based on these three algorithms, making full use of the advantages of each algorithm.

4. APPLICATION OF PERSONALIZED RECOMMENDATION IN E-COMMERCE SYSTEM

Personalized recommendation has a wide range of applications in e-commerce system, mainly reflected in: article retrieval, e-supermarket, search engine, distance education and so on. In e-commerce system, personalized recommendation mainly consists of three parts: input plate, output plate and recommendation method plate. The input board is mainly used for searching user-related information; the output board provides the recommendation content for users based on the information obtained from the input board; the recommendation board is to solve how to go from the input board to the output board, which determines the performance of the recommendation system. Personalized recommendation plays an important role in web page extraction, feature analysis, behavior record, and interest modeling and information recommendation.

The emergence of personalized recommendation system is of great significance to e-commerce system. Firstly, in the application of e-commerce, personalized recommendation can change the user's identity from a web browser to a purchaser to a certain extent, and promote the sales ability of e-commerce. Secondly, e-commerce system can obtain consumers' purchase information through personalized recommendation, and realize the promotion and bundling sales of similar products. At the same time, personalized push realizes the optimization of e-commerce system, improves the attraction of businesses or enterprises to consumers, and achieves the goal of profitability.

5. CONCLUSION

With the advent of the Internet era, e-commerce, a new marketing model, has been well received by many consumers. Personalized recommendation has also become an indispensable part of e-commerce system. In this era of intense business competition, how to better use and build personalized recommendation system has become one of the keys to gain advantages in the competition. This paper mainly introduces the relevant content of e-commerce system and several algorithms of personalized recommendation, and briefly discusses the application of personalized recommendation in e-commerce system. It is believed that personalized recommendation will be brilliant in e-commerce system in the near future.

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The Application of Flip Classroom in College Physical Education

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Abstract: Nowadays, more and more students hope to learn through the network channel, especially for the physical education curriculum, a complete sport in the lack of professional guidance and practice, students cannot understand the technical essentials of sports, and even produce the wrong practice methods. Therefore, flipped classroom has been widely used in the current physical education classroom teaching. The teaching mode changes the order of traditional skills, knowledge transfer and theoretical knowledge deepening, closely links online learning and offline learning, and changes the traditional way of college physical education curriculum.
Keywords: Flip the classroom; College Sports; Application

1. INTRODUCTION

Facing the new trend of the continuous change of educational concept, the higher education in our country will also make adjustment severing the content and teaching structure. The emergence of "flip classroom", learners' knowledge sources from a single more diversified, coupled with the network era online education resource-rich teaching methods can no longer be limited to the traditional classroom, but in the form of activities. Therefore, the current stage of college physical education can also be adjusted and optimized through the network media.

2. THE FEASIBILITY OF FLIPPING THE CLASSROOM TO BE USED IN COLLEGE PHYSICAL EDUCATION

2.1 Advantages

The new teaching mode is passed on through the specific teaching thought of knowledge transfer, although there is no fixed place for physical education in the classroom, but it can highlight the core requirements of physical education disciplines and change the common problems in traditional physical education teaching. For example, physical education curriculum has always emphasized the students' mastery of technology, so in the teaching process, only pay attention to the teaching of certain technical skills, ignoring the students' inner emotional expression and psychological needs, and failing to effectively shape the personality. However, in the mode of flipping the classroom, the integration of online and offline resources can enable students to form sports literacy and have good practical ability, develop the awareness and habits of sports, and further embody the tools and human characteristics of sports disciplines [1, 2].

2.2 Core Values

The information age has an important influence on students' behavior habits, and teaching is also an inevitable trend of future development. Often as a product of the technological age, the teaching of knowledge and pre-school preview spree is closely linked, in order to increase the communication between teachers and student's online interaction, so that students actively integrate into the curriculum learning process. In addition, any subject knowledge in the process, cannot be separated from the strong combination of practice and theory, in the flip classroom mode, students can be directly previewed before class, physical education content has a preliminary understanding, you can in the learning process will be difficult points and teachers to communicate, students will have more time for knowledge internalization and understanding, to achieve the combination of physical education elements. On the whole, without changing the curriculum structure, students' learning efficiency has been effectively improved, which also helps to carry out quality education in physical education and promote students' all-round development [2].

3. FLIPPING THE APPLICATION OF CLASSROOM PHYSICAL EDUCATION IN COLLEGE

3.1 Pre-class teaching design

The core idea of single-turn class lies in the exchange of content in class and after-class content, so the role of the pre-class link is obvious in the teaching process, whether students can in-depth study stage before class is a necessary condition for the successful implementation of the flip class. This requires teachers to organize in their daily learning. The characteristic of physical education is to promote students to learn the control of the body, the project teaching of each action into the learning link. The pre-class link is not simply to let students through the video to understand the learning content, but after the students watch the teaching video, in the process of independent learning to consolidate and strengthen the students' deep understanding of sports teaching, to cultivate students' ability of information screening. To simplify the teaching process of tai chi as an example, teachers can according to the characteristics of students to allow students to watch videos, familiar with some of tai chi's basic actions and essentials, and finally teachers will integrate these materials with the teaching process, if necessary through role-playing way to carry out action simulation, with practical activities to consolidate the effect. In general, students can learn according to the pre-school tasks, and to ensure that after the orderly development of classroom activities.

3.2 Teaching practice in class

The core content of flipping the classroom lies in the design of classroom activities, and it is also the teaching content which plays the greatest role to the students and the teaching content which is obviously different from the traditional teaching. Still mentioned in the previous article of tai chi teaching, for example, students can understand some information after watching the teaching video, and then the teacher designed the classroom teaching process, according to the requirements to demonstrate some of tai chi's technical actions. In this process, teachers summarize the technical characteristics of students, look for the advantages and disadvantages of details, and solve problems quickly after finding them. This kind of attractive teaching activity can fully mobilize the enthusiasm of students, but also enrich the classroom atmosphere and realize the systematic design of teaching. At the same time, students can also collect common problems encountered, targeted solutions.

3.3 Reflection Assessment after Class

The after-school reflection assessment is the final stage of the whole teaching activity, and also the stage to test the achievements of physical education. The reflection assessment can be carried out from the student's point of view and the teacher's point of view. From the student's point of view, whether students have a new understanding of physical education learning, whether in the process of physical education learning formed sports habits and other content can become the basis for the determination of learning effect. From the teacher's point of view, they are not only the organizer of physical education teaching, but also the guide of the activities. Teachers can carry out teaching review through the network platform to promote students' understanding of physical education content and deepen their interest in sports activities. For some common problems, after making amendments, we can guarantee that the next course teaching can be more perfect.

4. CONCLUSION

The extensive application of multimedia technology makes the advantage of flipped classroom more significant. The value of introducing flipped classroom in physical education teaching is obvious, which also has important practical basis. In the future teaching practice, teachers should pay attention to the combination of teaching before, during and after class to ensure that students can achieve efficient learning in different teaching links and deepen the reform of physical education teaching.

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Analysis of The Importance of Sketching Ability Training in Animation Production Technology

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Abstract: In animation production technology, sketching ability is essential, through a few strokes, quickly sketch out the character form, guide the plot direction, coupled with the production process is becoming more sophisticated, so that the audience feel unparalleled visual feast. This paper analyzes the essence of animation production technology, expounds the importance of training sketching ability in this process, and hopes that more young people with talent for painting and will can inject new vitality into the cause of domestic animation.
Keywords: Animation Production Technology; Sketch Ingress Ability Training; Visual Feast; Outline

1. INTRODUCTION

In recent years, people's attention to reality TV series and movies is gradually declining, while the second-dimensional animation has attracted countless people's attention. For example, "White Snake: Origin", "The devil of Nezha" and other animation films, "The moon in the Qin Dynasty" and "Nine Songs of heaven" series of animation TV series are constantly breaking the audience record. Based on this, for a long time in the future, the popularity of animation production technology will not be reduced, and shorthand ability will inevitably become the top priority.

2. ANALYSIS OF THE ESSENCE OF ANIMATION PRODUCTION TECHNOLOGY

Referring to comics, many "after 80", "after 90" will certainly think of childhood memories, such as " Dunk master", "Dora Amon", "Ninja", "King of the Sea Thieves" and so on, it can be said that Japanese comics brought countless Chinese youth many good memories. In recent years, many comics from the picture book into the dynamic image of the screen, in theory, the difference between dynamic and static should be greater. The reality, however, is that people can't tell the difference between anime and the book. The fundamental reason is the essence of animation: First, comics have a unique modeling language, through focus perspective, anatomy knowledge, light and shadow modeling and other technologies, no need to buckle details, but through a few strokes can roughly outline the character form and expression, and thus even let the audience produce an illusion - clear lying the character's facial details change little degree, but can deeply perceive their inner feelings. Second,

give each character unique characteristics. For example, in Naruto, there are 12 young ninjas nicknamed "the twelve little strong leaves". In the seventh class, Naruto, Sasuke and Sakura are represented by yellow, blue and pink respectively. On closer inspection, their facial lines are not different, but they are highly recognizable in the eyes of the audience. It can be seen that the essence of comics is to create (endow) unique characteristics of characters through sketch technology. In the following chapters, the main characters, i.e. "who is this person", are first outlined through "a few strokes". After that, it shows the language action, so that the audience can find out what state it is in through the body shape, supplemented by exaggerated expression, and finally complete the unique "expression" way of comic. [1].

3. AN ANALYSIS OF THE IMPORTANCE OF TRAINING SKETCHING ABILITY

3.1 The importance of training sketching skills

Once upon a time, the Chinese animation that highlights the Chinese style, such as "The Great Hall of heaven", "Little tadpole looking for mother", "Huluwa" and so on, will be the essence of traditional Chinese culture to show the most vivid, both ink Danqing, and the charm of the puppet play, so that the viewer is intoxicated. However, it should be admitted that our animation production has stalled for a long time, and from the 1970s onwards, Japanese-style animation and 3D second generation as the main form of European and American style comics, has become the mainstream of the animation industry. Although in recent years, " The moon in the Qin Dynasty ", " Nine Songs of heaven ", "Wu YuJi" and other hot anime drama fully integrated into the national culture, but the form of expression can only rely on European and American-style carrier. Based on this, in the production of animation, whether it is a social enterprise or major universities, must be objective, rational view of the analysis of the essence of the problem, with more stringent standards to focus on training students (students) sketching ability, when the population base with the ability to achieve a certain scale, through quantitative change to trigger qualitative change, in order to be in the animation production process on the "retro" and "innovation." In daily training, students should be guided to form a "light and shadow use" thinking, that is, in the short-case, do not need to pay attention to details, but according to the "black, white, gray" three colors to reflect the distribution of light on things, and then gradually improve the ability of sketching.

3.2 Application analysis of sketching ability in animation design

Although the shadow of western style animation framework can still be seen in " The moon in the Qin Dynasty " and " Nine Songs of heaven " produced by Xuanji technology, Shen Leping, as the general director, has not stopped the exploration of integrating Chinese style elements in an all-round way. The first part of "the moon in Qin Dynasty" is the obvious 2D creation mode. However, with the improvement of technology, the fifth "king is in the world" and the sixth "cross the sea" have almost fully used the next generation technology. However, Shen Leping and others did not fully introduce it, but tried to integrate elements such as ink splashing wind. For example, in the nine songs of heaven, when the villain crow appears, the "internal force" behind it is similar to wings, from generation to dissipation. After the Designer completes the overall shape quickly in a short time through the shorthand technology, or through the shorthand technology, it shows the whole process of wing "transformation" in three levels and five stages, so that the audience can enjoy it. Zhang, the 2D group of animation design training base of Shenyang liuyiluo Interactive Entertainment Co., Ltd., used hand-painted boards to open the symmetrical function of Photoshop when teaching to students. The first stroke outlines the body outline of "butterfly essence"; the second stroke outlines the shape and size of wings. Before the third stroke, expand the thickness of the pen, and complete the light and shadow creation of the wing part through the change of strength. Just 10 seconds, 3 strokes. Although the details of the animation image are basically "zero", and even the human face and facial features of "butterfly essence" are not reflected, in the eyes of the majority of students, a dynamic image has "leaped to the paper", and the wings with light and shadow seem to be constantly "flapping". It can be seen that focusing on the training of shorthand ability is the necessary prerequisite for the realization of all animation design ideals [2].

4. CONCLUSION

In the public's perception, modern animation production with the help of computers and other equipment, can be quickly produced in a short period of time to complete. However, in order to reflect the charm of the animation characters, must rely on the production staff's sketching ability, combined with hand-painted version and other tools, then can create a classic animation image. Based on this, sketching ability should become the focus of painting-related professional training content, so that the vast number of students lay a good foundation, so as to invest in animation production.

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Research on Sustainable Development and Environmental Design

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Abstract: The national economy has entered a new stage of development, the process of urbanization is accelerating, but at the same time, there are many problems, environment and sustainable development is one of the most serious problems. Therefore, this paper for sustainable development and environmental design to carry out a specific study, from the actual national conditions, put forward to increase publicity, improve the system, the development of resources and other common development measures for reference.
Keywords: Sustainable Development; Environmental Design; Development of Resources; Industrial Structure

1. INTRODUCTION

In the current international context, global warming and environmental degradation are becoming more and more serious, which has brought a lot of trouble to people's daily life. Under such a severe situation, it is necessary to vigorously promote the development path of green. From the practical point of view, we should strengthen the environmental construction in an all-round way, achieve sustainable development, and make the construction of socialism with Chinese characteristics fundamentally improve.

2. INCREASE THE PUBLICITY OF ENVIRONMENTAL CONSTRUCTION

In the process of environmental construction, the first work is environmental publicity work, only the whole people to establish environmental awareness and sustainable development concept, can lay a good foundation for the follow-up environmental construction work. The staff of the relevant departments should take the initiative to contact the people, adopt a diversified way of publicity, so that the concept of environmental protection and sustainable development is deeply rooted in the minds of the masses. For example: the use of WeChat public, micro-blogging, sound, fast hand and other multimedia platforms to promote, for environmental protection work to provide a fundamental guarantee. At the same time, can enter the community, the use of traditional publicity model, [1, 2] can organize lectures, community activities, so that staff really realize the significance of environmental protection work, so that environmental protection work into practice. Only when the people truly realize the importance of environmental protection work, can they take the initiative to protect the environment, let the environmental construction work come to fruition, and

truly promote sustainable development. At the same time, the relevant departments should also implement various safeguards, mobilize the enthusiasm of citizens, and promote the harmonious and stable development of society.

3. ESTABLISH AND IMPROVE THE ENVIRONMENTAL PROTECTION SYSTEM

At the same time, we should work out a strict and feasible system, so that the environmental construction work can be truly implemented, and comprehensively promote sustainable development. From the national level to clarify the status of environmental construction and sustainable development, urban environmental construction as a basic assessment task, so as to ensure that all work can be paid attention to by the relevant departments, combined with the local economic situation, to carry out the corresponding environmental construction work. Nowadays, sustainable development has become one of the important strategic contents of the country, and all regions are actively carrying out environmental construction activities, but the actual effect in many regions is not ideal. The main reason for this situation is that there are loopholes in laws and regulations, which lead to construction activities floating in form and not play their full role. Local governments should give full consideration to their own situation, set up laws and regulations, establish environmental protection departments, and give them administrative law enforcement rights, so as to comprehensively standardize the behavior of enterprises, and effectively improve the effectiveness of environmental construction, and truly achieve sustainable development. For example: a region combined with the current promotion of garbage classification activities designated the corresponding laws and regulations, and in some areas of the pilot version, in order to gradually create an environmental construction of the governance system, so that the garbage classification work to be truly implemented.

4. STRENGTHENING RENEWABLE ENERGY DEVELOPMENT

To strengthen the development of renewable energy, to make full use of clean energy instead of traditional energy, to achieve energy conservation and consumption reduction, is also the key content of environmental construction. At present, the more common renewable clean energy includes solar energy, wind energy, geothermal energy and tidal energy, which have great development value, especially in the western region and Beijing Tianjin Hebei region. Strengthening the development and utilization of these energy can effectively reduce environmental pollution [2]. Not only that, but also to achieve recycling, recycle and reprocess some waste gas and waste materials, effectively

reduce pollution emissions, maximize resource utilization, and effectively implement the concept of sustainable development. At the same time of strengthening energy development, it is necessary to coordinate all aspects of the relationship, create conditions for the sustainable development of the city, build a model city of environmental construction, so as to promote the real development of the whole country.

5. COMPREHENSIVELY OPTIMIZE THE NATIONAL INDUSTRIAL STRUCTURE

In addition to the above three aspects, comprehensive optimization of the national industrial structure is also a way of environmental construction, so that economic construction and environmental construction can achieve synchronous development. Therefore, in the new era, we should vigorously promote the green economy, strengthen the treatment of heavy pollution industries and enterprises, and actively carry out environmental construction with the help of various forces. For example, some chemical enterprises need to actively communicate with them. In the process of promoting the development of science and technology, they need to effectively reduce environmental pollution and create a sustainable natural ecosystem. For example, the state should strengthen the emission standards for chemical enterprises, encourage chemical enterprises to continuously improve their comprehensive capabilities, strengthen the research on green production mode, effectively reduce enterprise pollution and reduce the harm to the environment. Sustainable development is the key to the development and construction of a city. On the basis of maintaining, we should improve the regional economy, put the ecological environment in a virtuous circle, and fundamentally improve the level of urban economic construction.

6. CONCLUSION

To sum up, environmental problems are one of the most pressing problems in the country, which has seriously threatened the sustainable development of national economy and society. In view of this, the State should fully grasp the relationship between the environment and the economy and society, make use of some available conditions, strengthen environmental design, and achieve sustainable development.

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Furniture Design Under the Emotional Guidance of Material

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Abstract: Through the material emotion to guide the furniture design, has become a lot of people's goal. This paper expounds the concept of material emotion and introduces its perceived characteristics, from the natural, artificial material two aspects of the analysis of furniture design, different materials of emotional expression and emotional pursuit, hope that readers can actively explore the life touch their own inner world of the wonderful elements, to achieve the "quiet" of the mind.

Keywords: Material Emotion; Furniture Design; Emotional Expression; Emotional Pursuit; Inner World

1. INTRODUCTION

Furniture is an indispensable and important item in people's life. When designing, everyone hopes to meet some of their own needs through furniture. Its inner principle is similar to benign fetishism and collection. That is to say, to see some furniture made of specific materials, regardless of the degree of mood fluctuation, will produce a kind of almost "relieved" feeling in an instant, which can be a sense of security or other "thoughts" that can make the heart calm.

2. A BRIEF DESCRIPTION OF THE EMOTIONAL CONCEPT OF MATERIAL AND ITS PERCEIVED CHARACTERISTICS

Emotions come from the heart, but are extremely vulnerable to external influences. Every able-bodied person has five senses: vision, hearing, taste, touch, and smell, and if some of these things change negatively, others become more sensitive. For example, blind people are more sensitive to hearing, deaf and mute immersed in their own inner world, but can create a shocking works of art. As the saying goes, "feeling the scene", but different people face the same scene, the feelings may be very different. For example, when the optimists face half a bottle of water, they will have a positive idea of "too good, and half a bottle", while the pessimists will have a negative psychology of "how can only half a bottle be left". Based on this, when people design furniture, the first feeling is very important. In the moment of "a glance", the communication between people and objects is completed. The emotional signals released by different materials can directly promote the judgment of the parties. For example, some people like the European retro style of home design, around the dark gold to create home, suddenly into the interior, you can feel the romantic atmosphere. Some people also like the

Chinese classical architectural style. They use dark solid wood to make furniture. Some wood materials with good materials can release the fragrance of silk, which makes people feel the Chinese classical culture, but at the same time, they can't get rid of it. In the process of perception, the role of the senses cannot be ignored, for example, by touching the patterns of wooden furniture with the hands, it seems to cross the limitation of space and time and return to that specific time and space.

3. IN FURNITURE DESIGN, DIFFERENT MATERIALS EMOTIONAL EXPRESSION

3.1 The emotional expression of furniture design embodied in natural materials

Nature gives precious materials, often in short supply, such as gold, south wood, after hundreds of years is still immortal. The resulting furniture, is bound to let the owner's true feelings revealed. China's famous artist Zhao Jiazhen teacher, the collection of a Southern Song Dynasty ancient piano, with modern exquisite wooden table, whenever it sits at the table, caressing the strings, the heart interwoven with calm and exciting. The calm is the perfect fusion of ancient materials and modern homogenous materials feel at ease, and the excitement is even more understandable, because a cross-800 years of artistic treasures in their own hands, at any time can feel the collision of ancient and modern, across the boundaries of time and space cultural, emotional exchanges, enough to make people fascinated. In the furniture market spread a saying" between people and objects gradually deepened indifference, but the emotional characteristics of handmade products are gradually ringing people's inner soul." The reasons for this are not hard to understand. Furniture in the production process, the need to use a scraper, horse teeth, velvet and other grinding tools. A carefully processed piece of furniture, each side of the visible light, resulting in a "hot" sense of light. For example, wooden vertical long bottles, after fine polishing, not only feel excellent, many times even make the owner doubt - is it really wood material? But its finely crafted pattern sits always remind, but also the material itself of the natural texture clearly presented, people have to admire. Such as the common verses in the sandalwood market" sandalwood true national color, long ancient rhyme thick, screen landscape painting, a piece of bamboo onion, a short 20 words, the true meaning of sandalwood, with the mountain water screen, complement each other, in the mountains and waters of the emotional expression.[1]

3.2 The emotional pursuit of furniture design displayed in artificial materials

Compared with the "noble" of natural material furniture,

modern artificial materials often reflect the emotional pursuit of residents. Many people when they were young, the material conditions are extremely scarce, the house only play the role of sheltering the rain, for some people who have lived in bungalows, childhood memories have become the most precious "collection" in the heart, so clearly already in the modern, but through the alternative "retro" way, trying to find "lost beauty." For example, with brick wall as the background, hung on it full of photos, next to a round table coffee table, reading books while enjoying the fragrance of coffee, look up, all memories. Such life interest has become a lot of "old boys", "old girls" life pursuit. Others can't understand, but they have a clear plan for their lives, a sense of life all the time, anytime, anywhere to store hope. In addition, in modern furniture design, plastic materials have been more widely used, because of its artistic effect, and modern life trajectory is highly compatible. In the yearning for freedom, stability, free will "ultimate purpose", people are faced with responsibility, mission and public order constraints, do not want to go to places more people to vent their emotions, but also do not want to expose their inner weakness to the eyes of the world. So once modern technology is integrated, highly malleable artificial materials quickly into the public eye, whether shape or color, can achieve independent design, so that

the mood of anxiety can be soothed.[2]

4. CONCLUSION

The essence of material emotion is the specific expression of human emotion, but in the process of exploration, we need to use different materials as the media to release it, and then make the heart produce a sense of pleasure. This kind of emotion seems invisible and untraceable, but it exists in every link of life. Therefore, under the guidance of material emotion, furniture design can find more wonderful details of life and make life more wonderful.

ACKNOWLEDGEMENTS

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Jurisprudence Analysis of Corporate Governance

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Abstract: The corporate governance has certain complexity and comprehensiveness. From the perspective of jurisprudence, the company must ensure its legitimacy and standardization when carrying out various activities. This paper analyzes the shortcomings of corporate governance and related optimization measures from the perspective of jurisprudence, so as to promote the smooth development of its follow-up services, and provide effective reference for relevant staff.
Keywords: Corporate Governance; Jurisprudence; Social Responsibility

1. INTRODUCTION

The research scope of jurisprudence is extensive, mainly aiming at the development law and common problems in legal phenomena. The analysis of its role in corporate governance is of great practical significance. Corporate governance has a strong dynamic, according to the existing laws and regulations to restrict cannot meet the fundamental requirements of its development. Therefore, it is necessary to carry out corporate governance based on jurisprudence.

2. CORPORATE GOVERNANCE AT THE LEGAL LEVEL

2.1 Irregular framework of rights and obligations

Based on the analysis of jurisprudence, the influence of dynamic factors will lead to the malpractice of corporate governance. Most of the factors cannot be defined in law or cannot be defined by force, which to some extent hinders the corporate governance. For example, the founder of a large enterprise gives up his status as a major shareholder in the process of property rights change. Therefore, in theory, the founder has lost the dominant power and decision-making power in the operation, but there is no clear restriction on it in law, which leads to that the founder can still obtain a large amount of income in the company even if he does not have the status of a major shareholder. At the same time, because the conditions for the removal of the chairman of the board of directors are not clearly stipulated in the laws of China, the company only removed the chairman of the board of directors of the founder through the general meeting of shareholders. This process reflects the conflict of rights and obligations between the founders, the shareholders' meeting and the board of directors. It also shows that jurisprudence is not mandatory and cannot provide the same constraints as relevant laws and regulations, exposing the problems in jurisprudence.

2.2 Inadequate level of social responsibility

Companies and businesses are not exactly the same. For example, China's state-owned enterprises have the responsibility of macro-adjustment, china's economic development has a guiding role. Social responsibility is relatively strong. But for private companies, the assumption of responsibility is not required to strengthen. For example, the emergence of a vicious competitive situation in a local commodity production company. Local commodity companies through effective consultation, in order to ensure that national laws and regulations to meet the case, clearly unified the recognized price of foreign wholesale daily necessities, but soon after, foreign merchants to large-scale procurement of local commodities in the process, a company did not consult with other companies, privately on the price adjustment of daily necessities to reduce, a large number of foreign businessmen sold, in the region formed a vicious competition. Although the economic interests of the enterprise have been greatly improved, and did not violate the relevant laws, but from a legal point of view, the company's behavior reflects its social responsibility in the disregard.

2.3 Too pursuing economic interests

The pursuit of economic benefits of enterprises is inevitable, and through the enhancement of competitiveness and efficiency, can promote the economic benefits of enterprises to greatly improve. However, the use of improper means to obtain economic benefits in the process of company management is not only inconsistent with the provisions of relevant laws, but also contrary to the principles of jurisprudence. For example, a car company sold cars have serious quality problems, however, in solving this problem, the enterprise did not strengthen its quality in time, but in the absence of violation of the law, repeated consumer fraud, this behavior seriously violated the principles of jurisprudence. In the consumer's appeal, the official mainstream media to pay attention to and expose the incident, so that it has been successfully resolved [1]. From the overall analysis of the incident, although the car company did not break the law, but in the pursuit of economic interests in the process of obviously out of the moral bottom line of society. At the same time, jurisprudence cannot form an effective constraint on it, and the law cannot give corresponding sanctions. This shows that in the process of corporate governance, legal science alone cannot form a real support.

3. CORPORATE GOVERNANCE MEASURES AT THE LEGAL LEVEL

3.1 Strengthening the normative construction of the

framework

In order to make jurisprudence the effective support of corporate governance, we need to strengthen the construction of standardized framework. For example, in the governance of a limited liability company, we can strengthen the analysis of the work operation of the company, systematically discuss the relevant content involved, clarify the rights and responsibilities and the content of income distribution, and perfect and supplement the legal documents to ensure that it can become the specific basis for the internal work of the company and avoid subsequent disputes. In the whole process of corporate governance, we should take the content and form of jurisprudence as an effective reference and establish standardized management department documents. In terms of governance mode, it is necessary to strengthen the mandatory and flexibility of corporate governance, based on the existing laws, through internal situation analysis. Use the best management mode, and improve and perfect it according to its own situation to ensure the standardization of management mode.

3.2 Strengthen social responsibility fulfillment

Fulfilling social responsibility has a direct impact on corporate governance. In view of the fact that the state-owned equity in China's state-owned enterprises exists and the state-owned shareholders' position is lacking, the social responsibility of state-owned enterprises should be strengthened at the legal level, the status and role of state-owned enterprises should be ensured, and the economic status of state-owned enterprises should be promoted and the rapid development of the future should be promoted. For example, under the principle of jurisprudence, enterprises carry out systematic analysis of equity, so that so-called workers can enjoy the benefits of options after a certain number of years of service. Based on this model, it is possible to effectively control the situation of false-ownership in state-owned equity, the equity plays an effective incentive role, makes the employee's subjective initiative improve to a great extent, is more active in

the work, promotes the active position of state-owned enterprises in the market competition, and can play a certain role in driving the surrounding enterprises to a certain extent. This model is within the scope of the law, and meets the needs of the principles of jurisprudence, and effectively caters to the development trend of society. Which is based on the legal level, also a good way to fulfill corporate social responsibility [2].

3.3 Balanced economic benefits

Under the specification of laws and regulations, companies can use the method of jurisprudence as an effective reference to balance economic benefits. And the unified management framework is refined, the formation of short-term, medium-term and long-term plans. In the process of implementation, it is emphasized that enterprises should divide the internal and external two kinds of centralized governance work. External governance plays a key role in promoting the effectiveness of internal governance, and can effectively control the problems that arise in internal governance. This also requires work support from the relevant management. The management department can establish a specific incentive mechanism, adjust the tax work, provide financial incentives for companies in good production condition and acquire patented technology, strengthen the balance of economic benefits, and promote the rapid development of the enterprise's economy.

4. CONCLUSION

Based on the jurisprudential level of corporate governance, enterprises can strengthen the framework of rights and obligations in internal management, promote the performance of corporate social responsibility, balance the pursuit of economic benefits, and effectively improve the overall effect of corporate governance.

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An Analysis of The Ways of Self-Development of PE Teachers in Primary and Secondary Schools

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Abstract: Education is the foundation of a hundred years plan, plays a very important role in China's education. With the deepening of teaching reform in China, teachers are facing higher and higher requirements in teaching activities. In order to meet the requirements of the reform, teachers must improve their comprehensive quality, conform to the trend of the development of the times, and constantly innovate teaching activities and their own teaching methods. For a long time, China's education has emphasized the all-round development of students' morality, intelligence, physical education, beauty and labor. Physical education plays an important role in the context of quality-oriented education, which is related to the development of students' physical quality and physical and mental health. Traditional teaching methods are difficult to meet the ideas and concepts of the new curriculum reform. Therefore, physical education teachers should also explore their own development ways according to the actual situation, combining with the needs of the new curriculum reform We should try to enrich the teaching content and pay more attention to the improvement of students' comprehensive ability. In addition, it is necessary to improve the self-quality of physical education teachers and establish a good ethics and style of teaching. Based on this, this paper studies and analyzes the factors affecting the development of PE teachers at this stage, and puts forward corresponding improvement measures to lay a good foundation for promoting the development of PE teachers themselves.

Keywords: Primary and Secondary Schools; PE Teachers; Development Approach; Analysis

1. INTRODUCTION

The development of physical education has a strong influence on the physical and mental health of students, and provides a strong impetus for the physical and mental development of students. In the context of quality education, it is an important task to promote the all-round development of students at this stage. Because of the influence of examination-oriented education, students have a relatively large pressure on learning, and their psychology has been in a tense state. Physical education class can fully alleviate this state and provide students with a relatively relaxed and pleasant atmosphere environment. At present, the physical education curriculum is based on the characteristics of the students to use scientific means to make a reasonable, completely in accordance with the needs of students' physical and mental development to carry out teaching programs. Physical education courses not only strengthen the physical and mental health of students, but also provide greater help to improve the ability of group cooperation. In the teaching of physical education, some educators will work out a multi person team cooperation mode according to the teaching plan, for example, football, tug of war and other sports activities, which can effectively enhance the spirit of students' cooperation. However, according to the survey, some schools still do not pay attention to the physical education curriculum, and the teaching methods of educators are too traditional and fail to carry out effective pre class planning work. At the same time, due to the prejudice of parents' understanding of the physical education curriculum, the school's training work for physical education teachers is not timely, and over time, it makes physical education teachers slack on the curriculum, which is unfavorable In the development of physical education curriculum [1].

2. THE DEVELOPMENT OF PE TEACHERS IN PRIMARY AND SECONDARY SCHOOLS

Due to the influence of the concept of examination-oriented education in China, some colleges and universities in our country pay less attention to music, sports, art and other courses, so the demand for PE teachers is relatively small. At the same time, the training ability of physical education teachers in China does not match with the practice of actual teaching, which is seriously out of line, thus affecting the self-development of teachers. Physical education educators will carry out professional training after entering the post, but the content of the training is basically ideological and moral, and the learning of the sports content is less, and the school is going down the form, there is no substantive improvement, thus affecting the development of physical education workers themselves. Secondly, there are few learning channels for physical education workers in China. Teachers cannot effectively improve their professional quality due to regional problems and time problems, which is not conducive to the self-development of physical education teachers [2].

3. MEASURES TO IMPROVE THE DEVELOPMENT OF PHYSICAL EDUCATION TEACHERS IN PRIMARY AND SECONDARY SCHOOLS

3.1 Strengthen self-cultivation

Physical education teachers need to strengthen the construction of self-cultivation, establish correct three views, and pay attention to the construction of moral and legal aspects. When carrying out the physical education teaching course, we should set up a reasonable teaching plan according to the actual needs of the students, so as to control the rhythm of the education course, improve the interest and enthusiasm of the teaching course, and adopt a more scientific teaching method to realize the promotion of values.

3.2 Establish a good image of Teachers

If PE teachers want to realize their own value, they need to improve their moral cultivation and have the spirit of dedication to sports. In teaching, teachers need to strengthen the broadening of knowledge level, and highlight the corresponding value in practical work so as to increase students' sense of conviction. Teachers need to cut in from the basic needs of students, help students solve practical problems, provide help to students, and guide students to optimize their thinking at the same time, so as to effectively improve students' enthusiasm for learning and learning Establish a better image of teachers in students' mind [3].

3.3 Attach importance to the training of Physical Education Teachers

Because the physical education curriculum can fundamentally improve the physical and mental health of students, therefore, teachers need to constantly improve their professional quality, and the traditional teaching model for innovation and improvement, so as to lay a good foundation for teaching. The school and the education department should pay attention to the training of teachers, and formulate reasonable training programs according to the actual education situation and response to the call of the state. At the same time, they should make clear the training objectives, diversify the training contents, and ensure that they conform to the current teaching forms of teachers. Teachers also need to strengthen the communication between educators in different regions to realize resource sharing, so as to improve their professional knowledge level, and then effectively improve the quality of primary and secondary education [4].

3.4 Take every lesson seriously and improve it continuously

It is the teacher's responsibility scope and the basic embodiment of teaching quality to teach every class well. Therefore, teachers should take every class seriously to ensure that the quality of the class conforms to the teaching objectives and plans. Teachers need to do a good job of pre class preparation before carrying out the course, for example, do a good job of teaching planning, so that they can reasonably use the classroom time to complete the teaching plan. In the stage of curriculum education, teachers need to master the students' understanding ability and actual learning situation, and carry out targeted teaching to ensure the balance of each student's teaching level.

Because the classroom is composed of many links, teachers should do a good job in this connection, and adjust the teaching ideas according to the actual situation.

3.5 Keep learning and accumulate knowledge

There is an old saying that "live and learn", which expresses a spirit of life and learning. Therefore, physical education teachers need to constantly accumulate knowledge and improve their own connotation. As an artificial educator, teachers need to develop a series of teaching programs, such as syllabus, teaching methods and so on. If there is no more abundant knowledge accumulation, it is not conducive to the development of this work. It can be seen that if teachers want to improve the way of self-development, they need to constantly broaden their knowledge field, read more professional books, and fully integrate the learned knowledge into the teaching curriculum for practice. At the same time, we can find problems in the teaching work and take relative measures to solve them, so that we can learn in practice, improve our self-cultivation in learning, and then promote the self-development of physical education teachers.

4. CONCLUSION

To sum up, physical education in primary and secondary schools provides more favorable help to the development of physical and mental health of young people in China. Schools and society need to pay attention to the development of physical education courses. Teachers need to ensure the quality of the classroom and the level of students' education. Teachers need to carry out innovative education programs and plans according to the development of the times, and enhance their professional level And have a more clear positioning, give full play to their own advantages in the professional field, and comprehensively improve the comprehensive literacy, so as to effectively promote the process of self-development. At the same time, physical education teachers need to enhance their self-confidence and stimulate their own ideological spark for more vigorous combustion, so as to make greater contribution to teaching while making full use of their own value.

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Problems and Countermeasures of Educational Process Fairness of Children Learning in Regular Classrooms

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Abstract: Educational process fairness means that educational institutions and educators should treat every educated person fairly and equally in the process of education, and ensure that everyone can receive appropriate education according to personal needs. Based on this, this paper will analyze and explore the educational process fairness problems faced by children learning in regular classrooms and the solutions.
Keywords: Learning in Regular Classrooms; Educational Process Fairness; Problems; Countermeasures

1. INTRODUCTION

At present, as the main form of special children's education in our country, learning in regular classrooms has developed to a certain extent. However, it needs to be noted that in the aspect of special education, resources are still very limited, which makes it difficult to ensure the educational process fairness. Therefore, relevant personnel must pay more attention to it.

2. INTRODUCTION OF SPECIAL CHILDREN LEARNING IN REGULAR CLASSROOMS

As a matter of fact, the situation of learning in regular classrooms is the same as that of ordinary primary school. When new China was just founded, there were almost no special education schools in China. Up to now, the resources of special education are still insufficient. The way of special children learning in regular classrooms still exists as the main form of special education in our country, and it is gradually developed and improved in this stage. For special children, when special education resources cannot meet their educational needs, learning in regular classrooms is undoubtedly a good choice. This way provides a chance for a large number of special children to join the school. At the same time, it also greatly improves the proportion of disabled children receiving compulsory education in China.

3. THE PROBLEMS AND COUNTERMEASURES ABOUT THE EDUCATIONAL PROCESS FAIRNESS OF CHILDREN LEARNING IN REGULAR CLASSROOMS

Although the current special children learning in regular classrooms has been more popular and perfect, but the existing educational process fairness problems still needs to be fully paid attention to by the relevant personnel. The problems and countermeasures about the educational process fairness of children learning in regular classrooms include the following aspects:

3.1 The concept of education lags behind

For a long time, because the number of special children in school education is very small, school teachers and educators have not paid enough attention to them. In the classroom, teachers usually spend their main energy and time on the education and knowledge transfer of ordinary students, while the very few special children in the class often choose to ignore. In this way, special children have been in a state of no one's attention for a long time in the process of learning in regular classrooms, and the original learning in regular classrooms has become a state of "mixed reading in regular class" after graduation. This kind of situation not only cannot guarantee the right of special children to receive education fairly, but also has a huge conflict with the concept of education balance that we advocate. We must be clear that the so-called education equity is not only to let all students have the opportunity to sit in the same classroom and listen to the same teacher's teaching, which should contain richer and deeper meanings, and teachers should fully ensure that their teaching can meet the learning needs of different students. Under this condition, the special children learning in regular classrooms obviously need the help of teachers and students. In addition, teachers should also give such students more time and space for independent learning and thinking. In addition, although some people in the society think that the teaching requirements for children learning in regular classrooms should be reduced to ensure the realization of the care for their differences, this "care" is likely to be negative. Under this kind of differential treatment, special children in regular classes may lose the opportunity to give full play to their personal learning potential with the passive accommodation of teachers and students. That is to say, in fact, for special children, they also need a challenging learning requirement and goal, which is also an important part of the discussion on the educational process fairness of children learning in regular classrooms [1].

In order to solve the educational process fairness problems for children learning in regular classrooms caused by the lag of educational concept, educational institutions and educators need to treat everyone equally in their attitudes and expectations. Give full play to their subject status,

respect their independent personality, accept the differences between people, do not discriminate against any educated people, try to meet their different educational needs, and ensure that every educated person can get attention and development. As Tao Xingzhi, a famous educator in China, said, "Real education is an activity of mutual affinity. Only when it comes from the heart, can it reach the depth of human heart." As an educator, we must set up the education concept of "serving students" and "people-oriented" in our hearts. Educators should do "all for students, for students' everything", and this "all for students" represents not only ordinary students, but also special children learning in regular classrooms. Although they are all "a few" in school and in class, it is undeniable that they are also a member of "everything". Therefore, we must pay more attention to the problem of special children learning in regular classrooms, and ensure that special children, like every ordinary child, have the same right to receive school education fairly. At the same time, teachers should pay more love and patience to them than ordinary children. For every special child, we should make a learning plan that can adapt to their own conditions, based on the real-life experience and life needs of special children, to ensure that they can learn more life knowledge and survival skills in the process of education, and develop better behavior habits. In addition, it is also necessary to ensure that special children can have a more pleasant learning experience in learning, and can achieve the educational linkage between school and family through timely and full communication with parents, so as to better ensure that special children can learn more.

3.2 The shortage of teachers in Education

Because of their own shortcomings, special children learning in regular classrooms are often difficult to have the same learning characteristics and physical and mental characteristics as ordinary students. Therefore, compared with general education, such children actually need special education more. Through special education, special children's defects can be compensated and corrected to a certain extent, and special education can better realize the exploration and stimulation of the potential advantages of special students [2]. In order to achieve this, it is necessary for the teachers of the children learning in regular classrooms to be familiar with the general teaching. At the same time, teachers must have a certain understanding of the physical and mental conditions and characteristics of special children. In addition, we should study and analyze its learning characteristics, so as to ensure that we can teach according to the relevant laws and teaching methods of special education. However, the current education and teacher resources in our country are difficult to meet this demand. Most of the teachers in the school are from ordinary normal university, and there are also specially recruited teachers and professional teachers. These teachers usually do not have professional training experience related to special education. Therefore, school teachers often only have some understanding of the laws and methods of education, which is far from enough in terms of its scientific and systematic nature.

In view of the problem of weak teachers, every effort should be made to ensure that the school running conditions of each school of the same type, especially the educational and teaching facilities, the level of teachers is relatively balanced, and the per capita investment in education for the educated is the same. In this regard, due to the current school and classroom where children learning in regular classrooms, there are few teachers who have the relevant experience of participating in and participating in special education and training, especially in some underdeveloped areas. Therefore, it can be considered that some special education schools send backbone teachers to give professional skills guidance to the teachers of these schools with children learning in regular classrooms, so as to ensure that the teachers' level of such schools can be improved accordingly. However, it should be noted that if only these are achieved, the work of strengthening education teachers is not sufficient and comprehensive enough. When training the teachers whose students learning in regular classrooms, we should also ensure the combination of decentralization and concentration, the consistency of research and learning, the adaptation of theory and practice, and the synchronization of teaching and reflection. Teachers participating in the training should be able to master all kinds of basic knowledge and teaching methods of special education, so that they can achieve different physical and mental characteristics of each special child. In the actual classroom teaching, we should do the appropriate differentiated teaching. This kind of difference will be different from the previously ignored and truly targeted differences. Under this teaching mode, both ordinary students and special students can give full play to their own advantages and potential, and create infinite possibilities for their future [3]. In addition, in order to further strengthen the teachers of special children's education, we should also consider adding a special education course in the major normal colleges and universities across the country. Even for ordinary demonstration classes, such courses should be added to the teaching plan, so that the problem of weak teacher resources in special education can be solved at the root.

3.3 The attention of Parents, schools and governments is not enough

According to the survey, 85% of parents of special children will not pay special attention to their children's learning after they send their children to school to learning in regular classrooms. The main reason for this situation is that parents have no hope for their children's learning subconsciously. Even some parents will avoid and refuse to contact and communicate with teachers from the bottom of their hearts, and it is impossible to cooperate with teachers to educate children. As for this phenomenon, it is mainly because the number of children learning in regular classrooms is too small, so it is difficult for schools to pay

more attention to this kind of problems. What's more, there is no relevant teaching plan and specific program of supervision and evaluation for special children learning in regular classrooms. Moreover, this phenomenon does not only exist in families and schools. After investigation, most local governments do not give enough recognition and attention to this problem. Although the government does provide corresponding help and support to special children learning in regular classrooms, this kind of help is only limited to the annual subsidies, and many key issues of this work are still lack of special human and financial support.

In view of the problem that parents, schools and the government don't pay enough attention to it, it needs the joint efforts of the three parties. In the family, parents should pay full attention to their children's study and life. In classroom teaching, teachers should ensure that every student has equal opportunities in asking questions, answering questions and communicating with each other. In extracurricular activities, every student has equal opportunity to participate. In class management, every student has equal right to participate. At the government level, it is necessary to strengthen the attention and publicity. At the same time, it is also necessary to give full play to the government's role in supervising the education of special children, so as to ensure that the problem of special children learning in regular classrooms is effectively included in the acceptance of "education equity". Besides, the government should increase investment in special education funds. Through the investment of funds and related education and teaching facilities, we can further ensure the sufficiency of education resources, so that special children learning in regular classrooms can get greater material support. It can be considered to equip itinerant teachers and corresponding resource classrooms, so as to achieve the goal of optimizing teaching environment and reducing family burden [4]. In addition, the school should also be equipped with special personnel to manage the work of special children learning in regular classrooms. It is necessary to develop special education plans for special children learning in regular classrooms, and implement and evaluate these plans. In this way, it can provide effective help for the learning and life of the children learning in regular classrooms to the greatest extent,

thus ensuring the educational process fairness.

In addition to the above-mentioned requirements, in order to further ensure the educational process fairness of children learning in regular classrooms, educational institutions and educators should also actively develop and tap the intrinsic potential of the educated, so that they can adapt to the different development needs of the educated. Educational institutions should create conditions to provide equal and free development opportunities for the educated and fully display their platform, so that the advantages of the educated can get the best development.

4. CONCLUSION

To sum up, the problem of special children learning in regular classrooms has a very significant impact on the current education system in China, and involves a wide range of aspects. Therefore, in order to ensure the high quality of special education in China, it is necessary for families, schools and society to work together to support the learning and growth of special children.

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Research on Tending Management Technology of Fast-Growing and High-Yield Poplar Forest

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Abstract: In order to cultivate poplar fast-growing and high-yield forest, it is necessary to loosen soil and weed, irrigate, fertilize and prune and tiller poplar. This paper also introduces how to control the common diseases and insect pests of poplar fast-growing and high-yield forest.
Keywords: Poplar Tree; Fast-Growing Rich Forest; Nurturing Management

1. INTRODUCTION

Poplar is a kind of common tree with strong growth and strong adaptability to the environment, which not only has the characteristics of short period of logging and relatively high economic value, but also has excellent performance in environmental quality such as wind and sand protection and soil erosion prevention. It is the prerequisite to ensure that the rapid-growing and abundant forest of poplar trees creates economic value and environmental value.

2. THE BREEDING MANAGEMENT OF THE RAPID-GROWING AND PRODUCTIVE FOREST OF THE POPLAR TREE

2.1 Loose weeding

To ensure that the soil is soft, the soil can have better permeability and breathability, is conducive to the root growth of trees, so that trees draw more water and nutrients [1]. In addition, the evaporation rate of water in the soil will be reduced, which is more conducive to the soil to keep moist. Remove too much weed from the woods, leave nutrients to the trees, and create a good environment for them to grow. Weeding and pine work is generally carried out simultaneously, and the timing and frequency are based on the conditions of the seedlings and soil environment. In weeding and pine soil, it is necessary to ensure that the soil between seedlings and trees is evenly turned over, otherwise it is not conducive to maintaining the soil characteristics and the full healthy growth of poplar trees in the fast-growing and productive forests. Weeds have a strong vitality, so in weeding to clear thoroughly, to avoid the "spring wind and life" situation.

2.2 Irrigation

Poplar trees like relatively moist soil during growth. Therefore, when the precipitation is not abundant, cannot meet the needs of poplar growth, it is necessary to carry out irrigation of poplar trees. The early growth of poplar trees and the exuberance of poplar trees are the growth period in which poplar trees need a lot of water, and attention is needed to irrigate the rapid-growing and abundant forests of poplar trees. Usually after the thawing period, an irrigation work is required, and a second irrigation is carried out in June and July. Poplar rapid production forest in the growth process, must ensure adequate water supply, in order to ensure its healthy growth. If the poplar tree grows without irrigation and the soil is too dry, it will cause the poplar tree to grow slowly, or even the saplings will wither and die because they are too dry, resulting in economic losses.

2.3 Fertilization

Plants need to absorb a lot of organic matter in the soil in the process of growing to supplement the nutrients needed for their own growth, and poplar trees are no exception. The cultivation of poplar trees is to shorten the growth time of poplar trees, increase the yield of wood per unit, shorten the period of rotation, and enhance economic value. Carry out the necessary fertilization of the rapid-growing and productive forest shimias, enhance the fertility of the soil, make the trees grow faster and become talents as soon as possible. The fertilization of poplar trees is divided into the application of bottom fertilizer and later fertilization. The application of bottom fertilizer is before planting seedlings, the first in the tree planting pit to apply an appropriate amount of bottom fertilizer, generally use natural fertilizer (such as farm fertilizer), and then on top of the bottom fertilizer to cultivate a layer of soil, soil cultivation need not be too thick too deep, otherwise it is not conducive to the absorption of seedlings on fertilizer. It should be noted that absolutely cannot cultivate soil but directly planted seedlings on the bottom fertilizer, otherwise it will cause "burning seedlings", so that the root system of the seedlings was damaged. Later fertilization is generally applied urea, fertilizer dosage and frequency secondary according to the growth of saplings and local soil conditions. The method of fertilization is to dig a trench on both sides of the tree, and then apply fertilizer to the trench, through the ecological cycle in the soil and the growth and development of the root system of the tree, the nutrients in the fertilizer will be absorbed by the trees, promoting the growth of the trees.

2.4 Trim

Trees naturally grow a large number of branches during the growth process, which is caused by the growth nature of trees. However, too many stray branches disperse the nutrients that trees absorb from the soil, causing them to develop horizontally rather than vertically, which can lead

to longer periods of tree rotation. In order for the trees to grow vertically and quickly to conform to the standards of wood, it is necessary to prune their excess miscellaneous branches, to coarse, leaving the most important branches, strengthen the absorption of nutrients, improve the growth rate. In addition, scientific pruning of seedlings can also make the trees look more beautiful. In general, after the plant height reached more than 30 cm, the first pruning is required, this time to remove all excess branches, leaving only close to the root, good growth branches. In the second year of tree growth, a second pruning of trees is carried out, the main purpose of which is to cultivate the trunk of the trees and maintain their top edge. A third pruning a year later removes excess side branches and keeps the crown about one-third of the entire plant [2].

3. PEST CONTROL OF POPLAR RAPID-GROWING AND PRODUCTIVE FORESTS

In order to ensure the healthy growth of poplar trees, in addition to daily cultivation, it is also very important for pest control. Pests and diseases can cause trees to grow slowly and even die wither. For large areas of forest, if pest control is not in place, will lead to the whole forest is affected, causing huge economic losses, therefore, it is necessary to do a good job of scientific poplar rapid production forest pest control work. In addition to natural disasters, the common disaster threats of poplar-rich forests are diseases and pests. Diseases include ulcer disease, leaf disease and other stem diseases and leaf diseases. Pests have willow poisoning, boat disease and so on. Poplar pests and diseases should be mainly prevention, before the spread of large areas of pests and diseases to contain injuries, the main means of prevention and control for biological control, drug killing and so on.

For example, canker is one of the common diseases of poplar. When the poplar suffered from the disease, the poplar appeared spots and the epidermis rotted. Not only that, the disease can also cause poplar wilt and death. The disease is transmitted by natural forces, such as insect activity and wind. The best way to treat the disease is to use medicament, which can be sprayed with 50% of the multi fungus liquid, which has a better therapeutic effect.

4. CONCLUSION

In summary, although poplar is more adaptable to the environment and superior in self-growth, it will encounter pests and diseases in the process of growth, or encounter lack of fertilizer and water. We should actively carry out scientific cultivation and conservation management of the rapid-growing and abundant forest of poplar trees, so as to ensure that the rapid growth and abundant production of poplar trees can achieve the effect of rapid growth and abundant yield, and realize their economic value and environmental value.

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Analysis on The Optimization Strategy of The Ideological and Political Education Mode in The Era of Big Data

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Abstract: At this stage, the party and the state vigorously support the development of education, and advocate the cultivation of high-quality outstanding college students. In particular, the importance of Ideological and political education in Colleges and universities has been strengthened. Ideological and political education in Colleges and universities plays an important role in promoting the all-round and healthy development of students. With the rapid development of modern information technology, the era of big data came into being. The ideological and political education in Colleges and universities should meet all kinds of new challenges as well as good opportunities. In the era of big data, it is particularly important to innovate and optimize the mode of Ideological and political education, which is of great significance to promote the cultivation of comprehensive quality talents and the sustainable development of colleges and universities. This paper analyzes the current situation of Ideological and political education in Colleges and universities in the era of big data, and puts forward a series of feasible optimization strategies.

Keywords: Big Data Era; College Ideological and Political; Education Mode; Optimization Strategy

1. INTRODUCTION

With the rapid development of Internet, computer, digital media and other modern information technology, information data in various industries has exploded, and China ushered in the era of big data. In the new era, people can get the information, data and resources they need anytime and anywhere. In the process of optimizing utilization, it has a profound impact on people's life, learning and work, and greatly improves people's work efficiency and learning quality. The arrival of the era of big data has brought great impact on the development of all walks of life in China. On the one hand, big data can analyze and refine huge data resources, and achieve the information processing and integration of data and resources through a series of data collection, information review, prediction and evaluation, information processing, actuarial calculation, etc.; on the other hand, it can break the time and space limit System, under the role of the network, effectively achieve all aspects of information transmission and sharing. Due to the particularity of the era of big data, it has the characteristics of two sides in the process of wide application. In China, education, transportation, medical service and health, finance and other industries are facing development opportunities and challenges in many aspects [1-3].

Under the background of big data, colleges and universities in our country have made new changes in personnel training, ideological and political education, and the construction and sustainable development of colleges and universities are facing deeper requirements and challenges. Ideological and political education, for college education, is for all students, with the characteristics of integrity, openness and brand-new. Under the background of big data era, effective ideological and political education for all college students has expanded the environment of Ideological and political education. The time and space limit of traditional ideological and political education has been broken. Students of different majors can collect and extract the required information in time according to their own development objective needs, and pay attention to the dynamic direction of the major in real time, which is conducive to improving the professional quality of students Power.

However, in the process of practical education, due to a large number of information data in various aspects, the data that college students see is too complex, and the ability of information discrimination of students is limited, which makes it more difficult to carry out ideological and political education. The traditional ideological and political education mode can no longer meet the needs of students for data and information. The arrival of the era of big data provides an opportunity for universities to carry out ideological and Political Education [2]. Under the background of big data age, how to make the ideological and political education model play its favorable role and realize higher quality ideological and political education is a major problem that needs to be paid attention to and solved in Colleges and universities at this stage. Therefore, to carry out ideological and political education in Colleges and universities, it is necessary to establish a correct concept, actively quantify the content of education, constantly realize the individualization of education, and innovate and optimize the mode of Ideological and political education. At the same time, due to the intensification of

contradictions caused by various factors, the subjective consciousness of students is seriously impacted. When carrying out ideological and political education, colleges and universities should actively and accurately judge students' ideological behavior, reasonably use high-tech and information-based management technology and ideas, reduce the difficulty coefficient of information data processing, continuously strengthen the construction of ideological team, and realize the optimization of educational resources Allocation and sharing, improve the quality of Ideological and political education.

2. OPTIMIZATION STRATEGY OF IDEOLOGICAL AND POLITICAL EDUCATION MODE IN THE ERA OF BIG DATA

2.1 Do a good job in publicity and education, establish the concept of big data education, and improve the pertinence of ideological and political education

In the process of Ideological and political education for students, colleges and universities should analyze the actual situation of Ideological and political education, conform to the new needs and uniqueness of the era of big data, and put the ideological and political education mode of colleges and universities in the era of big data in the first place. Make use of various ways to do a good job in publicity and education, convey the advantages and significance of the era of big data and the ideological and Political Education under its role to the school teachers and students, deepen the recognition and attention to the model of big data education from the ideological root, create a good environmental atmosphere, guide the whole school teachers and students to correctly recognize and effectively use big data, change traditional ideas, and strengthen Turn big data era awareness. In addition, it is necessary to educate students in a targeted way, emphasize the information collection function in big data, make full use of big data technology to excavate the specific information data of students, and carry out deep data analysis and processing from different cognitive ranges, hobbies, personality characteristics and other aspects, so as to strengthen ideological and political education of all kinds of students in a targeted way, and improve ideological and political education The validity and pertinence of [3].

2.2 Create a new environment for ideological and political education and improve the ideological and political education system under big data

In the process of talent training, college teachers should actively use special big data technology to make information specific and data based on the complex and massive ideological and political education resources information, and show it to students by means of easy to understand pictures, audio, animation and other ways, breaking through the traditional time and space restrictions, making effective and rational use of it, forming the best

ideological and political education at present New environment. On this basis, from the perspective of big data, the development direction of comprehensive quality of students is integrated, and the original ideological and political education system is continuously optimized and improved through various systems such as performance evaluation, supervision and management of students, so as to improve students' different levels of accomplishment in different aspects, so as to provide the basis for comprehensively realizing the goal of cultivating comprehensive talents.

2.3 Strengthen the construction of ideological team and build a platform of ideological and political education system

In the process of optimizing the mode of Ideological and political education, colleges and universities should actively build an ideological and political education system platform with big data technology as an important means. By using big data technology, we can integrate and process massive data, set up multi-functional and multi-module, and provide multiple channels for students to discuss, evaluate, answer questions, consult and so on. According to the actual situation of students, we can systematically and systematically collect the current contents of various disciplines and relevant professional posts. Under the function of the system platform, strengthen the ideological and political information teaching, effectively carry out school-based ideological and political network courses, actively carry out the ideological and political education practice activities combining online and offline, carry out different levels of practice in professional knowledge and ideological and political fields, and improve the ideological and political literacy of students. In addition, we should actively develop the ideological team, constantly update the professional knowledge system, improve modern information technology and means, provide a strong guarantee for promoting the construction of the team of political and ideological education, and provide a strong supporting role for innovation and optimization of the mode of Ideological and political education.

3. CONCLUSION

it can be seen that in the process of Ideological and political education, colleges and universities should comply with the requirements of the era of big data, effectively tap and utilize the high and new technology of big data, and constantly innovate and optimize the teaching mode of Ideological and political education. Through the systematic analysis and exploration of the laws of education, we can give full play to the guiding and leading role of Ideological and political education for college students, which will help students establish correct ideological values in the new era, and lay a good foundation for the healthy development of students' body and mind.

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Research on Breath Control and Application in Flute Playing

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Abstract: When playing different instruments, there are many different playing methods and different requirements for performers. In the performance of flute, there is a great demand for the player to master the aspects of breath control. Through the control and adjustment of breath, the performance effect of flute in music can be changed. With the continuous improvement of people's aesthetic appreciation of music and the constant pursuit of quality life, there is a growing demand for flute playing as a form of musical art expression, which corresponds to the higher requirements for flute players in various professional abilities. In this paper, through the flute player in the performance process of the breath control of a variety of options, as well as in the flute performance of intonation requirements for breath and other aspects of the analysis.

Keywords: Flute Playing; Breath Control; Application

1. INTRODUCTION

1.1 Chest Breathing

In daily life, chest breathing is the most common and natural breathing method. Chest breathing is involved in different fields and widely used in flute playing. Chest breathing is also called rib breathing and horizontal breathing. This breathing method mainly relies on the action of rib outward expansion to inhale. During the breathing process, the external intercostal muscles will lift naturally, and the overall thorax will expand accordingly. Chest breathing has the characteristics of shallow inhalation, which is generally used in Allegro music that needs rapid ventilation in flute performance. When chest breathing method is used in flute playing, the movement distance of breath in human body is relatively shortest, and the time is also relatively short. Chest breathing method is recommended when using sharp board and small Allegro in flute playing music, which is called "quick breathing and quick breathing" breathing method in flute playing. Although chest breathing method takes the shortest time, it is not suitable for long-term use. When chest breathing method is used for breathing, the amount of breath cannot reach the maximum value, and there are many unstable factors. It is only suitable for short-term performance and small Allegro performance. Long-term use of chest breathing will lead to insufficient breath intake and increase the burden on the lungs, which will lead to head loss Dizziness, chest tightness, shortness of breath and

other negative effects [1].

1.2 Abdominal Breathing

Compared with chest breathing, abdominal breathing is a basic breathing method which must be mastered in yoga training. Unlike chest breathing, which uses chest expansion to breathe, abdominal breathing uses diaphragm expansion to reduce chest movement to breathe. The abdominal breathing method has a long inspiratory time and a lot of breath in and out. The abdominal breathing method is also commonly known as deep breathing, breath sinking and so on. Abdominal breathing is a remedy for the deficiency of chest breathing. It is more difficult to control the breath than chest breathing. In flute playing, abdominal breathing is usually used in music with long sentences and lyrical melodies. In flute playing, it is usually called "slow breathing and slow breathing". The mastery of abdominal breathing method is helpful to the study and application of correct breathing method.

1.3 Thoracoabdominal Breathing

Thoracoabdominal breathing, which is easy to understand from the literal point of view, is the combination of thoracoabdominal breathing and abdominal breathing. This chest abdominal breathing method not only effectively combines the advantages of chest breathing method and abdominal breathing method, but also makes up for the shortcomings of the two breathing methods to a large extent, and is also the most suitable way for Flute and other instrumental music playing with high demand for breath. The chest abdomen breathing method has higher requirements for users. Flute players need long-term and systematic training to master the breathing method skillfully. In chest and abdomen breathing, the flute player should ensure that the whole body is in a relaxed state, and cannot use chest and abdomen breathing well when the muscles and emotions are highly tense. Chest and abdomen breathing are usually inhaled by the nose. If the flute player is too nervous during playing, there will be choking, bifurcations and other physiological phenomena. To some extent, breathing by the mouth and nose at the same time can avoid the occurrence of choking, which is also common in flute playing [2].

2. BREATH CONTROL AND INTONATION CONTROL IN FLUTE PLAYING

2.1 Pitch control of tonic and crescendo

In the process of playing flute, the requirement of breath is very high for the player. When the player needs to change the gradually strong sound in the playing repertoire, he needs to change his breath and increase his breath gradually. However, if the flute player does not adjust the damper in time during the playing process, the sound effect will be on

the high side. Therefore, in order to avoid this kind of situation, the performer can adjust the size of the throttle in time. By changing the size of the throttle and expanding the throttle slowly, the player can improve the problem of the treble rising when playing the treble. In addition, players can also move the blowhole inward and other ways to ensure the perfect transition of timbre in the process of playing. The above two methods are commonly used in the process of flute playing. As for which method to use in the actual performance, it is necessary to choose according to the different purposes of the playing music and the different emotions that the flute player wants to express [3].

2.2 Pitch control of fade

On the contrary of playing the tonic and the crescendo, although the performance of the crescendo of the music is also through the adjustment of the breath volume, the flute player needs to reduce the breath volume gradually when performing the crescendo. If the speed of the breath volume reduction is too fast, it will lead to the phenomenon of low pitch. In view of this kind of situation, the method that can be adopted is similar to the strong tone and gradually strong tone, which is realized by the player's gradual reduction of the damper. In the process of reducing the damper, the flute player needs to effectively adjust the facial muscles, strengthen the control of the muscles around the damper, so as to achieve the treatment of the music gradually weak tone. The advantage of this is that it can ensure the stability and accuracy of timbre. Of course, the flute player can also achieve the sound effect of fading sound by moving the blowing hole outwards.

2.3 Pitch control of fade to fade and then fade

If a flute player wants to control the pitch from weakening to becoming stronger and then to becoming weaker, he needs to master the handling techniques of gradually stronger and weaker. Only if he has high proficiency in the handling techniques of the above two sound effects, can he grasp the pitch control from weakening to becoming stronger and then to becoming weaker. In this process, he needs a higher ventral style of the flute player Breathing skills as support.

2.4 Training methods

In the process of flute playing, first of all, we should have a general grasp of the factors that affect the intonation. Through the continuous practice of breathing volume in breath control, we can help the flute player to effectively solve the pitch problem and sound performance in the process of playing. Through the practice of three kinds of volume, the skill of breath control can be improved. For example, in the practice of playing with low volume, the player is required to reduce the damper by constantly controlling the mouth shape. The flute player should pay special attention to the situation of low pitch during the practice. In case of such situation, the damper size should be adjusted in time. The middle volume playing practice is mainly aimed at the control strength of abdominal breathing. Through the continuous changes in different holes, the control strength of abdominal breathing is changed. It's easier to practice playing at a high volume. You should pay attention to the intonation at all times.

3.CONCLUSION

To sum up, it can be seen that for flute players, the requirements for breath control are very large. The common breathing methods include chest breathing, abdominal breathing, and chest abdominal breathing. No matter which breathing method needs continuous practice. Through the continuous practice of small, medium and large volume in breath control, it can help players to improve their sound performance in gradually strong sound, gradually weak sound and so on.

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Application of Modern Effect Graphic Performance Techniques in The Field of Design

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Abstract: Rendering technology has always been an important means in the field of design. It can not only complete short-term shorthand, but also achieve refined and practical design. Therefore, this paper focuses on the application of modern renderings in the field of design. Firstly, it expounds the classification of modern renderings. Secondly, it analyzes its practical application skills. Finally, it explores its application in architectural landscape combining with practical cases.
Keywords: Modern Effect Stud; Performance Technique; Design Field; Specific Application

1. INTRODUCTION

The design industry has a strong dependence on inspiration, and inspiration has the characteristics of instantaneity and changeability. In order to grasp the inspiration and complete high-quality design, effect drawings are often used to retain. The expression technique of modern renderings is a unique visual record, which has been widely used in the field of design, especially in the design industry such as architectural landscape. It is very important to strengthen the research on this technique.

2. CLASSIFICATION OF MODERN EFFECT GRAPH EXPRESSION TECHNIQUES

In the field of design, the design effect map performance techniques in various forms, can be divided into hand-drawn effect series and computer effect map, both have advantages, this paper is mainly for the computer effect map analysis. Hand-drawn effect map performance technology includes pencil sketch, water powder, watercolor, pen light color, color lead and mark pen performance effect, which color lead and mark pen combined performance effect are the best, but also the current hand-drawn effect map performance technique sparing the most common one. With the development of computer technology, computer software technology is constantly updated, a new type of effect map performance technique appears. Compared with the performance technique of hand-drawn effect map, this modern effect map design method which relies on computer technology is fast, shape accurate, easy to modify, the effect is real and adaptable. For the design industry, the two performance techniques have their own advantages and disadvantages, can be used in an integrated application, so as to make up for each other's shortcomings, to help design is a better performance design concept [1, 2].

3. APPLICATION TECHNIQUES FOR THE EXPRESSION OF MODERN EFFECT STUDS

In different design fields, the application techniques are different, but they also have some commonalities. The basic application techniques include the following:

First, perspective relationships. In the process of design using modern effect map performance techniques, it is not possible to depict the building comprehensively and accurately, which requires the designer to complete the drawing using the principle of the headdress relationship. For example, in the face of a longer, row of objects, you can use parallel perspective skills, in the scene of larger pictures, will also apply this design method, reasonable performance of the picture and objects. In the face of higher, vertical lying objects, you can use straight angle perspective skills, intuitive, vivid performance screen, to complete the basic design. In the design process, the choice of composition angle is very important, directly related to the final design results.

Second, line performance. Lines are the basic elements of modern effect diagram performance techniques, expressiveness is strong, and different lines represent different characteristics. In general, straight lines represent the overall frame, curves represent the internal structure, slashes are mostly force angle. Designers are required to select different lines according to the actual situation, for example, industrial building scene design, the use of straight lines to depict the overall size of the building, landscape architecture using curves and slashes to perform.

Third, the composition law. The composition of modern effect map performance techniques is the most important, and it needs to be considered comprehensively from the whole. The application of "golden split point" is very important, can ensure that the whole drawing is more beautiful, more coordinated, can highlight the main idea of drawing. In addition, the artistic nature of composition should also be given priority consideration. Although the modern effect map performance technique sits low on artistic literacy, it does not mean that the designer does not need to have this quality. In the process of composition, color, light and shadow match, virtual combination should be noticed [2].

4. APPLICATION OF MODERN EFFECT GRAPH EXPRESSION TECHNIQUES

Modern effects graphic performance techniques in many

areas of design have excellent applications, for designers are the anti-indispensable means of expression, but also the most intuitive, convenient and effective way of design.

4.1 Exterior design of buildings

Many of the inspirations in the process of Chinese architectural design come from the ancient architectural style, of which the most representative is the Huipai architecture, in the process of drawing the exterior effect map of the building, you can use the modern effect map performance techniques. Using computer 3D technology, import the building model of Huipai style, so as to further transform the building model, quickly and efficiently complete the design of the building outline. On this basis, it is also possible to arrange the proportion of architectural design according to actual needs, construct reasonable effect drawing works, and ensure the safety and aesthetics of architectural design.

4.2 Architectural Landscape Design

In the process of designing architectural landscape, you can use a combination of computer and hand-drawn method, although the use of computer modern effect map performance techniques can reduce the difficulty of design, but hand-drawn can feel more directly artistic characteristics and visual feelings. For example, in the process of designing the urban landscape, we first use the hand-drawn effect map to express the technique, comprehensive application of the application techniques mentioned earlier, to complete the two-dimensional design of landscape matching. In the design process, blurring the building in the distance, designing the near details, shows the sense of the hierarchy of the effect map. Then the computer effect map performance technique, form a three-dimensional effect map, further observe the landscape design effect, for the follow-up construction to lay the foundation. Nowadays, multimedia technology continues to develop, there are specialized software can simulate different hand-drawn effects, the real realization of paperless design, multimedia technology and hand-drawn technology combined, can achieve pixel effect graphic performance techniques, can also be shot by the use of software simulation way to show. Not only architectural design,

in MV, network video, advertising and other design fields, can be applied to this technology.

4.3 Architectural Interior Design

In the course of actual development, modern effect graphic performance techniques are applied in architectural interior design, which can better show the interior environment decoration. For example, the use of 3D animation and software simulation, showing three-dimensional effect, in the actual development process, for the interior decoration design work, the application of different materials will affect the final design effect. The use of three-dimensional modern effect map performance techniques can better establish the interior decoration style, scientific completion of three-dimensional structure, to the home design as an example, the use of this effect performance technique can be more clear observation of the actual effect, choose the most suitable interior decoration program. For example, the use of three-dimensional computer effect map performance techniques combined with the basic principles of perspective, you can see the location of the home. After the details of the adjustment, further create an indoor space atmosphere effect, while forming a design angle not used, according to different angles of observation and adjustment, to ensure the perfection of the design.

5. CONCLUSION

To sum up, compared with the traditional hand-painted renderings, the modern renderings are simpler and faster, and can truly and accurately express the design content. In addition, the modification process is relatively convenient, especially in the effect conversion, with advantages. To strengthen its application in the design industry can promote the continuous renewal and development of the design industry, effectively improve the artistic taste, artistic accomplishment, and even the overall display effect of the project, which is worthy of promotion and application.

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An Analysis of Theme in Welty's Short Stories from Characters

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Abstract: Eudora Welty (1909-2001) is widely considered one of the most important contemporary fiction writers in America. Her works, especially the short stories, are considered the treasure of southern literature. In terms of characters' mental state, Welty always created two kinds of characters: normal characters and abnormal characters. Different mental states led to different behaviors and even different fates in the given settings of society and times. Welty conveys her view on the American southern society by observing common people, getting insight into their inner world, and describing their physical and psychological action.

Keywords: Short Stories; Normal Characters; Freak Characters; Theme; Southern Tradition

6. INTRODUCTION

Eudora Welty (1909–2001) is widely considered one of the most important contemporary fiction writers in America. Welty received a large number of honors, awards, and fellowships. She viewed the South from within and outside the tradition. The stories were concerned largely with single moments of personal crisis. They explored the nature of conflict as the characters struggled to clarify their choice, to come to terms with themselves and the world around them.

In terms of characters' mental state, there are two kinds of characters: normal characters and abnormal or freak characters. Those who have a normal psychological state, and behave normally, no matter how deformed in body, are called normal characters in this thesis [1-3]. On the contrast, although sound in body, those who have abnormal mental states and act eccentrically and even radically and whose lives are considered as failure and even go to tragic end are called abnormal characters.

The normal characters reflected Welty's ideal and belief in life, but she used more of her energy to present the freak characters. The freak characters involved nearly all works and classes of people, like housewives, unemployed workers, long-year running salesmen, rich ladies, descendants of the southern declining noble family, and so on, and they had different life experiences but they shared similar features, so it might be said that they embodied the various living ways in the South [4].

Welty conveys her view on the American southern society by observing the common people, getting insight into their inner world, and describing their physical and psychological action. Characterization is used to explore her theme of writing. She has recorded the normal people's real life in the way of photographing.

2. MYSTERIES OF LIFE

Exploring the mysteries of human existence is the persistent theme of Welty's fiction. Her stories are largely concerned with mysteries of the inner life. She explains that the interior world is "endlessly new, mysterious and alluring." The stories are charged with the burden, or joy, of something hidden that cried out to be expressed, as possible to be repressed. "The term 'mystery' has here to do with the enigma of man's being — his relation to the universe; what is secret, concealed, inviolable in any human being, resulting in distance or separation between human beings; the puzzles and difficulties we have about our own feelings, our meaning and our identity." (Kieft, 1986)

She gently probes the puzzles which human beings have about their thoughts and feelings as individuals, separated from resisting and rebelling against loneliness; needing love yet also needing the privacy and inner space to live freely.

The dark mysteries are further explored in "Flowers for Marjorie". The story took place during the Depression, and Howard and Marjorie, a poor young couple, had gone to New York City to find work. Howard had been engaged in a humiliating and fruitless search for a job. He had now reached a point of despair in which he imagined that nothing could ever happen to break the inevitability of the pattern of being without work, without food, without hope. In his extreme despair, he killed his wife. The events that followed can only be described as monstrous. Howard, half-numb and hysterical, flung himself on the town, only to be confronted with series of crazily ironic pieces of good luck.

If love and happiness seem to be permanently insured (as in Mrs. Larkin's case), chance may annihilate them at a stroke; if misery and destruction seem unalterable, so that from despair people act in accordance with what they supposed to be their tragic inevitability (as in Howard's case), chance may surprise them, belatedly and irrelevantly, with shower of gifts. Human being cannot predict, they cannot control, they cannot protest, they cannot even begin to understand the inscrutable workings of the universe.

Welty seems to be saying that there is no final meaning to life beyond the human meanings; there is no divine "surroundings", no final shape to total reality, no love within or beyond the universe, however there may be much burning spiritually in individual, isolating human hearts.

In observing and recording mysteries, Welty creates a response of wonder, terror, pity, or delight. Her stories teach us nothing directly except, through her vision, how to

observe, and wonder, and love, and see the mysteries; for brutal or lovely, they wait for us wherever we go.

3. COMMON PEOPLE'S STRUGGLE

Welty lived in the revolutionary transition period of American South and she had experienced deeply the impact that the rising industrial civilization had brought to the tradition in the South. She portrayed the common people, no matter normal or freak in the psychology, to reflect the problem in that time that common people were struggling for living.

Through the suffering of a traveling salesman, "Death of a Traveling Salesman" presents the privation and despair of the poor southern people in the thirties, and provides a mirror to the spiritual frailness and loneliness in the central of the conflict between the modernity and the tradition. During his fourteen years of traveling, Bowman had fallen into the feature of loneliness and indifference, however, in contrast, although they were so poor that they had to borrow fire from far away, the farm couple had a rich, warm sentiment and gave the stranger purest and warmest hospitality and friendship without any reservation. But long-year forming feature made Bowman lost the ability to accept the emotion, when he realized his hard and indifferent heart had melted up, he left and fell down on the road.

Howard in "Flowers for Marjorie" was also a victim of industrial society. In the cruel competition of the modern society, he had lost the basic ability to be a normal character — communication, so he could not share his thoughts with his wife. Form the characterization of Howard's psychology and action, Welty explored the miserable suffering of common people. In the indifferent, cruel great industrial time, the fate was not controlled by the individuality.

Industrial civilization has also made a great impact on the southern tradition. Those values that had been considered the great southern tradition had been challenged and questioned. Family harmony, which had been ever a pride in the South was destroyed in the new industrial person-to-person relationship. Quarrels in the family had forced family relationships to be broken and the people could never find comfort in the family. The family had become a battle that was an epitome of the industrial society. They had lost ties with society, but they were willing to live in their own prison — the memory for the past.

The blacks were also struggling to live. Phoenix Jackson, in "The Worn Path", witnessed the southern black's transformation from slave to citizen. Phoenix Jackson's thoughts and perceptions illustrated the theme of impending black equality and amalgamation in the South after the Civil War. A parallel existed between the journey described and the plight of the Southern blacks after the Civil War. The Thirteenth Amendment made black people legally free, but their place in a society in which they were previously considered three-fifths of a person was certainly in question. They endured an endless struggle, then against the thorny bush that "never want to let folks pass." (Welty, 1979)

As Phoenix climbed up the tiresome hill that the path traversed, she noted that it "seems like there is chains on my feet, time I get this far". The unsettling reference to the bound slaves that Phoenix could recall from her long life was clear, yet she continued. The illusion of the cake was an unattainable dream, a utopian fantasy, and Phoenix's struggle continues through the barbed wire and dead corn. Upon entering the medical building, Phoenix had an epiphany of sorts, for gazing at the wall, she noticed "the document that had been stamped with the gold seal and framed in the gold frame, which matched the dream that was hung up in her head" (Welty, 1979). Phoenix dreamed about the day when degrees hung on her grandson's bedroom wall, when blacks could go to college. As she was leaving the doctor's office, Phoenix, with only two nickels in her pocket, had promised to buy her grandson "a little windmill". Her grandson's sparring with the windmills would be his quest for freedom, for equality in this new world that had been opened up for him.

The characters Phoenix encountered on this pilgrimage all represented attitudes of whites in the South after the war. Phoenix realized that the importance of the trip far exceeded the possible harm that could be done to her frail frame. The incident with the hunter symbolized the resiliency of the black movement toward equality.

4. CONTRAST BETWEEN TRADITION AND MODERN

The problem that Welty wanted to probe is what brings people together and what holds them apart. Stories such as "Death of a Traveling Salesman" contrast the settled life of traditional values and the restless commercial world, a contrast between the loved and the loveless.

In "Death of A Traveling Salesman", Bowman, the lost itinerant shoe-salesman, forced by illness to recognize the restlessness and futility of his life, was brought by accident into contact with a farm couple, whose life was slow, intimate and secure. He perceived the essence of the simple, rooted life of the couple. The painful contrast with his own loveless, rootless ways kills him as much as the protest of his troublesome heart.

It was the meeting of two worlds, the past and the present, the simple and the complex, the loved and the loveless. The couple received Bowman with kindness, hospitality and warmth and without ceremony. He knew he had nothing to offer in return, except money, and in desperation he tried to escape back to the emptiness of his life. His need for love — the struggle his heart put up inside him — betrayed him. This story stated the theme that was in so many ways fundamental to a man's loneliness and his search for a world of love. Just as Welty had seen the destruction of southern traditional values and the decadence of the modern world, she attempted to criticize rootless, fruitless life in the modern world and to praise observance and inheritance of the merits of traditional value and a traditional, simple, rooted life. She had insight into the real problem in human life in the transitional times.

Welty's stories were often concerned with those who were

in some way deprived and were living on the very edge of life but they saw deprivation not as a social question but as a human one, a matter, not of income and status but of love and loneliness. They covered social ranges from faded gentry to Negroes, yet their concern was always with human dilemma, with man's failure or success in dealing with his own nature, with the realities of the life within him and the needs of those around him, with the problem in the conflict between tradition and modernity in the transitional times.

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The Goal and Path of Training Applied Talents in Local Colleges and Universities

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Abstract: At present, our country is still in the stage of social transformation, and local colleges and universities undertake the task of training high-quality talents. However, the past teaching concept has been deeply rooted in people's hearts. When training talents, there are problems such as inaccurate positioning, formalism and low teaching quality. Therefore, local colleges and universities should help students to establish goals, professional settings, teaching methods and school teaching quality to solve the corresponding problems, so as to cultivate high-quality applied talents for the country.
Keywords: Local Universities; Applied Talents; Significance; Path

1. INTRODUCTION

Now colleges and universities should follow the trend of the times to carry out comprehensive and profound reform. For local colleges and universities, we need to pay attention to the training of applied talents and actively respond to the policy measures of "mass entrepreneurship and innovation". Therefore, how to cultivate application-oriented talents is a hot topic in the research and reform of colleges and universities. Many experts have conducted in-depth discussions on this issue. However, most local colleges and universities still follow the previous teaching concepts and lack scientific concepts [1-3]. Therefore, local colleges and universities should understand the importance of cultivating application-oriented talents, actively solve problems in teaching, and update education concepts and management models to improve the quality of applied talents and promote the further development of society

2. THE SIGNIFICANCE OF TRAINING APPLIED TALENTS IN LOCAL COLLEGES AND UNIVERSITIES

2.1 This Is the Need of National Development

Applied talents are compound talents who can make contributions to the society directly. These people can apply the theoretical knowledge and corresponding technology they have learned to all aspects of life when they first enter the society. Now our enterprises are adjusting the industrial chain for rectification, so the demand of the society for talents has also changed. It is not a single talent in the past but a compound talent who can do everything. Therefore, how to train and apply talents is the most important problem. In 2010, the outline of education reform and development in 2010-2020 issued by the State mentioned that we

should support local schools, optimize efficient structure and strengthen the training of high-quality talents, so as to meet the needs of social development. In 2014, nearly 200 university leaders held discussions in Zhumadian, Henan Province on how to transform and build an applied technology university. In 2015, Premier Li Keqiang also proposed to guide local colleges and universities to transform into application-oriented ones. From the above policies and views, we can see the importance of application-oriented talents to the country. Training application-oriented talents is a must for China. Compared with other colleges and universities, local colleges and universities have a strong regional character, can retain people, and should cultivate application-oriented talents That's what I'm trying to do.

2.2 Demonstrate the Characteristics of Local Universities

The goal of talent training in local colleges and universities is application-oriented talents. We should pay attention to the application ability and application ability of talents, which is the only way for the development of higher education. The most significant feature of local colleges and universities is based on the place, so the talents cultivated are more suitable for local development, which can also affect the long-term development direction of the school. In addition, whether the talents trained by the local colleges and universities can rush out of the numerous talents like the black horse mainly depends on whether the talents can meet the local professional needs and promote the development of society. Therefore, the local colleges and universities should base the school construction on the region, cooperate with the government and local enterprises on the basis of running the school, so that the talents can flow directly to the market By observing and modifying the methods of training talents, students can show themselves in the market faster, local colleges and universities can improve their own characteristics of running schools, so that the talents trained by schools have strong competitiveness.

3. THE DEFICIENCY OF LOCAL COLLEGES AND UNIVERSITIES IN TRAINING TALENTS

3.1 There Is No Clear Distinction Between Application-Oriented Talents and No Clear Talent Training Objective

In the training of application-oriented talents, we often encounter the situation that we cannot distinguish between application-oriented talents and academic talents, which will affect the goal of talent training. Many people don't have a clear position on the applied talents. It's a one-sided idea that local colleges and universities are specialized in training applied talents while public schools are training academic talents. They think that local colleges and

universities are inferior to public colleges and universities, and then they will hinder the enthusiasm of local colleges and Universities. In fact, there is a close relationship between "academic" and "application-oriented" talents. The development direction of knowledge is not the same. Academic talents pay more attention to theoretical research. They shoulder the mission of discovering laws and creating the future, while application-oriented talents transform existing knowledge into application, which is actually to develop the theory of academic talents into practice. They have their own differences No one is better than who. Therefore, local colleges and universities should strengthen their understanding of the two, make clear the goal of training talents, strengthen the training of students' application ability, and train more application-oriented talents for the country.

3.2 Weak Teachers and Poor Quality of Personnel Training

The cultivation of applied talents is very difficult to cultivate academic talents. In the cultivation of applied talents, teachers should not only teach students to use skills skillfully, but also enrich students' knowledge theory. However, there are few teachers with this ability in local colleges and universities. The reasons for this situation are as follows: first, in the early stage of local colleges and universities construction, in order to improve the reputation of the school, we blindly studied the comprehensive university, ignored the supplement of teachers' strength, deviated from the goal of training applied talents in Colleges and universities, and only blindly pursued academic qualifications but ignored the supplement of teachers' strength Charge. Second, the main source of teachers in local colleges and universities is comprehensive universities. These teachers are more academic, which leads to the unbalanced development of teachers in local colleges and universities. For these teachers, the practical ability needs to be improved. Third, local colleges and universities rarely cooperate with local enterprises, rarely see the technical personnel of enterprises come to local colleges and universities for teaching, school teachers lack of communication with professional and technical personnel, and lose an opportunity to promote each other.

4. THE WAY OF TALENT TRAINING THAT LOCAL COLLEGES AND UNIVERSITIES SHOULD CHOOSE

4.1 Pay Attention to The Top-Level Design of The School and Make a Scientific Training Plan

Nowadays, the development of society tends to be artificial intelligence, information, data, etc. the manufacturing industry in the past has been greatly affected. Human work has been gradually replaced by mechanical equipment and artificial intelligence. The

social development will also start to transform and upgrade with the participation of these new technologies, so as to make their products more in line with the needs of consumers and occupy the market. Therefore, the cultivation of talents should not only focus on theory but also on the manipulation ability of machines, in addition to cultivating their innovation ability. Therefore, local colleges and universities should actively introduce advanced western education methods, understand the significance of application-oriented talents, attach importance to top-level design, and unswervingly take the road of application-oriented talents training.

4.2 Seek New School Running Mode and Pay Attention to The Quality of Personnel Training

Now is the information age, everything is open and transparent, so local colleges and universities should also follow this concept. When training talents, they should be more and more open, break the limitations of traditional rules, actively contact with the society, make teaching more close to the society, strengthen students' practical courses, and test the effect of learning in practice, so as to carry out social development Judge and understand the existing problems of social development, so that students can seamlessly connect with the society and better integrate into the society. Therefore, local colleges and universities should open the strategy of talent cultivation, open the teaching content and break through the limitation of teaching space together with the local government, so that local resources can better contribute to talent cultivation.

5. CONCLUSION

According to the above content, we can understand the importance of local colleges and universities to the cultivation of applied talents. In the past decade, China's national leaders have repeatedly expounded the role of Applied Talents in promoting China, and local colleges and universities in China have also made a lot of efforts. This paper analyzes the existing problems in local colleges and universities in the current stage, and puts forward the corresponding rectification opinions, only strictly abide by them Only with these opinions can local colleges and universities cultivate more application-oriented talents for the country.

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The Construction of Professional Degree Postgraduate Training System Based on Open Collaborative Innovation

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Abstract: In order to better adapt to the urgent needs of national economic construction and social development for high-level applied talents, this paper analyzes the current situation of China's professional master's degree postgraduate training. Through the establishment of an effective mechanism of collaborative power, guarantee and evaluation, the cooperation degree of universities, enterprises, scientific research institutes and other multi collaborative innovation subjects can be improved. Combined with the diversified training process of professional master's degree education, this paper proposes to build a good open collaborative innovation talents training and construction, and improve the practice and innovation ability of professional master's degree graduates.
Keywords: Master of Professional Degree; Collaborative Innovation; Training System

7. INTRODUCTION

Graduate education is an important part of higher education in various countries, an important source of innovative talent training, shouldering the responsibility of social development [1]. With the change of policy orientation, economic and social development and employment structure in China, the proportion of graduate students enrolling for professional degree is increasing day by day. China's academic and professional postgraduate enrollment data shows. In 2017, the number of graduate students enrolled for master's degree accounted for 55.7%, exceeding that of academic graduate students (data from the Ministry of education of China). The cultivation of master degree students has become an important part of graduate education in China. Therefore, for the cultivation of professional master's degree, we should form an endogenous mechanism of innovative talents cultivation with students as the main body and reflecting the social requirements, strengthen the cooperation between schools and enterprises, between schools and scientific research institutes, as well as the international cooperation and other joint application training methods, as well as the characteristic cooperation between disciplines and industries, so as to form an open collaborative innovative talents cultivation system. It is of great significance to improve the training quality and

innovation ability of professional postgraduates in China [2].

2. MECHANISM ANALYSIS OF OPEN COLLABORATIVE INNOVATION TRAINING SYSTEM

In 1971, German scholar heken first used the concept of "coordination" in his system theory to refer to the coordinated, cooperative or synchronous joint action of all subsystems in the system, with a view to producing the effect of 1+1>2. Subsequently, the concept of synergy has been widely used in many fields such as economic management, scientific and technological innovation and educational cooperation [3]. Peter Gallo, a researcher at MIT Sloan Center, first defined collaborative innovation. He believed that the essence of collaborative innovation is collaborative innovation. Based on the same goal and working vision, collaborative innovation team members share all kinds of information and individual innovation progress, and finally work together to achieve common innovation needs. Collaborative innovation is a new path for the reform and development of each innovation subject, and it is also an important way for each innovation subject to complement each other. It has a distinct effect on improving their own innovation ability, and at the same time, it makes the innovative technological achievements quickly used and transformed. The open collaborative innovation in this paper is an innovation system composed of universities, enterprises, scientific research institutes and other multiple subjects, through open and collaborative interaction. Make each innovation subject cooperate with each other and carry out collaborative innovation and co construction [4]. The core of coordination is organization construction. Opening up refers to facing the world, facing the first-class, attracting excellent enterprise mentors and high-quality scientific research projects to support application-oriented research.

2.1 Power Mechanism

The cultivation of the innovation ability of the master's degree students is not achieved overnight. It is necessary to form a coordinated and sustainable development of the whole talent training system. From the perspective of educational ecosystem, we should form a dynamic mechanism of open collaborative innovation system to promote the cooperation of production, learning and research. Taking the enterprise research institutes of colleges and universities as an example, colleges and universities change the concept of personnel training, and

realize that to ensure the sustainable and healthy development of education, the internal motivation is that education should serve the social and economic development. Enterprises and scientific research institutions should realize that higher education is an important source of talents, and the quality of graduate students directly affects the economic benefits of enterprises and the completion of scientific research tasks of research institutes. Universities, enterprises and scientific research institutes can open up and cooperate with each other to create a good situation and stable mechanism for the cultivation of innovative talents.

2.2 Supporting Mechanism

2.2.1. Organization and Management Mechanism

It is an important working mechanism to establish and perfect the internal management system of collaborative innovation of professional degree postgraduate. Colleges and universities and multiple subjects of collaborative innovation adhere to the principle of "open and complementary, mutual benefit, collaborative innovation, and common development" to participate in a collaborative way. They can set up an expert committee for collaborative innovation and training of graduate students in school enterprise research institutes, employ senior engineers or researchers with relevant knowledge of the enterprise to set up an expert committee with the school, cooperate with the development of graduate training programs and curriculum systems, Optimize the interdisciplinary allocation of professional courses. Colleges and universities should set up collaborative innovation centers, employ full-time administrative personnel, be responsible for the collaborative training of graduate students, and do a good job in communication and docking with collaborative units.

2.2.2 Evaluation Mechanism

Universities and collaborative innovation subjects explore a comprehensive graduate evaluation system. For the assessment and graduation defense of full-time professional postgraduates, it is necessary to reflect the comprehensive assessment of practice and innovation ability, and abandon the assessment system of academic postgraduates focusing on publishing papers. We should give full play to the positive role of internal tutors, external tutors and guidance groups in the examination, and pay attention to the practical ability and innovation ability of professional postgraduates. Establish the index evaluation system with patent, scientific research achievement award, competition award and project contribution as the main body. At the same time, form a problem-oriented inquiry learning mode, and gradually increase the proportion of the ability to analyze and solve complex problems. Finally, in the graduation defense, there are corresponding professional and enterprise mentors who understand the talent needs to participate and evaluate.

2.3 Guarantee Mechanism

2.3.1. System Guarantee

Colleges and universities sign agreements with enterprises and research institutes, reach and sign a series of industry university research innovation cooperation agreements on cooperation activities, make full use of their respective resource platforms, establish close relationships, form open sharing and interaction of talents, technology and resources, and form a strategic alliance of characteristic collaborative innovation. Let students participate in innovative research topics, master the needs of the industry and professional knowledge, improve the ability and spirit of application of scientific and technological innovation, and achieve a win-win situation of production, learning and research.

2.3.2. Resource Input Guarantee

The resource input guarantee of university enterprise collaborative innovation training professional master's degree students mainly includes fund guarantee, equipment guarantees and practice innovation base construction guarantee. Universities and enterprises can respectively provide practice funds for the professional postgraduate students who participate in the practice. The school is responsible for reimbursing the round-trip travel expenses for the students who practice outside the school, and the enterprise can pay them to the postgraduates in the form of practical post salary. The guarantee of scientific research equipment can be provided by enterprises and scientific research institutes. Universities and enterprises jointly build practice innovation bases and undertake the task of innovation practice activities.

3. CREATION OF OPEN COLLABORATIVE INNOVATION SYSTEM FOR PROFESSIONAL POSTGRADUATE

The above analysis of the operation mechanism of open collaborative innovation professional master's personnel training, through the collaborative innovation among multi-body organizations, promote the opening of innovation environment, and correspond the practical activities of scientific and technological innovation with the sustainable development of national society. China's professional postgraduate training mechanism mostly adopts national unified enrollment, education management and degree awarding. The leading system, teaching staff, management system and training system of school enterprise combination. As well as the "two-stage" training mode, students first complete a one-year course in the campus, and then select research topics under the guidance of mentors inside and outside the campus, enter the enterprise or research institute to follow the enterprise mentors to carry out research in scientific research practice and complete the dissertation. Next, combining the practice of China's professional master's training, we will build a good open and collaborative innovation professional master's innovative talents training ecosystem, face the development of international advanced education level, and promote the high-end transfer of technology industry in the global talent training value.

3.1. Open Collaborative Innovation Characteristic Training Concept

At present, with the continuous promotion of made in China

2025, China has begun to move towards a manufacturing power, and the industry is facing unprecedented development opportunities. In this context, the education and training of professional degree graduates with industry characteristics must conform to this development trend and closely follow the major strategic issues of industry development. The cultivation of full-time professional degree graduate students in characteristic schools has been fully strengthened, and the resources such as scientific research and projects of industrial enterprises and research institutes have been fully utilized, so as to enable students to enter into characteristic research topics and inspire enthusiasm and innovation in scientific research. We should strive to achieve the goal of open collaborative innovation and professional graduate students' innovative cultivation with concise characteristics.

3.2. Scientific Allocation of Open Collaborative Innovation Training Program for Professional Postgraduate

3.2.1 Formulation of Training Plan

Training program refers to the imagination and planning of training activities such as teaching content, curriculum system, management system and evaluation system under the specific training purpose and requirements.

Universities and enterprises (including scientific research institutes) open collaborative training of professional master's degree students, based on the multi-faceted requirements for the quality of personnel training, the development of graduate training requirements and training plans. The aim of training is to cultivate compound and applied innovative talents. Through theoretical and practical study, the professional degree graduate students should master a solid theoretical basis and broad professional knowledge in a professional (occupation) field, have strong ability to solve practical problems, be able to undertake professional technical innovation or management work, and have good professional quality.

3.2.2 Curriculum System Development

Colleges and universities are mainly responsible for the basic teaching of postgraduates, enterprises and scientific research institutes are mainly responsible for the practical teaching of postgraduates, and cooperate to guide postgraduates to complete their graduation thesis.

The courses are offered by the University Enterprise Research Institute. Public basic courses and professional basic courses are mainly in the charge of the school, and graduate students complete such courses in the school. In addition, combined with the specific needs of enterprises or industry fields, special courses or modular elective courses are offered, which are taught and evaluated by enterprise mentors and researchers. Comprehensive courses can be completed together. Graduate students can choose their own courses according to their actual situation.

The school and the enterprise cooperate to organize the enterprise tutor to carry out the theme academic lecture, seminar, exchange meeting regularly, and organize the professional skill competition in related fields. In practice, with the purpose of cultivating the practical and innovative abilities of postgraduates and the content of the problems in the actual production process of enterprises, enterprises provide practical and innovative opportunities for postgraduates.

3.2.3 Formation of Tutor Team

Adopt the "double tutor system", that is, the school tutor and the outside tutor work together. The tutor should have a solid theoretical system, outstanding scientific research ability, rich scientific research projects, and a serious and responsible attitude. The school tutor is mainly responsible for guiding the graduate students to study the theoretical courses in the University and helping the graduate students to complete the courses and graduation thesis.

Off campus tutors should be familiar with national and school policies on Graduate Education of specific professional degrees; have good professionalism and professionalism; have rich practical experience; have certain influence and popularity in relevant industries or fields; understand the latest achievements and trends in the development of this professional field. Off campus tutors are mainly responsible for helping graduate students to complete the practical requirements of enterprises and scientific research institutes, including formulating practical tasks and guiding them to complete practical tasks. Through the selection mechanism, senior engineers and researchers from well-known enterprises who are engaged in relevant disciplines are selected as business mentors.

The tutors outside the school cooperate with the tutors inside the school. Participate in the whole training process in an open way. Whether it is the establishment of training objectives, cooperation in teaching process, or practical guidance and paper guidance, each link needs to cooperate with each other, docking each other, finding problems and solving them in time.

3.3. Construction of Open Collaborative Innovation Practice Platform

During the practice period of professional master's degree, taking the opportunity of collaborative innovation and cultivation of graduate students by internal and external tutors, aiming at the actual needs of enterprises and research institutes, relying on projects, integrating and utilizing various resources, carrying out practical research activities, promoting scientific research cooperation and achievement transformation. Many engineering universities in China actively cooperate with enterprises and research institutes to build a series of practice teaching bases, and through the National University Science and Technology Park, introduce relevant science and technology enterprises and research and development institutions to increase the opportunities for practice and training of professional master's degree. Relying on these base construction platforms, we will carry out practical training, scientific research projects, and promote scientific research cooperation and achievements incubation of collaborative

innovation.

3.4. Joint Tackling of Open Collaborative Innovation Research Projects

"Project system" management mechanism is more in line with the characteristics of professional degree personnel training. Enterprises and scientific research institutes shall organize scientific research projects according to their own development and actual demand of innovative technology reserve. Then according to the project time management and cost management to arrange the project. After learning relevant theoretical knowledge and technical knowledge in Colleges and universities, the professional master's students carry out research after obtaining the innovation scheme approved by the university tutor and the enterprise tutor, and carry out joint research projects with the enterprise tutor team. In this way, we can avoid projects with weak innovation and restrict the development of innovation ability of postgraduates. Finally, the thesis is written and the degree is obtained by the end of the research project. Through collaborative innovation of scientific research projects, it not only cultivates high-level applied scientific and technological talents, but also solves the problems in the development of enterprises and research institutes, and improves the level of university instructors and the effect of practical innovation.

3.5 Open Collaborative Innovation for Internationalization

The professional degree postgraduate education shoulders the mission of facing the major national needs, serving the regional economic and social development, and training high-level application-oriented talents for industrial enterprises, which is consistent with the collaborative innovation and joint training of world-class universities. China University and overseas study Fund Committee encourage professional master's students to carry out international exchange, short-term study visits, participate in international cooperation projects of industry, University and research innovation, academic conferences of applied research and other activities, formulate corresponding supporting policies and provide corresponding financial support. The international oriented postgraduate education of professional degree is to cultivate a large number of first-class high-level application-oriented professionals, and practice the new mode of collaborative innovation training.

4. CONCLUSION

Based on the power mechanism, support mechanism and guarantee mechanism, under the big strategy of "innovation driven development", this paper actively builds and constructs a new system of university enterprise, University Research Institute, international exchange and cooperation collaborative innovation talent cultivation. The system is in line with the requirements of cultivating high-level application-oriented talents with innovation ability and practical ability. Moreover, it can ensure the high quality and practicability of training talents, make them have international leadership, and adapt to the actual needs of China's senior scientific and technological talents, thus promoting the sustained and rapid development of the new normal of national economy.

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The Application of Multimedia Technology in Music Teaching in Colleges and Universities

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Abstract: In the traditional music teaching of colleges and universities, teachers generally combine textbooks with oral, blackboard writing method to teaching, but this way cannot be intuitive display of teaching content, and the display form is relatively single, so students will feel difficult to learn, learning is boring and so on. These phenomena have a serious impact on the quality of music teaching in colleges and universities, which is not conducive to the cultivation of music art talents, and the concept of application of multimedia technology teaching is put forward in this modern study, which can change the traditional teaching situation and improve the teaching quality. This paper will focus on the teaching of music in colleges and universities, and put forward solutions to problems in multimedia technology, thus showing the application of this technology.

Keywords: Multimedia Technology; Music Teaching; Colleges and Universities; Teaching Quality

1. INTRODUCTION

Multimedia technology is a well-used technology, which can be applied to many fields, including teaching. The technology features "digital content in many forms" and takes the form of video, audio, pictures, text, stereoscopic imagery, etc., all of which can be freely combined. It can be seen that through multimedia technology to carry out music teaching, can use the technology's content display form to enrich the teaching content, and improve the intuitive transmission of content, can solve the traditional teaching problems, this research has the practical significance of promoting the development of music teaching in colleges and universities.

2. COMMON PROBLEMS IN MUSIC TEACHING IN COLLEGES AND UNIVERSITIES

2.1 Students are difficult to learn

In the modern music teaching, most students say they need to spend more effort to understand, identify, understand and absorb teaching content, this performance is the characteristic of learning difficulty, will limit the students' learning level to improve, so we should keep attach importance. In fact, in the context of the popularization of traditional teaching models, the problem of learning difficulty also appears in other disciplines, but the problem is particularly prominent in music teaching, because many of the content in music teaching is related to "sound", and "sound" is not as strong as numbers, text, which is a more abstract content, so students will appear in learning the above problems. For example, when a student is learning music, when the teacher says that the "voice" expression of "two springs reflecting the moon" has feelings of sadness and sadness, the student cannot understand what the so-called "sad and sad voice" is, and the teacher's dictation, writing and textbook pictures cannot make the students directly feel the voice, so the difficulty of understanding is increased [1].

2.2 Low interest in learning

"Interest is the best teacher", if people have a good interest in teaching content in the study, then on behalf of its will be more active, more focused on the teaching content to think, explore, this phenomenon is conducive to the quality of learning, so in the university music teaching naturally also hope that students have a strong interest in music content, but in fact, it is counterproductive, most students' interest in learning is at a low level. Students are not interested in music teaching content, there are two reasons: (1) Learning difficult (not much to mention). (2) Teaching content display form is single, resulting in their own long-term learning on the content of bored, will not consciously away from teaching content, and once there are other new things appear, attention is easy to run off. For example, a teacher in music teaching has been using oral, blackboard writing and combined with textbooks to teach, resulting in students' learning status in the long-term learning process continues to decline, the reason is that students' interest in learning is low [2].

3. MULTIMEDIA TECHNOLOGY TEACHING APPLICATION STRATEGY

Two problems in music teaching in modern colleges and universities have a serious impact on the quality of teaching, so in the aim of improving the quality of teaching, two application methods of multimedia technology teaching are proposed below, and the mechanism of each application method to solve the corresponding problems is expounded.

3.1 Multi-form integrated applications

Multimedia technology itself has a variety of content display forms, and the various forms can be freely combined, indicating that the various forms can be used in a comprehensive way. Under this condition, for the university music teaching "students learning difficult" problem, with the help of multimedia technology can adopt multi-form integrated application strategy to solve, that is,

first of all, music teaching content digital, to ensure that multimedia technology can be displayed teaching content, and secondly for some of the teaching content of the original more abstract content, you can choose an intuitive display form to reflect, such as in the "sound" content display, teachers can use multimedia audio form to let students feel, This can improve the intuitive teaching content, reduce the difficulty of students learning. It is worth noting that although multimedia technology has a good application performance in college music teaching, it does not mean that teachers can completely rely on technology for teaching. In fact, technology is always an auxiliary teaching method, which cannot be in a dominant position. Teachers should realize this in teaching, so as to avoid excessive use of technology, leading to the transfer of teaching focus.

3.2 Preparing content around students' interest orientation

In the application of multimedia technology, its rich content display form can eliminate the influence of "single teaching content display form", but in order to ensure the relevance of teaching, teachers also need to prepare content around the orientation of students' interests, so as to give full play to the function of multimedia technology teaching. First of all, it is suggested that teachers strengthen communication with students, through communication to find and develop students' interests, and secondly, according to the interests of students to prepare exquisite courseware, and then can be seen placed in the multimedia system, the use of corresponding presentation form for teaching, so as to improve the quality of teaching. For example, a university music

teacher through communication found that many students like to "play games", so "game" as the theme of the preparation of the corresponding teaching content (video clips and background music of a game), and then with the help of multimedia technology audio, video form to display teaching content According to the performance of middle school students in the classroom can be seen, all students have a higher degree of learning focus, indicating that this way improves students' interest in learning, give full play to the multimedia technology education function, which can improve the quality of music teaching in colleges and universities.

4. CONCLUSION

In summary, the amount of music teaching in colleges and universities is the main channel to train music art talents, so it must guarantee the quality of teaching, but the various problems in modern teaching obviously have a negative impact on the quality of teaching For which this paper puts forward a corresponding strategy in multimedia technology, expounds the application of multimedia technology in the strategy, and functions, it can be seen that the technology can solve problems according to the strategy, play a role in improving the quality of teaching.

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New Cultivation Technology of Pollution-Free Fresh Corn

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Abstract: With the continuous development of our society and economy, agriculture has achieved good development, and agricultural production technology is also constantly improving. As an important food crop in China, corn has made great contributions to ensuring people's livelihood and promoting the development of agricultural economy. However, the popularization and planting of pollution-free fresh eating corn has improved the development prospect and economic value of corn. For corn planting, cultivation technology is the key to improve its quality and yield. In recent years, the new cultivation technology of pollution-free fresh corn is also developing and improving. In this paper, pollution-free fresh corn cultivation technology for specific analysis, hoping to provide some reference and help for relevant personnel.
Keywords: Pollution Free; Fresh Corn; New Cultivation Techniques

1. INTRODUCTION

Corn is a very common food crop, also known as corn and pearl rice. It is not only widely planted in China, but also in the world. It is an important food crop in the world. Compared with other crops, corn has strong drought tolerance, cold tolerance, poor tolerance and good environmental adaptability. Because of its high nutritional value, it is a good food crop, so corn is widely planted. Corn is not only an important food for people, but also one of the important raw materials for animal husbandry, aquaculture, food, medical and health industry, so people pay close attention to the development and cultivation technology of corn. Fresh corn is a new corn variety after people's continuous research and exploration. Fresh corn, also known as fruit corn, refers to the young and tender corn with special flavor and quality. Different from ordinary corn, fresh corn has the characteristics of sweet, waxy, tender and so on. It tastes like fruit. With the improvement of people's living standard and quality of life, the market demand for fresh corn is very large. Therefore, in order to further improve the yield and quality of fresh corn, people continue to develop new cultivation technology of fresh corn, and in order to protect people's health and reduce the health problems caused by pesticide residues in fruits and vegetables, on the basis of fresh corn planting, develop pollution-free fresh corn, further improve the value of fresh corn [1-3].

Pollution-free refers to the pollution-free agricultural products whose production place meets certain planting conditions, production meets certain specifications, products meet certain standards, certification meets certain procedures, and legal environmental quality and good characteristic signs are obtained. The pollution-free agricultural products should not only meet the quality of high-quality agricultural products, but also meet the environmental quality of health and safety. The pollution-free fresh food corn is the corn agricultural products with this quality. Pollution-free fresh corn refers to the fresh corn that does not use conventional chemical drugs with high toxic content in the production process, and uses certain cultivation technology for planting and management in the whole planting process, without pollution and has obtained green certification. The pollution-free fresh eating corn is safe and healthy with high nutritional value, more loved by people, and has high market recognition. It is of great significance to promote the cultivation of pollution-free fresh corn. First, it can improve the quality of corn. The planting of pollution-free fresh corn is the corn produced by the new cultivation technology after the optimization of the traditional corn planting technology. The cultivation technology is more advanced and the management is more precise, so the quality of fresh corn is better. Secondly, the market value of corn is improved. Compared with ordinary corn, pollution-free fresh corn has higher edible value, more convenient to eat and better taste, so the market demand is greater and the market value is higher; third, it is conducive to human health. The planting and production process of pollution-free fresh food corn is safe and healthy, so the corn produced is also safer and healthier. People do not need to worry about the problem of excessive pesticide and other chemicals residues in corn, so they can eat it at ease, which is more conducive to human health; fourthly, it is conducive to environmental protection. Promoting the planting of pollution-free fresh food corn and reducing the use of chemicals with high toxic content are more conducive to the protection of the ecological environment, and the development of pollution-free fresh food corn planting will become the trend of crop planting in the future, which is of great significance for the development of green ecological planting. It can not only improve the quality of agricultural crops, but also actively promote the transformation of agriculture and realize the stable development of agriculture [2-5].

2. NEW CULTIVATION TECHNOLOGY OF POLLUTION-FREE FRESH CORN

The cultivation technology of pollution-free fresh corn is a

new technology developed based on the optimization of traditional corn planting technology, and the planting conditions and management of pollution-free fresh corn are healthier and more precise than that of ordinary corn.

2.1 Select Good Corn Varieties

Whether it is planting ordinary corn or pollution-free fresh eating corn, choosing good varieties for planting is the key premise to ensure good growth and improve yield and quality of corn in the later stage. Therefore, we should carefully select seeds before planting. When selecting corn varieties, we should select the corn varieties suitable for local planting according to the local terrain environment, climate conditions, etc. In addition, corn varieties with the advantages of cold resistance, drought resistance, barren resistance and strong resistance to pests and diseases should be planted. In addition, before planting, it is necessary to screen the seeds, remove the dried and diseased seeds, stones, weeds and other impurities from the corn seeds, and select uniform and healthy corn seeds for planting.

2.2 Choose Planting Environment

The planting environment is also the key to planting pollution-free fresh food corn. In order to ensure that pollution-free fresh food corn will not be polluted in the planting process, it is necessary to select non polluted land and ensure that there is no pollution source around. The soil should meet the quality standards for planting pollution-free agricultural products, and the water used should be clean and pollution-free and meet the standards for planting pollution-free corn 。 In addition, the pollution-free fresh corn planting land should be kept at a certain distance from the common corn planting land to avoid the occurrence of cross pollination during the planting process, which will affect the quality and value of fresh corn [3].

2.3 Land Consolidation

Before planting, the land should be arranged, deep ploughed and exposed to the sun, which can reduce the diseases and pests in the soil, improve the permeability of the soil and increase the nutrients in the soil. In addition, long-term planting of single crop on the same land will result in low nutrients in the soil, so it is necessary to alternate planting and rotation reasonably.

2.4 Reasonable Planting Density

When planting corn, it should be planted timely according to the local temperature conditions, not too early or too late. Planting too early or too late is not conducive to the later growth of corn, which may affect the emergence rate, etc. When planting, in order to obtain the most favorable growth conditions for the good growth of corn in the later stage, scientific and reasonable planting density of corn should be calculated, so as to improve the yield of corn to a certain extent [4].

2.5 Field Management

In order to ensure the pollution-free of fresh corn, the

common chemical fertilizer should not be used. The application of fertilizer should meet the standard of cultivating pollution-free agricultural products. The special fertilizer for pollution-free corn should be used, and the mature organic fertilizer can also be used. Pay attention to observation after emergence of corn, timely check the seedlings, pay attention to replanting when the lack of seedlings is serious, and if the lack of seedlings is not serious, it can be replanted nearby. In addition, we should pay attention to timely weeding in the field to avoid the competition between weeds and corn growth for nutrients and affect the growth and yield of corn.

2.6 Pest Control

Diseases and insect pests are the most common and easy to occur in the process of corn growth. Once diseases and insect pests occur in corn, they will seriously threaten the growth and yield of corn, and even cause death of corn. Therefore, it is necessary to control the diseases and insect pests of corn in time, but because the planting of pollution-free fresh eating corn is different from that of common corn, so the safety of control measures should be paid attention to when controlling the diseases and insect pests.

In the process of corn growth, the common diseases [5] mainly include big, small spot, rust, sheath blight, black powder and so on, and the common insect pests mainly include corn borer, ground tiger, golden needle and other underground pests. In the cultivation of pollution-free fresh eating corn, first of all, prevention and control of diseases and insect pests should be focused on prevention, and the selection of corn varieties with strong resistance to diseases and insect pests is an effective means of prevention. In addition, in the process of planting, cleaning up weeds, strengthening the management of fertilizer and water, and cleaning up sick plants are also effective means of prevention of diseases and insect pests. Secondly, we should give priority to safety and health measures to control pests. For example, when we control pests, we can use insecticidal lamps or release natural enemies. Finally, if it is necessary to use drugs, we should choose drugs that meet the standards of planting pollution-free crops. It is strictly prohibited to use high residual pesticides.

3. CONCLUSION

To sum up, the use of pollution-free fresh corn cultivation new technology can greatly ensure the food safety of fresh corn, improve the yield and quality of fresh corn, but in order to further ensure the pollution-free of fresh corn in the planting process, attention should be paid to fine management. At the same time, with the development of science and technology, the new cultivation technology of pollution-free fresh eating corn should be studied continuously to improve the technical means and promote the good development of agriculture.

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Analysis of the Differences between Chinese and Foreign Cultures in The Teaching of English Reading in Universities

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Abstract: With the development and progress of the times, English teaching plays an increasingly important role in our country, and at the same time, the language teaching and culture teaching play a complementary role. This paper discusses the causes of the Chinese and foreign cultural differences in the teaching of English in college, the influence on teaching and the solution strategies, so as to promote the improvement of the teaching level of college English, and provide reference for people concerned about this topic.

Keywords: College English; Chinese and foreign cultural differences; English reading teaching

1. INTRODUCTION

Different from other cultural teaching, the cultural differences between China and foreign countries have a certain impact on the teaching of English in Chinese universities. Therefore, in college English reading teaching, teachers should combine language teaching with cultural teaching to achieve better teaching results, so as to improve the teaching level of English. Therefore, it is necessary to analyze the analysis of Chinese and foreign cultural differences in the teaching of English reading in universities.

2. REASONS FOR THE DIFFERENCE SINGS BETWEEN CHINESE AND FOREIGN CULTURES IN THE TEACHING OF ENGLISH IN COLLEGE

Chinese and foreign cultural backgrounds are different, leading to students' understanding of English thinking differently. Although students learn English in the process of growing up, but because the writing in English reading is guided by the Western thinking, in the structure of the article and the direction of the language sequence and our habits are largely different. At the same time, for most Chinese students, the study of English is mainly reflected in the word-for-word understanding of English, so in the process of reading understanding, students' understanding of English grammar is not enough to improve and creative thinking, so that they cannot make good innovation.

Because the teaching thinking of English in our country is more oriented to the examination-oriented education, so in the study of English, students pay more attention to the recitation and memory of English, and then neglect the importance of understanding to English learning. At the same time, in the process of learning English, students' understanding of western cultural background and understanding of Western current affairs politics also determines students' ability to understand English reading. Therefore, in the process of Learning English, the understanding of the article is one of the key points of learning English.

3. THE INFLUENCE OF CHINESE AND FOREIGN CULTURAL DIFFERENCES ON ENGLISH READING TEACHING

3.1 Affects the ability to associate with a particular thing

Because of the cultural differences between China and the West, people have different understandings of the same thing. For example, for the word "dragon", in China, "dragon" is the symbol of the emperor, foreshadowing the prestige and majesty, Chinese the dragon as a symbol of auspicious, this in our daily language use also has a good embodiment, such as dragon phoenix, dragon and tiger leap, etc., all expressed the good expectations of people's hearts. But in Western culture, "dragon" is more of a symbol of evil, most of it is often in people's view with ferocious characters. Its appearance is also different from the Chinese dragon's auspicious majesty, most of them are presented as a ferocious, brutal form, as an expression of the image of the Western dragon [1].

3.2 Sentences and understanding of allusions

As in our country's idioms, there are also common sayings and proverbs in Western culture, in the context of the differences between Chinese and Western cultures, students cannot understand sentences and analysis of the level by hard memory of words, to a certain extent hinders students' reading comprehension. For example, in New Horizons English, a copy of The First Book, Unit 6, was a blog post, in which Western idioms such as "She can talk the hind leg out of a donkey." Sentences can be quoted as "she can always talk", and students unfamiliar with the proverbs or sentence structure will have a hard time to understand the grammatical application of the sentence and the meaning of the sentence, to a certain extent hindering the learning of the student's English [2].

As the carrier of cultural development, language has its own rich connotation and means of expression, the integration of a country's history and life customs, so the emergence and development of each language is determined by its historical background and cultural connotation, so to a certain extent, non-native learners will have a difficult understanding of a language. For example, in the theme of

"people and animals" in the second volume of "new horizon learning English", Chinese students' awareness of animal welfare and rights is difficult to understand, and different rules and social systems generated by different cultures need to be paid attention to in language learning.

4. THE SOLUTION STRATEGY OF CHINESE AND FOREIGN CULTURAL DIFFERENCES IN THE TEACHING OF CHINESE AND FOREIGN ENGLISH IN COLLEGE

4.1 Changing the reading teaching mode to stimulate students' interest

Teachers in the classroom teaching, should pay attention to the cultural differences between China and the West, in the course of lectures to students to teach the curriculum at the same time should also pay attention to the popularization of cultural background. In order to enable students in the process of reading the content of the article to fully understand, really feel the author's thinking, and then appreciate the beauty of the article, improve the students' English level. For example, in the course of teacher teaching, we should give a comprehensive preparation of the articles to be taught in advance, fully understand the background of the times and the events expressed in the content of the article, and comprehensively train students.

At the same time, in the course of class, teachers should change the classroom teaching mode, with students as the main body of teaching, change teaching thought, give play to the main position of students. As a guide, students are taught and trained to stimulate their interest in learning. In the course of class, teachers can introduce the classroom through multimedia and other technical means, and now play the video related to the course to introduce the curriculum, improve the importance of students, and arouse their enthusiasm for learning.

4.2 Guide students' autonomy in reading teaching

In English teaching, students' attitude and way of autonomous learning also determine the efficiency and sustainability of classroom development. English reading pays more attention to students' own understanding and views on English views. Therefore, we should give full play to the students' initiative to achieve the effect of students' autonomous learning attitude. For example, the teacher can assign tasks to the topics to be spoken the next day, give the topics, let the students find the materials by themselves, expand the students' knowledge, increase the students' understanding of historical events under this condition, promote the students' understanding of English reading, and enrich the students' English cultural foundation.

5. CONCLUSION

To sum up, in order to reduce the influence of Chinese and foreign cultural differences in college English reading teaching on students, we need to analyze and understand the differences between Chinese and foreign cultural backgrounds, teachers should combine language teaching and cultural teaching, cultivate students' cultural consciousness, strengthen their understanding and exploration of western culture, so as to reduce the influence of cultural differences on English reading and improve the level of English teaching.

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Study on the Coupling Mechanism of the Innovative Education and the Specialty Education

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Abstract: Under the background of the engineering education certification and Emerging Engineering Education, the innovation ability training was as the core; the development of professional associations of college student was as the carrier, the innovative education was integrated into the talent training system. The coupling mechanism of the innovative education and the specialty education is created, by the way, the innovative spirit and ability of students is significantly enhanced, and the quality of talent training is significantly improved.
Keywords: Innovative Education; Coupling Mechanism; Student Professional Associations; Engineering Education Certification; Emerging Engineering Education

1. INTRODUCTION

Since the 21st century, globalization, knowledge economy and advanced technology have become the main features of the development of the new century. The global competition for talents in technology and engineering has become the concentrated embodiment of a country's comprehensive national strength and innovation level. Therefore, the new requirements are put forward for the reform of engineering education [1]. The professional certification of engineering education is a teaching quality certification system based on "Washington agreement", China became the 18th full member of the Washington agreement in 2016[2]. By the end of 2018, a total of 227 colleges and universities in China had passed the certification, with 1,170 majors in 21 engineering majors. In the past 10 years, academic studies have mainly focused on the operation and overall progress of the "Washington agreement", but pay less attention to the connotation behind the operation mechanism. Especially after Emerging Engineering Education was proposed, the effective combination of international certification and the practice in China should be studied further.

The Internet Plus, Industrial Manufacturing 4.0 and Made in China 2050 have led to the rapid development of new science and technology. In this situation, Emerging Engineering Education was proposed as a new strategy to promote the reform of higher education, and explores a new path for the reform of engineering education [3]. Zhang et al. [4] studied

suggested that the construction mode of Emerging Engineering Education of the local colleges is "collaborative innovation". It mainly serves the urgent needs of the region's new economy; emphasis is placed on the connection between the disciplines setting and industrial development, and cross compound between the traditional engineering. It mainly aims is to cultivate application-oriented engineering science and technology innovation talents who can have zero contact with local enterprises and science and technology industry talents who can serve regional economic and social development.

In 2015, "maker" first appeared in the annual government work report and became one of our national strategies [5]. According to statistics in 2015, the number of engineering students in China totaled about 10.72 million, ranking first in the world. However, in "Global Competitiveness Report" released by IMD, the number and quality of qualified engineers in China ranked the seventh from the bottom among 55 countries [6]. Liu et al. [7] made a thorough analysis on the coupling mechanism of the innovative education and the student professional associations. However, it fails to study them as effective means to achieve the talent cultivation goal of engineering education. In this paper, the problem is studied to provide the reference for colleges and universities on innovative education practice and professional comprehensive reform under the new situation.

2. SCHEMATIC DESIGN

Based on the cultivation of students' innovation ability, a relatively independent talents cultivation plan for innovative education is developed and the cultivation process is designed in stages. As shown in Figure 1, innovative education is divided into three stages: innovative enlightenment education, innovative management education and innovative promotion education.
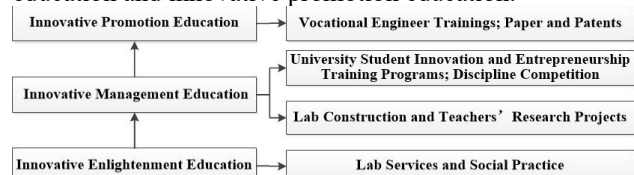

Figure 1. design of innovative talent training program

In the stage of innovation enlightenment education, the core is cultivating students' innovation spirit and the key is exercising their basic ability of innovation. The main form is social practice and laboratory service, by the way students' sense of social responsibility is improved and

students' innovation consciousness is stimulated.

The innovation management education stage focuses on students' engineering practice ability, engineering design ability and technological innovation ability. The practice activities are progressive. The first stage is to participate in the lab construction and teachers' research projects; the second stage is to complete the university student innovation and entrepreneurship training programs or the discipline competition independently under the guidance of teachers [8].

The innovation promotion education stage is according to the general idea of multidisciplinary intersection, strengthening engineering practice and comprehensive innovation. With the actual engineering as the background, to engineering technology research and development and application as the main line, by the innovation education links up with the graduation project (thesis), students' engineering consciousness, engineering quality and engineering practice ability are enhanced, their vocational engineer training is preliminary completed, and produce measurable results such as scientific papers or patents.

The professional association refers to a group of students who are interested in a certain subject, major or research direction according to their own major and interest voluntary organization of the student mass organization [8]. Taking the development of professional associations of college student as the bridge, the feedback mechanism between professional education and innovative education is formed (as shown in Figure 1), so that the innovative talent training program is coupled with the professional talent training process.

In the system of the engineering education certification it is required that majors must have clear and publicly measurable graduation requirements and be able to support the achievement of training objectives. The connotation of graduation requirements can summarize engineering literacy, development ability and professional ability, as shown in Figure 2.
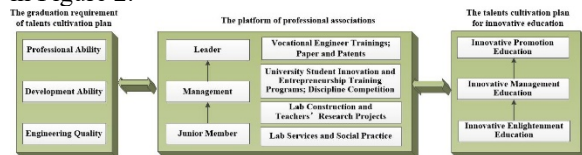
Figure 2. the coupling mechanism of the innovative education and the specialty education

The engineering literacy mainly includes moral value orientation, social responsibility, humanistic care, and economic management ability. It is mainly connected with innovative enlightenment education. The full coverage of professional societies is achieved by recruiting new students. Social practice and laboratory service activities are organized by professional societies. On the basis of standardizing students' moral value orientation, strengthening their social responsibility and humanistic care spirit, it cultivates

students' love for their major and lays the foundation of professional ethics. So that students' professional innovation consciousness is inspired by their satisfactions which obtain by their professional progress.

The development ability mainly includes communication, cooperation and lifelong learning. These requirements are difficult to quantify in the talent's cultivation plan. In the stage of innovative management education, on the platform of professional association, students can participate in the management of the association; the achievement of those training objectives can be measured by the performance appraisal of the work in the association.

The professional ability mainly includes: the mastery of engineering knowledge, the ability of thinking and analysis, the ability of design and development, the cultivation of research and innovation spirit and the training of using tools. Corresponding to innovation education, it is realized by the university student innovation and entrepreneurship training programs, the discipline competition and higher-level engineer training.

Fine cultivation and international development are realized through the lab service and discipline competition; docking with industrial development is realized through project interactions and external technical service; the service to the regional new economy need is realized through the innovative talent training mode. Finally, the construction goal of Emerging Engineering Education is realized which is to cultivate application-oriented engineering science and technology innovation talents who can have zero contact with local enterprises.

3. IMPLEMENT EFFECT

Twelve student professional associations have been established in succession, based on them, the platform for students is created to conduct self-management, self-service and self-improvement in scientific and technological innovation, and the innovative spirit and ability of students is significantly enhanced.

For example, since its establishment, the association for the application of microscopy has successfully held university level metallographic contest for 5 consecutive years. The members of association won four national first prizes, five national second prizes two national third prizes and one second prize of the group, and won one provincial special award, two provincial second prize and three provincial third prizes. The steelmaking association is the oldest professional association. As there is no corresponding discipline competition, the association gradually degenerates into the zombie association. Since 2018, relying on the national college student's metallurgy science and technology competition which sponsored by the teaching steering committee of materials major of the ministry of education, the steelmaking association resumed its operations, and the members won four national third prizes. In 2019, Liaoning Institute of Science and Technology won the right to co-organize the second national college students' metallurgical science and technology competition, and was responsible for organizing the simulation training competition. In addition to organizing the school trials, the steelmaking association

also undertook the preparatory work and the organization for the national competitions, and won the award of excellent organization. The competitors won one first prize, one second prize and two third prizes in scientific and technological innovation unit; one second prize and one third prize in creative design unit; two special prizes and two first prizes in simulation training unit.

In the past three years, students have been approved more than 30 the university student innovation and entrepreneurship training programs at all levels, as members of the project team participated in the teacher research project 14 times, have published more than 100 papers, and won more than 10 the authorization of intellectual property rights.

The improvement of student training quality promotes the development of specialty construction, as the result, the metallurgical engineering passed the professional certification of engineering education at 2018, and was evaluated as provincial first-class major at 2019.

ACKNOWLEDGMENTS

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Study on The Path of Construction of Teaching Quality Management and Monitoring Information System in Colleges

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Abstract: With the development of information age and the deepening of education reform, higher requirements are put forward for the teaching quality and monitoring system of colleges. Meanwhile the modern network technology is used to comprehensively optimize the teaching strategy, teaching system and monitoring system of colleges. However, with the reform of colleges, various problems are gradually emerging, such as insufficient attention to the application of information network, the lack of comprehensive application mechanism system, etc., which requires colleges to find and solve problems in their work. This paper first expounds the problems existing in the informatization construction of the teaching quality monitoring system in colleges, then discusses the ways of the informatization construction of the teaching quality monitoring system in colleges, and puts forward personal opinions.
Keywords: Teaching Quality; Management and Monitoring System; Information Construction

1. INTRODUCTION

Throughout the development trend of the world, the arrival of the information age has also brought different impacts to various fields. The development of education in the information age has become the focus of attention of people from all walks of life. Nowadays, colleges around the world need to face the problem of how to use information technology to integrate into teaching and establish a sound monitoring system. In a sense, the social situation under the influence of the information age is that everyone has mobile phones and computers in their hands, and people's lives are increasingly inseparable from information networks. However, the current problems in education are that insufficient attention is paid to the construction of teaching information, which leads to the failure of effective reform, or the quality of administrators and the way of reform are not correct. All of these need to be addressed Education workers go to work.

2. PROBLEMS IN THE INFORMATIZATION CONSTRUCTION OF TEACHING QUALITY MONITORING SYSTEM IN COLLEGES

2.1 Lagging Management Ideas

The monitoring system is a very large project. In the process of construction, it needs the participation of school leaders, monitoring and installation personnel, monitoring and design personnel, evaluation and measurement personnel, and also costs a lot of human, material and financial resources. However, at present, most colleges do not pay enough attention to the improvement of the campus monitoring system. They still use the traditional teaching concept and think that as long as the teachers take full care of it, it is not important to integrate information technology into teaching and build monitoring system, which leads to the low effect of teaching management in many colleges, and there are many problems in management [1]. Even if some university administrators pay attention to the importance of information construction and the establishment of monitoring management system, but in the construction, only a simple network system is established and then it is a virtual one, the monitoring system is not comprehensive, many necessary monitoring points are not taken into account, and the upper management decision-making tie does not play its subjective initiative, which is very bad for the future development of the University Profit.

2.2 Lagging Management System

No matter a country or a college, it needs a perfect management system and monitoring system for real-time supervision, so as to conform to the development trend of the information age. However, at present, the teaching quality monitoring management system of most colleges lags behind, and the management decision-making behind it has not been established and improved. The decision-making system, technical system, implementation system and feedback system are almost independent, and the problems are all caused by you pushing me, unable to analyze and deal with the problems fed back by the students at the first time, which causes the corresponding problems in colleges. The efficiency of teaching management is low [2]. If such a situation continues, the university will be paralyzed from the inside out for a long time. Many problems in information feedback and teaching cannot be dealt with in time, the subjective initiative is insufficient, and the development lags behind.

2.3 Tradition of Management

Most colleges have been following the traditional management mode, even if information technology is introduced, it has not been fully utilized. Low network coverage. Most of the students' information and some problems in teaching still rely on the manual collection of special teachers, the feedback has not been effective

basically, most of the teaching funds are used for human resources and campus culture construction, not aware of the convenience brought by information hardware. Although very few colleges have set up campus network system relatively, but the content and maintenance of which are relatively backward, the school side has no intention to develop, so that the network cannot play a value in the campus.

3. INFORMATION CONSTRUCTION PATH OF TEACHING QUALITY MONITORING SYSTEM IN COLLEGES

3.1 Continuously Improve the Understanding of The Importance of Information Construction of Teaching Quality Management and Monitoring System

In order to effectively improve the teaching quality and fully implement the monitoring system in colleges, first of all, it is necessary for colleges to recognize the importance of the two, so that the management and decision-making level of colleges know the lack of teaching quality and the effectiveness of the monitoring system, so as to independently develop and improve the information campus construction. For example: first of all, the management and decision-making level of the university should have a comprehensive understanding and analysis of the teaching and monitoring system of the University, realize the shortcomings of the University in these two aspects, and then improve the necessity of informatization through analysis awareness [3]. Secondly, in the process of improving the information construction, the managers of colleges should strengthen contact, hold seminars from time to time, share their own experience in the establishment of information networking, say the problems in the construction, and discuss with other colleges, so as to find out the problems and solve them effectively. Finally, colleges should increase the capital investment to the relevant equipment and system when building the network information-based teaching and monitoring system, and give certain resource guarantee, so as to speed up the construction process.

3.2 Constantly Improve the Planning and Design Level of Teaching Quality Management and Monitoring System

In order to improve the planning and design level of teaching quality management and monitoring system in colleges, it is necessary to carry out strict refinement and Analysis on the basis of internal construction, so as to make a scientific construction plan. For example: first, there should be professional technicians to assess the overall teaching of colleges, analyze and evaluate the relevant data, and at the beginning of the design, select individual majors for experiments, and then analyze again according to the results of the experiments. Finally, if the conclusions reflected are effective, they will continue to advance. If the conclusions reflected have certain defects, they should

make a new plan. Secondly, the establishment of teaching system should be based on the specialty and teaching content of colleges, through the combination of advanced network equipment, from classroom to practical training should be considered comprehensively. In the establishment of the monitoring system, the relevant technical personnel should use the information network technology to carry out a comprehensive exploration of the campus area of colleges. The final purpose is to enable the monitoring to cover every corner of the campus, so as to improve the information construction of colleges and improve the efficiency of teaching and management.

3.3 Continuously Improve the Management and Operation Level of Teaching Quality and Monitoring System

In the management and operation level of teaching quality and monitoring system in colleges, managers and builders should pay close attention to the daily maintenance and inspection of teaching equipment and monitoring equipment, and then pay attention to the use of information-based teaching equipment in the classroom and the actual learning situation of students. Finally, the development and construction of colleges cannot be separated from related talents, so colleges should train teachers and school information technology personnel internally, and expand the scope and raise the threshold of recruitment externally, so as to promote the sustainable development of colleges by improving the comprehensive quality of all staff.

4. CONCLUSION

To sum up, the construction of teaching quality and monitoring system in colleges directly affects the future development and construction of colleges. Therefore, the mountain city management decision-makers of colleges should pay high attention to it and implement it based teaching system and monitoring system, so as to promote the sustainable development strategy of colleges.

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Image Presentation and Communication of Socialist Core Values from The Perspective of Media

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Abstract: This paper introduces the hierarchical image presentation and effective communication path of socialist core values from the perspective of new media. In the hope that the image works can influence the audience's way of thinking imperceptibly in the process of communication, and make the socialist core values become the spiritual pillar and common belief of the people, hoping to bring inspiration to the readers.
Keywords: New Media View; Socialist Core Values; Video Works

1. INTRODUCTION

In the process of production, the image products use music, art, clothing and other elements to describe things, with popular, comprehensive and so on, the use of video works to promote the core socialist values, can make the core values of socialism in the masses to enjoy the film and television works at the same time, deep into the thinking of the audience, so as to maintain the social environment of harmony and stability.

2. THE HIERARCHICAL IMAGE OF THE CORE VALUES OF SOCIALISM IN THE NEW MEDIA VIEW OF APPEARS

Since ancient times, the Chinese nation has practiced the same structure of the country, and there is a country that has a home. In the new media view of the use of images to show the core values of socialism is fundamental, in the narrative process of images implanted the correct values, so that the image can truly show the relationship between the individual, society and the country, so that the image works in line with the cultural connotation of the national spirit [1, 2]. The following is mainly through China's first TV means to show the socialist core values in an all-round way. Taking the TV special film "national soul" as an example, this paper expounds the connotation of socialist core values. The work through the upper, middle and lower three parts, in the screening to make the audience feel the power of value.

2.1 Appearance at The National Level
In order to make film and television works conform to the value goal at the national level, in the process of film and television production, we should take the prosperity, democracy, civilization and harmony as the core of building the national image. For example, in the film and television works such as "The Great

War", "The Great Cause of the Founding of the Nation" and "The Great Work of the Party", the director stimulates the audience's love for the country by portraying the image of the patriotic people, so that he can work hard for the construction of today's socialist modern country. In order to carry out the central spirit in depth, the Propaganda Bureau of the Ministry of Central Propaganda and CCTV jointly produced the socialist core values of the propaganda television feature film "The Soul of the Nation". The "Chinese Dream" in order to realize the great rejuvenation of the Chinese nation is the theme, which introduces the historical background and process of socialism, and expounds the connotation of "rich and strong, democratic, civilized and harmonious" by asking questions to different regions, industries and professional groups. Through the way of showing the great achievements of our country in recent years, the work creates an inspiring narrative style, creates an atmosphere of good country, good nation and good people, and stimulates the people's desire to strive for the prosperity, rejuvenation and happiness of the country.

2.2 Appearance from The Social Level
In order to make the film and television works conform to the value orientation requirements of the social level, the film works should start from the aspects of freedom, equality, justice and the rule of law, which reflect the efforts made by our country in the process of modernization development, thus igniting the enthusiasm of the masses to build society. The middle part of "national soul" takes warmth as the narrative keynote of the chapter, takes all people's feelings of fairness and justice as the main line, uses simple and bright pictures, and tells stories of many small people's life changes, so that the masses can understand the efforts made in the process of building a free, equal, just and legal society. Specifically speaking, freedom is the eternal pursuit of human beings. In the spirit of the country, in order to show the protection of the people's "freedom" rights, the director starts with the characters of the urban people who are living in the countryside and the rural people who are wandering the city, and shows the true meaning of freedom through people's pursuit of freedom and the angle that freedom can bring people joy.

2.3 Appearance from A Personal Level
In order to make film and television works meet the value criteria of the individual level, film and television works should be from the perspective of patriotism, dedication, integrity and friendliness, reflecting people's pursuit of a better life. The next chapter of "The Soul of the Nation"

takes citizens to consciously practice the core values of socialism as the main line, and moves as the narrative tone, and arouses the emotional resonance of the audience through the display of the sense of the advanced typical and ordinary masses [1].

3. EFFECTIVE COMMUNICATION PATH OF CORE VALUES FROM THE PERSPECTIVE OF NEW MEDIA

With the development of Internet technology, today's media mode is also changing. In the process of carrying forward socialist core values from the perspective of new media, image works should grasp the opportunities and challenges brought by the changes of the times, and speed up the popularization of socialist core values by uniting the public.

3.1 Seize the Opportunity for The Integration and Development of New and Traditional Media

The communicator McClure once said that one medium is the main content of the other, and that the two complement each other, and that no one medium can exist in isolation. In the current traditional media and new media co-existence, in order to promote the speed of dissemination of core values, video works should understand the concept and way of communication media, in the traditional media to absorb the new media advanced technology at the same time, so that the new media can have the credibility of traditional media, so as to build a communication channel in line with the core values of socialism, so that socialist core values can be in the video works as a carrier, through a variety of communication channels in front of the public, Strengthen the audience's understanding of the core values of socialism. For example, a new media platform provides the masses with an "interactive exchange platform" for the core values of socialism, in which the public can participate in case discussions and scenario simulations around the core values of socialism, which strengthens the people's awareness of the connotation of socialist core values and enhances their enthusiasm for learning and understanding this knowledge.

3.2 Integrate Network Communication Functions to Form Multi-Faceted Communication Advantages

With the rapid development of Internet technology, people gradually get used to obtaining all kinds of information from the network, so in order to expand the spread of socialist core values, film and television works should take the initiative to occupy the position of all kinds of network platforms, and crack down on the dissemination of works that do not conform to the core values, thus creating a harmonious social atmosphere. Because different media have different communication effects, it can break the limitation of time and space to a certain extent to spread the image works containing socialist core values from the perspective of new media. Through the open interactive communication mode, give the audience the right to access the media, so that the film and television works are liked by the audience. Specifically speaking, because the film and television works have strong artistry, appeal and intuition, when the film and television works containing the socialist core values are screened in places such as TV and cinema, they can also be broadcasted on the network platform, so as to expand the scope of screening and audience groups of the film and television works, promote the diversified communication of the socialist core values, and improve the communication effect of information.

3.3 Strengthen the Construction of Core Values Communication Team from The Perspective of New Media

Under the new media view, in order to speed up the dissemination process of socialist core values, relevant departments can build a team with high political literacy and familiar with the laws of new media dissemination. Specifically, the creative team should produce film and television works that can be accepted by the masses and have the core of socialism, and in order to make the core socialist values can be mastered by the audience, the propaganda team should fully grasp the people's preferences for the dissemination of new media and guarantee the positive propaganda of film and television works [2].

4. CONCLUSION

In the report of the 18th National Congress of the Communist Party of China, it was proposed that at this stage, we should strengthen the guidance of socialist core values on social thoughts. Through in-depth study of the core value system, better cohesion of social consensus. The core values of prosperity, democracy, civilization, harmony, freedom, equality, justice, rule of law, patriotism, dedication, integrity and friendliness are deeply rooted in the hearts of the people through the comprehensive transmission of dynamic images, words and sounds.

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The Influence of Network Language on Mental Health Education of Higher Vocational Students and Countermeasure Research

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Abstract: In the network era, the mental health education of college students has been paid great attention by the education department and the people, and the influence of network language as an important part of network culture cannot be ignored. This paper first analyzes the psychology of using network language for higher vocational students, and then puts forward some strategies for the influence of network language on the mental health education of college students, hoping to provide reference for the relevant industries.
Keywords: Network Language; Higher Vocational University; Shrinking Energy; Mental Health Education

1. INTRODUCTION

In the Internet age, the network has penetrated into all aspects of people's lives, but also promote the change of people's way of life, network language as a network communication tool, its appearance not only affects the development of linguistics, but also reflects the mental health of college students, so based on the network language to explore the path to improve the effectiveness of mental health education, its significance is very important.

2. THE PSYCHOLOGY OF USING NETWORK LANGUAGE AMONG COLLEGE STUDENTS

Because the network has the characteristics of concealment, so many people on the network, the use of various forms of network language, to express their own feelings and ideas, so the network language as an entry point to the mental health of college students, has a very high feasibility.

2.1 Personalized Psychology

The age of college students is mostly after 2000. Because of their younger age and distinct personality, they have a negative attitude towards traditional culture and popular culture. Compared with traditional language, network language is more novel, so it is prevalent on the network, which has great appeal to higher vocational students. Thus, the application of network words reflects the psychology of releasing their own personality by college students.[1]

2.2 Recreation and decompression psychology

Language has the attribute of entertainment, in the current social high school students are facing a very big pressure, social development in bringing them a good experience, but also exacerbated their inner sense of panic, and the network has become the best place for them to release the pressure, in order to attract the attention of others and attract the attention of others, they attach great importance to the application of network language. For example: in Baidu paste bar to seek attention, single dogs and other online words appear very frequently. This kind of online language is more humorous and can help them release the pressure.

2.3 Impetuous psychology

Modern society is a fast-paced society, the society is full of impetuous and utilitarian psychology, college students are no exception, they are difficult to bear the heart to read a book and do one thing, the language is the same, network language and traditional language than more concise, a few numbers can represent a complete story, so by the favor of students.

3. MENTAL HEALTH EDUCATION STRATEGY FOR COLLEGE STUDENTS IN THE CONTEXT OF NETWORK LANGUAGE

Through the above analysis, we can analyze the network language can help us to master the psychological situation of students, so higher vocational colleges can take the network language as an entry point and explore the path to improve the teaching effect. To this end, the author put forward the following suggestions:

3.1 Observing the development of network language

In the network era, all kinds of self-media constantly emerging, the glory of traditional media has come to an end, college students have been passive recipients of information, into information publishers. In short, students are free to choose the media and express their opinions according to their own preferences. Therefore, higher vocational colleges should strengthen the observation of students' network language and use it as a basis to judge the current mental health status of students. At the same time, mental health teachers should pay attention to the development of online language, and regularly log on to school forums, post bars and microblogs and other social software, understand the psychological aspirations of students and the views of certain things, and through guidance and education, ease the conflict between schools and students, so as to create a stable and harmonious

campus atmosphere.

3.2 Guide students to use the network language correctly

Sprinklers, key board man has become the villain on the network, and even to some extent, the impact of these people is far greater than the illegal crime of people, but in fact, this kind of person on the network is a lot of people, and most lying young people, and college students are an important force. The main reason is that the education of higher vocational college students is relatively lacking, and the cultural foundation is weak, when expressing views on something, often stand in the wrong position, and the use of words is also very unhealthy, often use some offensive network language, malicious attacks on other netizens, but this way will only deepen their hearts of anger, the impact on their mental health cannot be ignored. In view of this, higher vocational colleges should attach importance to the education of students' cultural literacy, through classroom teaching, so that their language literacy has been improved, and more civilized words can be used in the network expression. In addition, we should also allow students to establish correct ideological values, promote their understanding of the shortcomings of network language, [2]and cultivate their ability to think independently, so that they in the chaotic network environment out of silt without dyeing, clear without demons, and always maintain a health psychological state.

3.3 Building a platform for school and student contact

Stealth is the characteristic of the network, it is based on the existence of this characteristic, leading to some vocational students to the network as an impossible zone, free to express their views, uncivilized language phenomenon is very serious. To this end, higher vocational colleges should build a communication platform between schools and students, build a bridge of communication, so that students in the platform to feedback their own views and aspirations. At the same time, mental health teachers should regularly upload the resources of mental health and network civilization language in the platform, so as to create favorable conditions for students to receive mental health education and standardize the language of network civilization. In addition, the school can invite students as the platform's administrators to meet the students' exercise needs.

It is worth noting that after the construction of the platform, educators should pay attention to the choice of network language when communicating with students, and should not use uncivilized network language, otherwise it will be counterproductive. Teachers are advised to use positive-energy network languages and to ensure that the language is normative.

4. CONCLUSION

In summary, the use of network language lies behind the problems of students' mental health. In view of this situation, it is suggested that higher vocational colleges should give full play to the role of network language in promoting students' mental health education through the application of the above-mentioned strategies by strengthening the observation of the development of network language, guiding students to use the network language correctly and building the contact platform between the school and the students.

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Research on Method of College Teachers Guiding Students Learning Effectively Under Background of Mobile Learning

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Abstract: With the continuous development of science and technology in China, people's communication methods become more and more diversified, and the tools used are more high-tech. With the emergence of computers, mobile phones and tablets, people can enjoy the convenience brought by the development of science and technology. The transmission of data is faster and faster. These changes in life have a huge impact on people. There are not only changes in people's lives, but also changes in people's way of thinking. Education has also changed in science and technology, more in the way of learning and learning methods.
Keywords: Mobile Learning Era; College Teachers; Method Research

1. INTRODUCTION

Mobile learning, as the name implies, is learning on mobile devices, which has subverted the education and teaching methods of the past thousands of years. Students are not learning in a fixed space in the classroom in the school, and can learn at any time according to their own likes and likes, which benefits from the continuous progress of science and technology in China and the development of various high-tech products. How to guide college students to learn in this context is a headache for many college teachers.

2. DIFFICULTIES FACED BY COLLEGE TEACHERS AT PRESENT

At present, the teaching method of our university mainly depends on the students studying in the school. The teacher tells the students to listen in the class and assign homework after class. In this way, teachers are the center, and then students are taught knowledge. Students have no way to play their own initiative in learning in the classroom, only to accept knowledge. Under this kind of teaching mode, students can't form good study habits and the habit of thinking actively. It's the past cramming teaching mode, which can't meet the requirements of College Students' growth at present, and the trained students can't better adapt to the needs of society and work.

For college teachers, because of the high requirements for teachers' scientific research, teachers face a lot of pressure in addition to teaching. They need to teach students in class and do well in scientific research. The school has not fully considered the scientific research of teachers for their teaching tasks. In addition, there are many students in each class at the university stage [1, 2]. It is almost impossible for a teacher to consider whether a student can accomplish the task. Therefore, it is even more difficult for a teacher to mobilize the students' enthusiasm and improve the students' interest in learning. Therefore, traditional teaching is more difficult Learning methods should be abolished in time, and new teaching methods should be put forward in time to make students accept learning more quickly.

3. CHARACTERISTICS OF MOBILE LEARNING

3.1 Flexibility

Now students are basically a smart phone. Smart phones facilitate students' social communication, expand their circle of friends, and strengthen interpersonal communication. Mobile learning can make use of the universality of mobile phones so that every student can have learning conditions and enjoy the same learning opportunities. At the same time, mobile learning is not limited by time and space, and students can study anytime and anywhere. This greatly weakens the inconvenience brought by traditional teaching methods to students' learning, and enables students to invest in learning faster. Now that novel coronavirus pneumonia is rampant, students have to stop classes and stop school. So many schools have launched online learning methods to help students learn at home. This method does not reflect the flexibility of mobile learning, and is not restricted by the school space, so that students can learn at home. Teachers can impart knowledge to students through live broadcast, and will not delay students' learning.

3.2 Convenience

Mobile learning enables students to learn knowledge while enjoying the convenience of Internet. Now cloud network and big data are becoming more and more popular. Students can learn a lot of knowledge on the network. The implementation of NetEase cloud classroom, MOOC and other software applications enables students to query the information they want faster, learn other professional knowledge that they cannot learn in school, and make students develop more comprehensively. Fast query information, our Baidu search engine can query all kinds of information on the network, students can see the knowledge they want through the query, and acquire skills to make learning easier and more convenient.

3.3 Diversity of methods

Under the background of mobile learning, students' learning is not only limited to teachers' teaching, but also a variety of information and videos. Now students can get different knowledge by watching these documents and videos on the Internet. Tiktok and volcano are the latest video games. More and more people download and watch some of the short videos to learn a lot. The emergence of different knowledge software has changed the way students learn knowledge. Some knowledge software makes students enrich their original reserves. Social forums and technical forums sponsored by different people also benefit many students. Because there are some problems that the teachers can't teach in the school, which can only be met by middle school students in the actual operation. When students meet these problems in their real work, they can turn to the God on the forum. They may be senior people or Xiaobai in this field, but they can all come up with solutions for the problems you meet.

4. THE CHANGE OF TEACHING FROM THE BACKGROUND OF MOBILE LEARNING

4.1 Students' acceptance of changes in learning style

What mobile learning brings to students is not only the change of accepting knowledge, but also the change of students' thinking and behavior. Because different from the original teaching method, students' thinking is not limited to a certain way, but more divergent thinking to learn. Because interest is a good teacher. Students know what kind of knowledge they like. After class, they can try their best to learn the knowledge and skills they want through mobile learning. Students are not limited to the knowledge in class. At the same time, mobile learning makes students' communication more convenient. If students are confused, they can ask for help from teachers on various social software. Now teachers usually leave their contact information before class to prevent students from having problems. Mobile learning makes students' learning more convenient and easier, and also shortens the distance between students and teachers. In the past, teachers may be busy with scientific research and it is difficult to see students. However, mobile learning can enable students and teachers to exchange course content anytime and anywhere, strengthen the relationship between teachers and students, improve the quality of teaching, and students are more willing to communicate and learn with teachers.

4.2 Changes in teachers' classroom

Mobile mode adds a lot of vitality to teachers' classroom. Teachers can be closer to the distance between students in the classroom, better communication and discussion with students. Mobile learning makes teachers' teaching tasks easier. Many course teachers can use the form of recording and broadcasting to let students listen to lectures, so as to reduce the pressure of the course and let teachers have more energy and time for scientific research. Mobile learning teachers can also learn from each other's teaching experience, listen to teachers from different colleges and universities, improve their teaching methods, and make their classes livelier and students more like to learn these knowledges. The teacher can set up a learning group after class. The students in the group can ask the teacher questions that they can't help each other, which reduces the pressure of the teacher's curriculum and allows the students to give full play to their autonomy and better carry out independent learning. Mobile learning has brought a lot of changes to teachers' classroom. Guiding students to use mobile learning methods to improve their knowledge level is also a very powerful help for the future development of students.

5. CONCLUSION

The development of science and technology brings people not only changes in life, our life may be more colorful. Technology also makes a lot of difference in our work. With the rapid transmission of data, people's way of thinking is constantly changing. Education has also changed in science and technology, more in the way of learning and learning methods. Mobile learning has subverted the education and teaching methods of the past thousands of years. Instead of learning in a fixed space in the classroom, students can learn at anytime and anywhere according to their own likes. Promoting the mobile learning UI in the current college teaching is just like icing on the cake. The courses are more and more rich, and students' enthusiasm for learning will be greatly improved.

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On the Strategies of Promoting the Integration Between Ideological and Political Education of Universities and Chinese Traditional Culture

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Abstract: The development of excellent traditional Chinese culture names has always been carried out in university education, in which the integration of Ideological and political teaching and excellent traditional Chinese culture is the concern of many educators. Although all colleges and universities have the teaching objectives of traditional culture education, all kinds of reasons lead to the poor effect of the integration of Ideological and political education and Chinese traditional culture. This paper analyzes the specific reasons for this problem and puts forward some suggestions for the integration of Ideological and political education in Colleges and universities to make a contribution.

Keywords: Ideological and Political Education; Excellent Traditional Chinese Culture; Teaching Innovation

1. INTRODUCTION

1.1 It is beneficial for college students to form a good style of work

The traditional culture of our country is the precious spiritual wealth that comes from the historical precipitation and the practice of countless ancestors. It is worth our every Chinese people to learn, inherit and continue to carry forward, especially for the contemporary college students. The teaching of Chinese excellent traditional civilization in high-efficiency ideological and political class enables students to deeply understand the ancient people's moral qualities such as benevolence, self-control and integrity, and internalize them into their own knowledge and experience [1-3]. Through continuous sublimation, students will be able to cultivate their patriotic style and enhance their cultural self-confidence at the same time.

1.2 Help learners form clear life and values

Chinese excellent traditional culture is a higher level of many different cultures. It includes not only ancient poets' poems, but also tea culture, music culture and other cultures, as well as the spiritual food for morality cultivation. Through the integration of Chinese excellent traditional civilization education in the ideological and political classroom, students can establish a correct outlook on life in the process of learning, understand what is the meaning of living and how they should live; meanwhile, in this process, it is also conducive to form a correct value outlook, understand what is important to themselves and what they should pursue.

2. WHAT ARE THE ACHIEVEMENTS OF THE INTEGRATION OF IDEOLOGICAL AND POLITICAL EDUCATION IN UNIVERSITIES AND CHINESE EXCELLENT TRADITIONAL CULTURE

2.1 Backward teaching methods and single means

As far as the current situation is concerned, although China is actively carrying out the reform of education in all grades, the ideological and political education in Colleges and universities still has the problems of backward teaching methods and single teaching methods. In the development of Ideological and political classes in Colleges and universities, most of the teaching courses are knowledge education filled by teachers, while college students are relatively scattered in the classroom, with low participation in the classroom. On the other hand, the teaching method of Ideological and political classroom is relatively single, most of which are teachers' explanation teaching through courseware, and even some teachers' direct oral teaching without courseware, so the teaching results are not ideal.

2.2 The combination method of traditional culture and ideological and political classroom needs to be improved

It is not difficult to find that most universities have the teaching goal of integrating Chinese excellent traditional culture in Ideological and political education, but they have not reached the ideal teaching state in the specific implementation, so the current result of Chinese traditional culture into Ideological and political learning in Colleges and universities is not very ideal. On the one hand, the school emphasizes to strengthen the proportion of traditional cultural knowledge in the ideological and political teaching, but in the specific implementation process, it has not done a good job in relevant aspects. On the other hand, the ideological and political teachers have not changed and innovated their own teaching methods, have not done a good job in the preparation of relevant traditional cultural knowledge, and the students have not really understood why they should learn Chinese culture. To sum up, the university not only needs to have the teaching goal of integrating traditional culture and ideological and political classroom, but also needs to strengthen the teaching of traditional culture from three aspects: the school, teachers and students, find the teaching methods suitable for different classes of students, and

constantly improve and innovate to implement the teaching goal of Integrating Ideological and political teaching of the University and traditional Chinese culture.

2.3 The study of Ideological and political subjects is ignored by College Students

After experiencing the intense high school life, college students will feel a sudden relaxation when they enter the University. They will also reduce their requirements in the classroom. They don't listen carefully when they play mobile phones in class. Some students don't pay attention to the usual study of Ideological and political courses, only rely on sudden endorsement before the examination to avoid hanging up, or learn other professional courses in Ideological and political courses. Generally speaking, college students don't pay enough attention to the study of Ideological and political courses. Schools should first do education from the students, so that they can realize the practical significance of Ideological and political courses and fall in love with the traditional culture of our country.

3. HOW TO COMBINE IDEOLOGICAL AND POLITICAL EDUCATION WITH CHINESE TRADITIONAL CULTURE

3.1 Ideological and political classes actively carry out relevant traditional cultural activities

The ideological and political classroom in Colleges and universities should break the traditional teaching ideas and teaching methods, and educate college students with a developed and socialist attitude. Ideological and political teachers can actively introduce some group activities closely related to traditional culture in the classroom. Divide the class students into several groups equally, and take five to ten minutes for group presentation in each class. The content can be reading traditional cultural poems or classic red songs. On the basis of meeting the Chinese excellent traditional culture, the content of classroom activities should not set specific scope for students to play by themselves. College Students' group is a group full of vitality and creativity. In today's society which pays attention to teamwork, organizing more such classroom activities can not only increase students' understanding of traditional culture, but also enable them to learn the spirit of teamwork in the process of preparing to display content.

3.2 Reward teachers who advocate excellent traditional Chinese civilization

The integration of Ideological and political education and Chinese traditional culture in Colleges and universities is inseparable from the efforts of Ideological and political teachers in schools. Only when ideological and political teachers develop their own ideas and actively explain traditional culture in Ideological and political classes, can they promote the task progress of traditional civilization into Ideological and political classes in colleges and universities. In contrast, schools should take

corresponding measures to reward teachers who advocate Chinese excellent traditional culture ice and actively participate in traditional culture teaching in the classroom, improve their salaries or promote them appropriately. At the same time, we should encourage other teachers to learn from their teaching methods and means like model teachers, so that the majority of Ideological and political teachers can be integrated into the traditional cultural elements in the classroom with a few driving the majority, so as to achieve the purpose of bringing Chinese excellent traditional culture into the ideological and political classroom.

3.3 Create a campus environment rich in Chinese excellent traditional culture atmosphere

Ideological and political teaching is not only in the classroom, but also in all aspects of the campus and society. Students may be infected by the small kindness around them, may also be affected by teachers' behavior, and may also be changed by the college environment. For this, each university campus should build a good campus atmosphere, add the factors of Chinese excellent traditional culture to the campus as much as possible, at the same time, strictly control the words and deeds of teachers in their daily activities, and set an outstanding example for students. In every corner of the school, we can put up some posters about the core views of socialism, set up Campus Culture Corner to tell about our traditional civilization through pictures or stories, etc. At the same time, the placement of these posters can not only be limited to the poster bar in the school, but also let the posters enter the restaurant, the stairs of the teaching building and the library. As long as we work hard, we will be able to create a strong learning atmosphere, and the teaching task of integrating Chinese excellent traditional culture in Ideological and political education will be naturally realized.

4. CONCLUSION

As the top priority of Ideological and political education in universities, traditional culture education is not only conducive to the formation of correct three outlooks, but also helps students to establish socialist values and enhance the cultural strength of our country. The backward teaching methods, the single teaching methods and the improper use of the integration methods are all the reasons for the poor integration effect, which can be improved by launching relevant traditional cultural activities, improving the treatment of teachers advocating excellent traditional culture and creating a campus atmosphere for learning excellent traditional culture.

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Research on the Differences between Chinese and Foreign Cultures in the Teaching of English in Universities

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Abstract: This paper analyzes the differences between Chinese and foreign cultures in the teaching of English in universities from three aspects, firstly analyzes the performance of Chinese and foreign cultural differences, secondly points out the shortcomings in the teaching of Chinese and foreign English in universities, and finally puts forward three teaching methods to eliminate cultural differences between Chinese and foreign countries for reference by relevant educators.
Keywords: College English; Cultural Differences; China and foreign countries; Cross-Cultural Communication

1. INTRODUCTION

Local languages contain local culture, to train students' ability to apply English, relying solely on grammar and vocabulary teaching is impossible to achieve. Therefore, in the actual teaching process, we should add the relevant content of Chinese and foreign culture, design the teaching content from the way of thinking, communication habits and so on, so that students can understand the expression of language.

2. CULTURAL DIFFERENCES BETWEEN CHINA AND FOREIGN COUNTRIES

2.1 Cultural practices

The same things in the context of Chinese and foreign culture there are different degrees of difference, for dishes, China's focus on color, aroma, taste, and foreign countries pay more attention to the combination of nutrition. Usually, the domestic greeting will say " eat? "Where are you going?" "Foreign countries are simple "Hi" and "Morning", if you say hello in Chinese style, you may mistake it for asking about your private life.

2.2 Vocabulary Meaning

In the case of "dogs", it can be seen from certain phrases that dogs are really partners in foreign cultures, such as a lucky dog, love me, love my dog, etc., and that dogs are a metaphor. In our country, the dog is more common domestic pet, but from some words, "dog" often contains derogatory terms, such as dog fight, chicken flying dog jump and so on. In addition, for a certain word, the scope of Chinese and foreign specific reference softens also have a large difference, for example, the word "intellectual" refers to intellectuals, high-intelligence people, in foreign countries simply refers to people with a higher position in academia, and in our country doctors, teachers and other professions can be called intellectuals. For example, the word "owl" is seen by our country as an ominous bird, while in most other countries it is regarded as a bird of high wisdom.

2.3 Aesthetic Angle

In the case of color, for example, red is a symbol of good luck in our country, usually in the image of the meaning, such as lip red-toothed white, big red purple, etc., while in foreign culture, red represents the meaning of death and other derogatory meanings, such as to be in red. In addition, for blue, Chinese feel quiet, refreshing, etc., while in foreign cultures, blue is a negative color, such as in a blue mood, feel blue.

3. THE CURRENT SITUATION OF COLLEGE ENGLISH TEACHING

English is a communication tool, for some countries is the mother tongue, pay attention to listening and reading. In the actual teaching process of our country, most teachers only pay attention to explaining grammar and meaning, and lack the attention of students' feedback.

3.1 Focus areas

In college English teaching, usually pay more attention to students' reading ability, simply is vocabulary, and in some college English exams, translation questions account for the majority of the examination papers, the basic listening questions will be deleted. In addition, influenced by the traditional educational model, students rely too much on teachers and lack the awareness of active learning. In the actual teaching process, teachers and students will focus on the training of examination type questions, in order to pass the final test to learn, failed to use English as a communication tool [1].

3.2 Ignoring differences

There are more students in the university English classroom, and their English level is uneven, and the demand for the purpose of English learning is slightly different. During the classroom teaching, the teacher is the main body of the classroom, adopting the traditional one-way teaching form. At the same time, teachers lack the proper understanding of students, even after teaching a semester, have not been able to remember the names of students. The whole teaching process is basically completed in accordance with the syllabus, for all kinds of grammar, vocabulary is only a simple repetition, it is difficult to improve students' interest in learning, and it is easy to forget what has been learned.

3.3 Teaching content

During the actual teaching of college English, its main content is teaching materials, in order to ensure the final test results, rarely will involve extracurricular content, and because of the speed of book updates, so that students receive most of the content is outdated, the lack of current popular ideas, things, it is difficult to mention students' interest in learning. In addition, students are passively accepted during their studies and lack the opportunity to practice and are unable to teach English as a tool.

4. AN EFFECTIVE WAY TO ELIMINATE CULTURAL DIFFERENCES BETWEEN CHINA AND FOREIGN COUNTRIES

College English teaching should pay attention to the cultivation of students' daily communication ability, if completely off from the cultural background, cannot play a comprehensive role of training, therefore, teachers should pay attention to cultural differences, and penetrate it into daily teaching, to promote students to form a cross-cultural communication awareness.

4.1 The relationship between language and culture education

In order to eliminate the cultural differences between China and foreign countries, teachers themselves should enrich themselves and read the classic books of foreign culture setups and newly published bibliographies. For English is a language, which contains regional culture. English discipline itself should belong to the culture class, but it needs to be taught by language teaching, therefore, in the actual teaching should penetrate some cultural knowledge, cultivate students' sensitivity to culture, in order to enhance their ability of cross-cultural communication. In addition, in the teaching content, teachers should make appropriate choices and pay attention to the cultivation of students' language ability.

4.2 Incorporating cultural differences into teaching

In the actual English teaching period, teachers should integrate foreign culture into it, which can be compared to the same thing, help students to find the subtle differences, and improve students' cross-cultural communication. Take traditional festivals as an example, Christmas is the Spring Festival abroad,

for which teachers can introduce students to the reasons for the formation of the two festivals, the form of celebration and food. In addition, in the classroom teaching, teachers should create language situations for students, such as asking questions, eating, making phone calls and other situations, inviting two groups of students, respectively, in daily communication thinking and foreign exchange two ways to demonstrate, so that students can cut the differences between Chinese and foreign cultures, conducive to the transformation of the exchange of language, but also change the way of thinking [2].

4.3 Help students to accumulate after-school

There are fewer university courses, and most colleges and universities have two English classes a week, when in fact it is not enough for language learning. If teachers want to make use of effective classroom time to let students understand the cultural differences between China and foreign countries is more difficult, therefore, should help students to accumulate outside the classroom. Specifically, teachers can recommend foreign masterpieces that they think are worth reading to students, and they can also allow students to watch songs and dramas that help improve their English proficiency, such as Friends, Modern Family, Vampire Diaries, etc., to help students understand the habits and ways of thinking in other countries. Use various forms to help students understand cultural differences and broaden their horizons.

5. CONCLUSION

Because of the differences between Chinese and foreign cultures, it is difficult for students to improve their actual level of communication in the process of learning English with a conventional way of thinking. Therefore, students should understand cultural differences and express them in English.

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Brand Opportunities and Countermeasures Under Digital Marketing

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Abstract: In recent years, the world has ushered in the Internet era. The powerful communication ability of the Internet provides a basic platform for the development of various industries. The arrival of the digital era shortens the distance between people. It can fully explain the information of various industries in the current society, so that people can understand the social environment without leaving home Under the environment, various industries in China have stepped into the Internet field, hoping to help their products to promote and sell on the network through the characteristics of the Internet, use the Internet platform for cross-border and cross industry cooperation, strive to occupy a place in the Internet closely related to the people, make efforts for their own corporate culture broadcast, and strengthen the core competition of the company Struggle. In the digital age, the new marketing is consumer centered, data enabled, AI driven marketing. The brand that can best grasp the changes of this era has the most opportunity to stand out in the fierce market competition. The new marketing in the digital age is actually to establish a new marketing centered on consumers.
Keywords: Marketing; Opportunities; Digital Age

1. INTRODUCTION

With the vigorous development of the Internet, all walks of life in the world have stepped into the digital era. Due to the convenient and fast characteristics of the Internet, a large number of online marketing groups are urged out. They use the rapidity of the network to launch a huge challenge to the real economy in reality, severely impacting the old entity business model, forcing the domestic digital marketing industry more and more powerful [1, 2]. However, in this context, it provides a lot of opportunities for brand companies. As long as we grasp these opportunities reasonably, there will be a better prospect for you. This paper discusses the marketing means and the opportunities brought by the development of the Internet in the current digital era, hoping that readers can have a general understanding of the current digital era through the author's point of view. This article is for reference only.

2. DIGITAL MARKETING

The so-called digital marketing means that enterprises use the characteristics of Internet, computer communication and other technologies to realize the marketing of enterprise products. The convenient and quick characteristics of network can greatly improve the popularity of enterprise products. Therefore, all enterprises are using network technology, the simplest and most convenient way, to seek new market development, so as to increase consumers and strive to use it the least resources get the most efficient returns, as Figure 1.
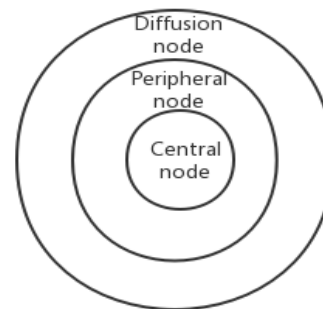
Figure 1. Schematic diagram of brand node type

The foundation of digital marketing is the support of database. Through a variety of communication channels, such as telephone, SMS, email, fax, network, etc., to achieve the improvement of marketing accuracy, In the early stage of digital marketing, digital marketing is often regarded as a new form of sales means, which is relatively single and lacks the development of the future. However, by 2003, digital marketing has achieved great success, gradually recognized by the public and gradually understood its future, I also understand that digital marketing can adapt well in all walks of life. Now, if the traditional enterprises want to realize the digital sales, they must carry out a series of work around the digital sales, change all the traditional and backward marketing ideas, models and strategies, and achieve the new enterprise idea of digital management, production and manufacturing, and digital marketing. Among them, digital marketing, as an important part, can help enterprises obtain higher profits in the current competitive market environment. In the traditional mode, as long as the revenue exceeds the cost and labor cost, it can meet the demand, which leads to the slow development and low production efficiency of the enterprise. If you want to change the shortcomings in the traditional mode, you need to constantly innovate the enterprise structure, such as digital marketing, which is an innovation of sales means, which brings the enterprise efficient sales results and excess economic benefits, Can make an enterprise get a steady stream of development power. In fact, the emergence of digital marketing is not only a reform of sales means, but also contains more ideas and concepts. It integrates a huge sales system of target marketing, direct marketing, decentralized marketing, customer-oriented marketing, two-way interactive

marketing, remote marketing, virtual marketing, paperless trading, and customer participatory marketing, with its huge fault tolerance and novel sales Mode leads the pace of sales mode in the current era [1].

3. OPPORTUNITIES UNDER DIGITAL MARKETING

3.1 Integration

Digital marketing realizes the close integration with customers in the sales process, can respond to the personalized requirements put forward by customers at the fastest speed, realize the sales and after-sales service in the whole sales process, optimize the whole sales system, and become a new sales channel. In addition, when enterprises use the Internet to carry out marketing activities, it can also ensure the unity of design planning and coordinated implementation, so as to avoid conflicts caused by inconsistent publicity and sales content in the sales process.

3.2 Personalized Service

Digital marketing can also screen products according to customers' requirements and help customers make choices according to customers' personalized requirements; it can also make professional recommendations for each user according to their daily preferences and habits to increase the possibility of customers' consumption, which can achieve the same intuitiveness as traditional sales and reduce labor costs, greatly improving the company Income.

3.3 More Variety Information

The Internet has a rich form of product expression. It can observe its specifications, technical indicators, warranty information, use methods and other aspects according to the name of the current product. It can also solve some more complex difficulties of customers by establishing a manual customer service channel. Customers can also watch various information words by themselves to enhance customers' understanding of the product.

3.4 Greater Choice

In reality, in the daily work of the shop, because of the problem of the shop area, there are too many goods that the shop can't put down, and the digital marketing method will not have this problem. Through the intuitiveness of the network, the products can be clearly displayed, so that the extra expenditure on the shop rental can be reduced, and all the products in the enterprise can be intuitively displayed in the eyes of the customers Front.

3.5 Control of Publicity Cost

As a means of marketing in the new era, digital marketing has a very obvious advantage, that is, the optimization of the means of publicity. When traditional enterprises are still taking time and effort to publicize through traditional schemes, digital marketing has been promoting their products quickly and intuitively through the network and other media, greatly reducing the expenditure on publicity costs and attracting the attention of a large number of customers [2].

4. THE STRATEGY OF BRAND OPPORTUNITY DEVELOPMENT IN THE ERA OF DIGITAL MARKETING

4.1 Strengthen the Self Supervision of Enterprise Brand

When enterprises are facing the new era, they often have various problems, big and small. In the key period of brand reform, enterprises should strengthen the supervision of their own internal members, For the internal management should play a leading role.

4.2 Pay Attention to The Development of Enterprise Brand

Under the background of the digital era, the competition environment of enterprises is severe. If they want to break through, they need to have enough hard strength. For consumers, the quality of goods, the stability of price and the maintenance of supply are the key to remember the enterprise. In order to improve the development of enterprise brand, they need to start from these aspects.

5. CONCLUSION

The arrival of the digital era has brought a large number of opportunities for the development and growth of enterprises. How to grasp the opportunities in the era and make use of them requires your continuous efforts.

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Research on The Construction Of 3+2 Segmented Training Course System of Pharmacy Higher Vocational and Undergraduate

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Abstract: Pharmaceutical industry has been continuously improved in recent years. Its development can not only improve people's quality of life, but also promote the improvement of health level. In the development of the country, high-quality pharmaceutical technical talents are needed. The "3+2" segmentation of higher vocational college undergraduate course can promote the cultivation of pharmaceutical talents, construct the curriculum system of segmented training, improve the quality and level of teaching, make the teaching mode more close to the needs of modern society, meet the needs of the sustainable development of pharmaceutical industry, and provide the guarantee for talents. According to the current situation of "3+2" segmented development of pharmacy higher vocational college undergraduate course, this paper discusses the practical background of segmented training implementation, positioning the training objectives and positions, promoting the construction of "3+2" segmented training curriculum system, so as to achieve the training of pharmaceutical professionals.

Keywords: Pharmacy; Higher Vocational and Undergraduate "3+2"; Segmented Training; Curriculum System

1. INTRODUCTION

To improve people's living standards and health quality will be an important strategy and task for the development of healthy China. In recent years, the development of medicine in China has been rapidly increased, which is higher than the average level of GDP, realizing the development of medicine industry, and is one of the industries with better prospects in the current national economy. With the reform of the education system, it has made a certain impact on the education industry, changed the traditional teaching methods and systems, focused on building the teaching system, promoting the effectiveness and scientific of the curriculum system, and realizing modern education. In the planning of modern vocational education system construction, the Ministry of education clearly stated that it attached great importance to the cultivation of technical and technical

talents. At the same time, we should strengthen the investment of teaching methods such as applied technology, promote the construction of curriculum system, and train high-quality talents [1-3]. In the current teaching system, professional schools mainly include secondary vocational, vocational, application-oriented undergraduate and professional degree talents at all levels. Based on the current situation of education, combined with the characteristics of education and the demand of pharmacy for talents, we take a targeted way to build curriculum system and promote the training of professional talents

2. THE PRACTICAL BACKGROUND OF THE IMPLEMENTATION OF 3+2 SEGMENTED TRAINING OF MEDICAL AND PHARMACEUTICAL SPECIALTY

It is necessary to carry out "3+2" segmented training of pharmaceutical specialty, which mainly depends on its realistic background. First of all, there are still imbalances in the current professional setting of teaching and education system. The curriculum system mainly focuses on chemical drugs, so there are limitations in the scope of teaching services. It is necessary to strengthen the comprehensive training of talents and promote the cultivation of high-quality talents. Secondly, there are some defects in the education of pharmaceutical care talents at the grassroots level. The current development trend of pharmaceutical education is mainly to cultivate pharmaceutical care talents with pharmacists as the main body, which is a widely used education mode in the world. However, in the education system of pharmacy in our country, there is a phenomenon of derailment with the international, which leads to a certain distance from the international pharmaceutical training mode and cannot meet the needs of the society. There are some deficiencies in the structure of medical knowledge, which affect the development of pharmaceutical industry, are not conducive to the cultivation of comprehensive talents, lead to the phenomenon of "know medicine but not know medicine", and affect the integrity of pharmaceutical development. In addition, the segmented training is the inevitable way to build the overpass for the development of higher vocational students. Although the course system of segmented training has been developed a lot, and gradually tends to be mature and perfect, but because of its late development in pharmaceutical education, there are

shortcomings, so it is necessary to strengthen the practice and running in of the connection of pharmaceutical courses. The implementation of higher vocational undergraduate training, building an overpass for the development of students, promoting the multi-level and all-round development of students, is conducive to the realization of personal value of students, providing more development space and employment opportunities for students, to a certain extent, promoting the cultivation of pharmaceutical talents.

3. 3+2 SEGMENTED TRAINING OBJECTIVES AND POSITION POSITIONING OF PHARMACEUTICAL SPECIALTY

Undergraduate "3+2" and university have different characteristics, which are "the same level but different level" and "the same level but different level". Therefore, in the process of segmented training, it is necessary to effectively link up different education types and school levels according to the phenomenon of pharmacy, promote the construction of education system and the renewal of education concept, and realize the leap forward development of pharmaceutical professional training. The construction of the "3+2" segmented training curriculum system should focus on the establishment of the "3+2" segmented training objectives, the correct positioning of their positions, the formulation of talent training programs, the promotion of the rational distribution of teaching resources, the integration of resources of undergraduate, higher education and Vocational colleges, the pursuit of advantages and disadvantages, the complementary advantages, the strengthening of learning and cooperation between both sides, the effective use of resources, and the increase of resources Strengthen the advantages of personnel training, promote the rationality of curriculum system design, and realize the implementation of phased training of Higher Vocational and undergraduate education. In the process of "3+2" training, we should make clear the key points of training, target the target, teach students according to their aptitude, carry out the overall design, subsection implementation and reasonable connection of the course, promote the overall improvement of students' knowledge system level, meet the needs of modern teaching development, formulate a unified course standard, combine the course content with the current industry development, and realize the unity of teaching and employment Physical transformation. The key goal of cultivating high-quality skilled talents is to make them professional and managerial, so that they can meet the needs of the development of pharmaceutical industry and promote the development of pharmaceutical industry.

4. 3+2 CONSTRUCTION OF SEGMENTED TRAINING COURSE SYSTEM

The construction of the training curriculum system should be based on the goal of talent training and position orientation. In the construction, we should pay attention to the cohesion of the curriculum system, promote the cooperation of the school, promote the training of professional talents with the help of experts and teachers, make the construction of the curriculum system focus on the training of students' professional ability, promote the reform and innovation of the teaching mode, and strengthen the innovation Application of knowledge, new technology and new methods. Follow the principle of the front and back courses, according to the characteristics of students, promote the personalized development of students, develop training programs suitable for the development of students, improve the education curriculum system, based on the objectives of the curriculum, carry out the training of students in stages. Combined with the concept of modern education, we should attach importance to the cultivation of students' quality and ability, and meet the goal of talent cultivation.

Highlighting the practical, practical and professional characteristics of higher vocational education, promoting the expansion of its courses and the implementation of professional courses, strengthening the practice of courses, cultivating the practical ability of students and promoting the employment of students will directly affect the quality of talents. For example, in the major of pharmacy, students are required to carry out practical operation, improve professional skills, apply to the courses of professional and comprehensive training and productive training, strengthen the training of students, so that students can complete the comprehensive process of drug production, marketing and use. Strengthen the pharmaceutical service skills of students, enable students to master the skills required by the complete post, promote the formation of students' independent learning ability and creativity, so that students can have the ability of innovation, and better apply to the pharmaceutical employment and practice process.

5. TEACHING ORGANIZATION IMPLEMENTATION AND QUALITY ASSURANCE

The implementation of teaching organization and quality assurance is the key link in the teaching process. It can guarantee the level of teaching and the effective implementation of educational measures. Promoting the implementation and assurance of teaching organization will play an important role in the development of pharmaceutical education industry. In the process of teaching organization and implementation, it is necessary for colleges and universities to improve the professional level of teachers, promote the integration of teachers and segmented training objectives, strengthen teachers' professional ability and education awareness, promote the improvement of teaching organization ability, and ensure the implementation of teaching work. To carry out professional training for teachers, strengthen the construction of teachers' team, promote the development of students with the strength of teachers, and play a guiding role in the employment and skill improvement of students. To achieve the whole process and all-round improvement of teaching quality has a certain role in supervision of Teaching [2].

Secondly, improve the monitoring system of teaching quality, set up a teaching supervision group to monitor the quality of the process of talent training, promote the supervision of students and teaching process, improve the quality of education, provide timely feedback for teaching quality, promote the timely improvement of education problems, and improve the quality of education by improving the relevant systems in teaching, such as the listening and evaluation system, student evaluation system, etc Quantity is guaranteed.

6. CONCLUSIONS

The development of pharmaceutical industry plays an important role in the society and the people. To promote the development of pharmaceutical industry, we need to cultivate pharmaceutical professionals. The "3+2" segmented training of pharmacy higher vocational college undergraduate needs to build a reasonable curriculum system for talent training and strengthen the practice of the curriculum system. Through the positioning of the training objectives and positions, promote the construction of the training curriculum system, and promote the cultivation of pharmaceutical talents.

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New Ideas of Chemical Experiment Teaching Reform in Pharmacy

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Abstract: At present, chemistry experiment teaching in our country mainly includes theory teaching, especially for medical students, we should actively exercise their own practical ability, and start from basic courses. As a medical teacher, we should improve the quality of students, and use scientific and effective methods to select high-quality talents, so as to better improve the level of experimental teaching when guiding students to complete their study. Therefore, this paper mainly studies the new ideas of chemical experiment teaching reform of pharmaceutical specialty, in order to provide reference for practitioners.

Keywords: Chemical Experiment; Teaching Reform; Experiment Competition

1. INTRODUCTION

Because chemistry is a subject based on experiment. At the same time, the main content of chemical experiment demonstration is not only to train students to have scientific thinking literacy, but also to train students' practical ability. The drug itself is a chemical substance, its chemical structure and properties determine the effect of treatment. At this time, the pharmacological action of individuals should be based on the study of chemical properties. With the progress and development of human social sciences, there is a closer relationship between pharmacy and chemistry [1-3]. The first mock exam should be based on the theory of chemistry. The students of pharmacy should have higher requirements for their own theory and experiment. However, the traditional chemistry experiment teaching is rather old and difficult to innovate. So, how to improve the experimental level of students should be based on competition, and based on this, we should complete the task of teaching reform in the experiment. And in recent years, the continuous development of chemical experiment competition is to improve the practical ability of students. In recent years, when the pharmaceutical professionals in our country carry out the chemical experiment competition, their purpose is to cultivate their own innovative consciousness, promote the training mode of higher education talents, actively mobilize the learning initiative of college students, and to a certain extent, improve the students' practical ability and interest in chemical experiments. In addition, the College of pharmacy will organize some chemical experiments on a regular basis, and now

students majoring in clinical medicine and health inspection need to participate. And the students with excellent performance will participate in provincial or even national experimental competitions on behalf of the school. At the same time, students can develop their own practical ability in such a competition process, and can operate more standardized in the experiment. Generally speaking, the content of chemistry competition mainly includes experiment theory and experiment operation, and experiment theory includes chemistry theory knowledge and practice operation standard, etc. The experimental operation test is based on the basic ability of chemical experiment, experimental design and data collection, and further analyzes the experimental report. Colleges and universities also need to cultivate students' attitude of exchange and learning, and let students master basic experimental technology, and provide students with a platform for exchange and learning [2]. In the development of these years, the following experiences can be summed up in the chemical experiment teaching of pharmacy specialty.

2. MAKE A COMPREHENSIVE AND UNIFIED SYLLABUS

For chemistry, it includes the following contents: Organic Chemistry, inorganic chemistry, analytical chemistry and physical chemistry. There is no uniform requirement and standard in the experimental syllabus for a long time. At the same time, the experimental teaching plan often changes with the teaching plan, so with the development of the curriculum, the learning content will overlap. For example, when the inorganic chemistry experiment is completed, it will also be included in the analytical chemistry. In the experiment of learning inorganic chemistry, the freezing point decreased, which was also mentioned in physical chemistry. Therefore, in the process of completing the experiment, the course designer should not separate the experiment content, but seek a unified time arrangement, and actively sort out the key and difficult points of teaching. At the same time, the focus of teaching in China's medical college is to actively adjust the usual teaching work according to some problems in the experiment competition. At the same time, teachers can actively adjust the content of experimental teaching, and strengthen the connection between various courses in the later stage of the experiment. In the process of analyzing inorganic experiment, we need to add some synthetic experimental content and complete the analysis process. For example, when teachers analyze the content of some APIs in the experiment, such as vitamin B12, they can continue the synthesis experiment in these

two days through the organic experiment, and to introduce the location content of ternary interaction in the physicochemical experiment, they also need to further enhance students' understanding and understanding of professional knowledge through the research of these experiments.

3. TAKING THE COMPETITION AS AN OPPORTUNITY TO STIMULATE STUDENTS' INTEREST IN EXPERIMENTS

As a contemporary college student, not only to learn a wide range of knowledge, but also need to have a certain degree of innovation and practical ability. In order to be efficient, students need to organize themselves to participate in the experiment competition, and gradually realize the importance of chemical experiment, so that students can realize that chemical experiment is not simply repeated and operated, but mainly based on enriching students' imagination and logical thinking, so as to further promote students to learn all-round knowledge. In this way, when college students go out of the school to work in the laboratory of the University, they can have a certain ability of communication and cooperation. In this way, students can have a strong enthusiasm for scientific research, and can infect students around such classroom experiments, which has more important significance.

4. STRENGTHEN THE FOUNDATION AND CLASSROOM THEORY TEACHING

Students want to get good results in the competition. Usually in the classroom to complete more training and exercise, and learn more classroom knowledge. If there is no accumulation of theoretical knowledge, and only a simple experiment, it will only be a castle in the air difficult to implement. Then, in the daily classroom teaching, students should listen to the principle explained by the teacher carefully, and make some mistakes. It is also necessary to complete all kinds of experimental operations under the guidance of teachers' theory. Therefore, college teachers need to do some preparation and review work in the theoretical class. For example, when explaining the two-component two-liquid phase diagram in physical and chemical experiments, teachers can review the organic experiment of measuring melting point by micro method in advance, and teach students to process the experimental data in error analysis. In this way, students can not only learn knowledge, but also consolidate their knowledge in daily teaching.

5. PAY ATTENTION TO THE NORMAL OPERATION OF EXPERIMENTS

In the process of experiment, students should have

good habits and form them naturally. In the chemistry competition, a complete laboratory needs to have experimental design device solution preparation and report composition, which not only requires a lot of time, but also requires students to take this seriously. At the same time, teachers should also refine the scores in the competition according to the reformed experimental teaching methods, and decompose the experimental operation requirements into each step of each experiment. Before class, teachers should prepare lessons in a unified way and integrate all kinds of experimental operations in the class. In this way, when students do experiments, teachers can better guide students. However, when their students are doing the experiment, the teacher's guidance on the side needs to avoid too much interference, so that the students' experiment can point out the actual operation of the students according to the scoring standard after the experiment is finished, so that the students can really realize the significance of the standard operation, so that the long-term past training will enable the students to have good experimental literacy, and be able to provide the students with good experimental literacy in the future Development provides the foundation.

6. CONCLUSION

In summary, the experimental curriculum reform is a systematic work, which requires teachers and students to participate and pay together. When students actively participate in the chemical experiment competition, they can also improve the quality of chemical teaching to a certain extent, but in the competition, they also need to weaken the competition utilitarian psychology of students, in order to let students really learn knowledge and gain the ability to improve, under the premise of cultivating students' creativity, further promote the quality of chemical teaching of pharmaceutical specialty.

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Research on The Construction of Multi-Directional Practical Teaching System of Physical Education Major

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Abstract: We often say that the body is the most important capital of revolution. Only with a strong and healthy body can we live a good life. Our motherland is like a big garden, and students are the most delicate flowers and seedlings in this big garden. We should protect them, love them and make them grow up healthily and happily. Physical education is the education they must accept in the process of growing up. In this paper, the author focuses on how to build a multi-faceted practical teaching system of physical education.

Keywords: Physical Education Major; Multi-Faceted Practice; Construction of Teaching System

1. INTRODUCTION

Physical education may be the eternal theme of improving students' physical quality. Because physical education is related to the future of mankind. Without physical education, there will be no bright and strong future for mankind. Physical education is the field we need to focus on when we study physical education major, because we bear the major responsibility of students' physical education. Without physical education, the school will lose its soul and the world will become lifeless. Physical education is of great significance to the growth of students [1-3]. The correct use of physical education can enhance the students' body coordination ability, help their body growth, and enable them to have a healthy and strong physique in the future. Therefore, as a physical education teacher, in the teaching work, we should take ourselves as the origin, the school as the radius, according to the thought spirit of strengthening students' physical quality issued by the Department of education, build a multi-directional practical teaching system.

2. WHAT ARE THE FEASIBILITY OF BUILDING A MULTI-FACETED PRACTICAL TEACHING SYSTEM

2.1 Meet the Requirements of Quality Education for Physical Education Workers

With the changes of the times, people's ideas of education have changed greatly, and more and more people begin to pay attention to physical education. This is not only a great opportunity but also a great challenge for our physical education workers. The school is the requirement of deepening quality education and the "main battlefield" of improving students' physical quality in an all-round way. The school plays an important role in the construction of physical education major and multi-dimensional practical teaching system. There is no doubt that teachers play an important role in guiding students in physical education. Having a physical education teacher who is responsible for the progress of ideas and ideas will have great and indelible contributions to the growth of students. Only in this way can teachers cultivate high-quality talents with independent thinking ability, innovative development ideas, strong practical ability and high physical quality, and become pillars of our country in the future, contributing to the establishment of a socialist modern country.

2.2 Meet the National Demand for Physical Education Talents

In the teaching activities of physical education, physical education teachers can be said to be the most reliable friends of students, but sometimes physical education teachers for physical education randomness is too strong. In order to be a qualified PE teacher, it is not enough to simply love PE teaching major, but also need to have a thorough understanding of students' thinking mode, habits and correct education methods. However, due to people's wrong understanding of the profession of physical education teachers, many people will not contact the physical education major, so qualified physical education teachers are relatively lacking, and after full of theoretical knowledge and rich working experience of physical education teachers, even less. Therefore, in the current stage of physical education, the teaching activities carried out by teachers sometimes do not conform to the psychological and physiological laws of students, and are often carried out by teachers according to their own understanding of physical education. And the randomness of teaching activities is too strong, which may cause adverse effects on the healthy growth of students, which may not be significant, but if there is a better way of teaching activities, why don't we choose?

3. HOW TO BUILD A MULTI-FACETED PRACTICAL TEACHING SYSTEM OF PHYSICAL EDUCATION

3.1 Make the School Realize the Importance of Improving Students' Physical Quality in Physical Education Class

In the case of the urgent need for the development of students' physical quality in schools, in the face of the neglect of some schools, the national education department

should act and take relevant measures to encourage schools to recognize the importance and necessity of good physical quality for students' growth. The Ministry of education should also strengthen the irregular inspection of the physical quality training in physical education classes, go deep into the students, and actively investigate whether the school has carried out the physical quality training according to the deployment of the higher authorities. If some schools turn a deaf ear to the relevant policies, the Ministry of education of the people's Republic of China should severely punish the leading groups of these schools, so that they can realize the importance of the state on the cultivation of students' physical quality, and actively carry out the relevant teaching activities on physical quality in the campus. Strive to make students not only learn the relevant knowledge of sports, but also exercise their physical coordination ability in class.

3.2 Improve the Professionalism of Pe Teachers Through Various Ways

There is no doubt that physical education teachers can guide students. If the professionalism of teachers' teaching cannot be guaranteed, the quality of teaching in the classroom is unknown. For the lack of professional physical education teachers, the national education department should also pay attention to, can be mobilized funds, let these teachers to participate in learning to improve their professional physical education teaching. In the process of cultivating students' physical quality, teachers should also learn to objectively analyze students' knowledge structure and ability to understand things, so as to train students' physical quality in a targeted way. We should create a better learning environment, so that students are in the leading position in the classroom. We should always focus on students' reasonable use of different ways and methods, and guide students to advance towards the goal of improving their physical quality. Only by adopting similar measures can all the students in our country receive the training and education of good physical quality, obtain the excellent opportunity of all-round development, and move towards a bright and brilliant life path. Therefore, as a physical education teacher, we should try our best to provide students with a professional learning classroom, so that students can learn valuable learning content in the classroom.

3.3 Linking Physical Education Teaching Content with Social Reality

At present, the development of our national sports team is more and more prosperous. There are many sports champions and sports stars emerging in our country, such as Zhang Jike, who won the Grand Slam of the table tennis team, Fu Yuanhui, who is optimistic and optimistic about the women's swimming team and doesn't remember the results. Their appearance makes more and more people begin to pay close attention to our country's sports, and they are keen to participate in these sports. Therefore, in the process of physical education teaching, the introduction of some dazzling sports stars and classic practical cases makes students have greater interest in sports in the classroom, and realize the necessity of sports activities for their own lives. Therefore, students will deeply realize the importance of learning physical education, and will also learn the course of physical education with a more positive attitude. In such a learning process, they not only improve their academic performance, but also more conducive to the overall development of students' quality. However, if the PE teachers only teach the relevant theoretical knowledge of PE teaching seriously, but can't closely contact with the actual progress of PE in our country, such a class can't arouse the resonance of students, and it will not make students realize the importance of this course. Therefore, in the teaching, we should actively contact with the specific reality of the students, in a new way for students to present a colorful sports classroom.

4. CONCLUSION

There is no doubt that students are the pillars of the country in the future. It is our responsibility and obligation as a physical education teacher to improve the physical quality of students. Therefore, we should do our best to contribute our own strength to the children of our country for the future of our country.

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The Role of The Communist Youth League in The Ideological and Political Education in Higher Vocational Colleges

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Abstract: The ideological and political work of higher vocational colleges is related to the fundamental problem of talent training. The Communist Youth League of higher vocational colleges can provide students with a sense of belonging and growth space through organizational form, and provide students with a platform for self-development. By educating students, serving them and providing them with broader development space. Therefore, in the new situation of "big ideological and political", the Communist Youth League of higher vocational colleges can make full use of its own advantages in the ideological and political education of college students, and play the role of the Communist Youth League, which is of great significance to the ideological and political education of students in higher vocational colleges.

Keywords: Higher Vocational Colleges; Communist Youth League Organization; Ideological and Political Education; College Students

1. INTRODUCTION

As the assistant of the party, the Communist Youth League has become an advanced youth organization led by the party. In the youth education, it plays an important role in the ideological and political education of youth, and shoulders an important responsibility and glorious mission. Since the eighteen CPC Congress, general secretary Xi Jinping has been paying close attention to the growth and development of young people, attaches great importance to the work of the Communist Youth League, personally instruct the reform and deployment of the Communist Youth League, launches youth development plan, and puts forward new requirements for youth education. General Secretary Xi Jinping has made profound answers to a series of important theoretical and practical issues, such as How to train young people, how to educate young people, etc. The party has raised the awareness and attention of the party and the Communist Youth League to a new historical level. In the new situation, the party has also pointed out the direction of Ideological and political education for young college students [1-3]. Higher vocational colleges should continue to deepen their understanding of the organization of the Communist

Youth League, thoroughly study and understand the important instructions of the general secretary and the Party Central Committee and the requirements for educating young people, focus on the overall situation, clear objectives, and give full play to their role in the ideological and Political Education of college students

2. THE IMPORTANCE OF THE COMMUNIST YOUTH LEAGUE IN HIGHER VOCATIONAL COLLEGES TO THE IDEOLOGICAL AND POLITICAL EDUCATION OF COLLEGE STUDENTS

2.1 The System Design of The League School Organization Is an Important Part of The Modern University System with Chinese Characteristics

Under the unified leadership of the party, the overall reform of the Communist Youth League has been promoted in an orderly way, and the Communist Youth League organizations in higher vocational colleges have been constantly carrying out reform and innovation, constantly strengthening their work and construction, and further improving their own grass-roots organization system. Under the leadership of the Party committee of higher vocational colleges, the League school organization work system led by the "one heart, two rings" model has gradually formed, That is to say, the student organization with the guidance of the Party committee of higher vocational colleges as the premise, the Youth League Committee as the center and hub, the student union as the platform of self-management, education and supervision for the students of higher vocational colleges, and the student association and relevant student organizations as the peripheral expansion organizations. This system design can meet the basic requirements and important instructions of the Party Central Committee for the work of young students, is also one of the important contents of the modern university system, and is the embodiment of socialism with Chinese characteristics. It enhances the attraction and cohesion of the Communist Youth League to the students of Higher Vocational Colleges, and plays an important role in practical education.

2.2 Ideological and Political Work Is the Main Work of The Communist Youth League in Higher Vocational Colleges

According to the requirements of the Party Central Committee, the Communist Youth League should firmly grasp the correct movement direction of Chinese youth in the new era. On the road of building socialism with Chinese

characteristics, it should constantly establish the ideals and beliefs of youth to realize the Chinese dream, be able to work closely around colleges and Universities in accordance with the requirements of the party, and serve the overall situation of the development of higher education. Higher Vocational Colleges of the Communist Youth League should unswervingly do a good job in the ideological and political construction of Chinese youth, regard them as reliable successors of socialism with Chinese characteristics, unswervingly do their own work, and reflect the ideological and political education of students in the basic work of the Communist Youth League, campus characteristic cultural activities, voluntary services and other large-scale activities to ensure the Communist Youth League The ideological and political work of the Communist Youth League has always been carried out, and the requirements and instructions of the CPC Central Committee and the Communist Youth League for the Communist Youth League in Colleges and universities have been fully implemented.

3. PROBLEMS IN IDEOLOGICAL AND POLITICAL EDUCATION OF THE COMMUNIST YOUTH LEAGUE STUDENTS IN HIGHER VOCATIONAL COLLEGES

3.1 Insufficient Ideological Connotation

In the daily work of the Communist Youth League of higher vocational colleges, various activities have been carried out in the aspects of basic work, campus characteristic cultural activities and volunteer services, with various forms. However, some activities are relatively lack of ideological connotation, which makes it difficult for students to form a deep understanding of the ideological concepts and values. For example, the Communist Youth League and the student union regularly organize and carry out various activities, but the activities end after the end of the campaign. They did not sublimate to ideological guidance, which did not form a complete way to serve and educate students. In short, the Communist Youth League is to serve the growth of students, but also to protect the legitimate rights and interests of students. The purpose is to enable students to learn the real noble character, form the three views of correct treatment, have a correct understanding of the leadership of the Communist Party, understand and identify with the socialist system with Chinese characteristics, support the path of our party, and become A reserve force for China's development.

3.2 The Construction of Network Position Needs to Be Further Strengthened

With the rapid development of the Internet, especially in the daily life of college students, mobile Internet has become an indispensable part. Mobile Internet is an important source of information for college students, and also an important ideological Distribution Center for college students. To a certain extent, the way of life, learning and social contact of students in vocational colleges depends on mobile Internet. By learning and mastering the mobile Internet, teachers can better communicate with students. If they are disconnected from the Internet, they will also increase the difficulty of communication with students. The Communist Youth League of higher vocational colleges also has a deep understanding of this, so it also improves the strategic transformation speed of the new network media. However, the online education mode is relatively simple, which is often through cramming education and preaching education to carry out the ideological and political work of students, which is very unfavorable to the work.

4. THE ROLE OF THE COMMUNIST YOUTH LEAGUE IN THE IDEOLOGICAL AND POLITICAL EDUCATION OF COLLEGE STUDENTS

4.1 Play the Leading Role of Organizational Thought

The Communist Youth League is not only a bridge between the party and the members of the Communist Youth League, but also a powerful assistant of the party. It has strong political and organizational advantages. The Communist Youth League of higher vocational colleges should give full play to its organizational role and deepen its ideological guidance while organizing colorful campus activities. The Communist Youth League organizations in higher vocational colleges should adhere to the construction and leadership of the party, stand at the commanding height of ideals and beliefs, organize learning seminars and students to share and exchange, further guide students to master the purpose and significance of activities, so as to carry out real education for students through activities, and provide a complete road for serving and educating students.

4.2 Play the Educational Function of Network Culture

The Internet makes the cultural life of college students get rich, loved by college students. For the Communist Youth League organizations in higher vocational colleges, we should use the Internet platform to promote new ideas, new ideas and positive energy, and play an important role in the ideological and political education of college students. This is also one of the important works of the Communist Youth League organization in Colleges and universities. Therefore, the Communist Youth League higher vocational colleges should keep pace with the times, strengthen the construction of network platform, establish their own "online Communist Youth League", continuously strengthen the ideological and political education of college students, and make the ideological and political education work innovative. For example, the Communist Youth League organizations can use new media and new technologies to make education more vivid, create new carriers for the ideological guidance of the Communist Youth League organizations, and devote themselves to providing better ideological and political services for young people, and strive to organically combine ideological work online and offline.

5. CONCLUSION

Cultivating talents and building talents is the basic requirement for the sustainable development of China. As the mass organization of advanced youth students under the leadership of the Communist Party, the Communist Youth

League organization of higher vocational colleges must adhere to the guidance of Xi Jinping's socialism with Chinese characteristics in the new era, fully combine the actual development of higher vocational colleges, and give full play to the organizational role of the Communist Youth League in the ideological and political education of young people. In the work of the Communist Youth League, the ucpc and the League school organization will further deepen the ideological guidance, actively embed and closely combine the cooperative education mechanism of the first and second classroom, master the initiative of the network public opinion, give full play to the education function of the network culture to the students, adhere to the moral construction, constantly adapt to the new situation of the education reform and development, and closely focus on the cultivation The goal of the new generation who can play an important role in the national rejuvenation is to strengthen the important role of the Communist Youth League in the ideological and political education of vocational college students.

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Research on The Cooperative Training of Maritime Talents Between China and Panama

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Abstract: Since the establishment of diplomatic relations in 2017, Panama and China have strengthened strategic mutual trust and carried out all-round mutually beneficial cooperation in various fields. As we all know, Panama is a big maritime country, and China is also convenient for maritime transportation. Therefore, strengthening maritime cooperation between the two sides is their common need. This paper mainly focuses on the cooperative training of maritime talents between China and Panama for reference.

Keywords: Panama; Maritime; Talent development

1. INTRODUCTION

Based on its special geographical location, Panama has a unique maritime advantage. China attaches great importance to the development of the maritime industry, the training of talents between the two countries, strengthen the exchanges between the Maritime Academy of Panama and China's maritime colleges, promote its cooperation and co-build, cultivate more "One Belt, One Road" applied maritime talents, and promote the two countries to seek common development in cooperation.

2. ANALYSIS OF PROBLEMS ARISING IN THE COOPERATIVE TRAINING OF MARITIME TALENTS BETWEEN CHINA AND PANAMA

The lack of maritime students has become a universal problem. Moreover, compared with ordinary undergraduate colleges, the situation of vocational colleges in terms of students is more serious. To explore its causes, it can be analyzed that under the economic development of our country, the gap between land and marine work in salary treatment has been narrowing, resulting in a decline in the professional attractiveness of the crew industry, therefore, the number of students applying for maritime studies is gradually reduced. At the same time, the seafarer's profession in the development, there has been a trend of social reputation and declining status, and the seafarer's profession is more difficult than other industries, the attraction to the younger generation is decreasing. At present, the major domestic shipping companies generally lack of crew talent, low quality of management personnel, high rate of crew turnover. To a large extent, this has caused the shortage of talent reserves between China and Panama maritime talents in cooperation training, which restricts the development of China's maritime power strategy [1].

In most maritime vocational colleges, there is a problem of overemphasizing theoretical teaching in the setting of professional courses, but not focusing on the cultivation of students' application ability and professional quality. In the form of teaching, students mainly listen to the teacher, students' moral status is not prominent, and students' ability training is lacking in training. To a large extent, this leads to the weak practical ability of students and the lack of fundamental improvement in the quality of maritime talents, which is very unfavorable to the development of China Panama talent cooperation.

According to the survey of related shipping enterprises, the graduates of maritime colleges and universities in China have poor practical ability and low English level. Graduates are in a state of low quality as a whole, which is difficult to adapt to the technical innovation and development of the shipping industry, which to some extent restricts the rapid development and safe operation of the shipping industry. Based on the above situation, maritime colleges and universities should, through the cooperation and exchange of talents between China and Panama, practically reform the teaching thinking and teaching mode, fundamentally improve the efficiency and teaching effect of teaching work, teach students according to their aptitude, strengthen the ability training of students, cultivate more excellent maritime talents for China, and provide the guarantee of talents for the realization of the strategy of China's maritime power.

3. CHINA-PANAMA MARITIME TALENT COOPERATION TRAINING STRATEGY

General secretary Xi Jinping stressed that if we want to achieve economic power, we should strengthen the strategy of maritime power and shipping power. The construction of a maritime power cannot be separated from the support of high-quality maritime talents. Based on the background of the cooperation and training of maritime talents between China and Panama, at the government and social level, the social status of the crew should be effectively improved to attract more talents to the marine cause.

Our country should strengthen the communication with Panama government and solve the problem of lack of talents in marine industry by broadening our vision. On the basis of recruiting domestic maritime talents, we should actively expand foreign advanced talents and promote the

development of China's marine talents reserve. The government should increase investment in the navigation industry, broaden investment channels, strengthen the training of crew members, effectively provide services for major airlines and crew members, form a bridge between the government and airlines, and promote the healthy development of the shipping industry.

China-Panama maritime talent cooperation training can start from the maritime colleges. Taking a maritime vocational and technical college as an example, in order to further develop the training of maritime talents, the institute has conducted the relevant China-Panama maritime exchange, which promotes the exchange of talents between the two countries. By strengthening cooperation with Panama's education, the joint training of maritime talent has been strengthened.

Relevant maritime colleges should be based on their own, and actively explore the innovation of teaching mode in international exchanges. Relevant institutions should change the traditional mode of knowledge transfer and strengthen the cultivation of students' ability. For example, in the teaching of turbine equipment operation, the integrity of teaching should be emphasized. If the student in the learning process, the equipment disassembly has not yet been completed, it is necessary to learn the next knowledge point, which is very detrimental to the students' equipment working principle study. Thus, to a great extent, it affects the effect of students' classroom teaching, and it is very detrimental to the students' ability training. This requires teachers to integrate the curriculum from fragmentation into a complete teaching, in the model should implement the principle of teaching, learning, do integration, in the wheel equipment knowledge principle explanation at the same time, supplemented by practical operation, effectively cultivate students on the turbine equipment operation ability. Teachers should actively break the traditional teaching mode and thinking concept, change the subject-style teaching mode, so that students get a better practical ability training [2].

In the cooperative training of maritime talents between China and Panama, in addition to the exchange between the government and colleges, we should also strengthen the construction of teachers' team and build a "double teacher" teaching team with a reasonable structure. This requires that teachers should not only come from the front line of navigation, but also serve the front line of navigation. Teachers should strengthen the connection with specific maritime affairs, and promote the close combination of classroom education and practice. With an open mind, teachers should actively explore the cooperation and research with the Panamanian government, keep up with the development trend of advanced technology in the industry, based on the cooperation and exchange between China and Panama, expand the vision of students, strengthen the integration of students with the world, and realize the forward-looking training of maritime talents.

4. CONCLUSION

In summary, this paper analyzes the training of talents between China and Panama on multiple levels, and promotes the training of maritime talents between the two countries by strengthening exchanges with China and Panama, which is conducive to the development of maritime relations between the two countries and effectively promotes the construction of China's Belt and Road.

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On the Strategies of Training Students Ability of Applying Mathematics in College Mathematics Teaching

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Abstract: At present, every university in our country has begun to pay attention to the cultivation of students' professional skills. No matter in business or construction engineering, most professional knowledge needs the promotion of mathematics as a basic knowledge. Mathematics, as a basic subject, exists in many professional learning. However, when students master strong mathematics application ability, they will be able to effectively promote their own development and lay a good learning foundation for future learning and growth.

Keywords: College Mathematics; Teaching; Application Ability; Training Strategy

1. INTRODUCTION

As we all know, after entering the University, most of the students begin to neglect the attention of their own learning and start to focus on playing. However, this idea is not correct. The university is a new stage of students' growth. When entering the new stage, it represents the further deepening of learning knowledge, rather than the stop of learning. However, most college mathematics teachers also neglect the cultivation of students' mathematics application ability, which needs us to improve in time. Teachers need to find many advantages of training students' mathematics application ability, and improve their teaching objectives and teaching strategies. They need to focus on training students' mathematics application ability and promote students' rapid growth and development.

2. AN ANALYSIS OF THE CURRENT SITUATION OF THE CULTIVATION OF STUDENTS' MATHEMATICS APPLICATION ABILITY IN COLLEGES AND UNIVERSITIES IN CHINA

According to the data analysis and statistics, many majors in Colleges and universities in China need to study mathematics, and the textbooks currently used in mathematics teaching in Colleges and universities mainly include calculus, advanced mathematics, etc. At present, although the cultivation of students' mathematics application ability in most colleges and universities in our country has been optimized to some extent than before, there are still some problems. Mathematics teachers in some colleges and universities only pay attention to the teaching of students' textbook knowledge, but ignore the cultivation of students' mathematics application ability. Moreover, every student in the class is a different subject, and they are different in knowledge Understanding and their own original knowledge mastery are very different [1, 2]. Students' poor basic knowledge mastery will affect the cultivation of their mathematics application ability. In view of this situation, we need to speed up the optimization and improvement so as to promote the more stable and long-term development of college students.

3. AN ANALYSIS OF THE PROBLEMS EXISTING IN THE CULTIVATION OF THE STUDENTS' MATHEMATICS APPLICATION ABILITY IN COLLEGES AND UNIVERSITIES IN CHINA

3.1 Mathematics Teachers in Colleges and Universities Keep Backward Teaching Ideas

As we all know, the society is changing with each passing day, and the knowledge and ability that students need to master are also changing every day. At present, we pay attention to the cultivation of students' professional knowledge and skills, such as the cultivation of students' mathematics application ability. However, while cultivating this learning ability, we will encounter many uncertain development problems, such as teachers' teaching the backward concept is one of the problems. To a certain extent, the backward concept of teachers' teaching represents that they cannot make progress and development together with the times. If it is serious, it will make students out of touch with social development, which is not conducive to the growth and development of students. At present, we need to speed up the innovation of teachers' teaching concept and cultivate teachers' teaching accomplishment, which can better promote the cultivation of students' mathematics application ability.

3.2 Poor Mastery of Professional Knowledge of Mathematics Students in Colleges and Universities in China

Although entering colleges and universities represents the richness of students' knowledge mastering, the mastering degree of students' professional knowledge in a class is mostly uneven. Such teaching situation exists in many universities' classrooms teaching, and what we should do should not be ignored. We should be brave to face such situation. For students with poor knowledge mastering degree, we should strengthen the relationship between them Note: catch up with other students by accumulating wealth. The enrichment of students' professional knowledge is the

basis of training students' mathematics application ability. If students' professional knowledge is poor, they often choose knowledge blindly when they are faced with mathematics problems. What's more, if teachers neglect to pay attention to students with poor professional knowledge in class, they will be tired of learning in the long run. From this point of view: we need to cause teachers to pay more attention to the students who do not have a good command of knowledge. On the basis of improving the overall knowledge of the class, we need to carry out a good training of students' mathematics application ability.

4. MEASURES TO OPTIMIZE THE TRAINING OF COLLEGE STUDENTS' MATHEMATICS APPLICATION ABILITY

4.1select Mathematics Textbooks Suitable for The Major

Under the background of accepting the training of mathematics knowledge, the courses that college students need to study are not the same. For example, the mathematics textbook of our school's construction engineering major is higher mathematics, while the mathematics textbook of marketing major is calculus, which proves to a certain extent: the major of study is different, I They also learn different knowledge in math textbooks. Different mathematics textbook knowledge can promote the professional knowledge and skills that students need to cultivate. When calculating the data in the house, some mathematics knowledge can promote the development of their professional ability. From this point of view: at present, colleges and universities in China should select the corresponding mathematics textbook according to different professional types and better to develop the application ability of students.

4.2 Scientific Planning of Classroom Teaching Content

In Colleges and universities of our country, each course is mostly two classes. Before the teachers teach knowledge in class, they need to make scientific planning for the content of classroom teaching first, at the same time, they should also consider the unexpected development of some classes and carry out a comprehensive feasibility analysis. When students grow up in Colleges and universities, their mind and thinking have developed perfectly. Teachers' scientific teaching content planning will develop students' mathematics application ability in a deeper level. For example, mathematics teachers in Colleges and universities in China can plan two classes in this way. In the first class, students will be taught textbook knowledge first, and when they reach the second class, they will be in the classroom in the first half of the class, we can guide students to learn through some textbook examples and exercises. In the second half of

the class, teachers can arrange some exercises related to knowledge points to enable students to solve and think independently, so as to promote the cultivation of students' thinking application ability. For example: when learning the "limit" part of calculus, teachers can plan the classroom teaching content through such teaching methods, and then, through the arrangement of related exercises, students can master this knowledge better after proficient practice, at the same time, apply it in life cases, and accelerate the cultivation of their application ability.

4.3 Use the Method of Life Case Teaching to Enhance Students' Understanding

Life and mathematics are inseparable. Many problems in life can be solved through mathematical professional knowledge, which also shows that we study mathematics to solve problems. Classroom teaching of life cases can accelerate the improvement of students' understanding. Therefore, when teachers are teaching mathematics knowledge, they can use the method of quoting life cases to cultivate students' applicability. The introduction of life cases will effectively promote the improvement of students' understanding, promote the mastery of students' professional knowledge, master solid basic intelligence in professional knowledge, and then cultivate their application ability. For example: in the life case to maximize the profits of the store, we can use the limit knowledge in calculus textbook to find the maximum value through the application of extreme knowledge, so as to get the answer to the problem. Promote the cultivation of their mathematics application ability.

5. CONCLUSION

Through the analysis of the above content: at present, colleges and universities need to increase the cultivation of students' mathematics application ability, which not only helps to improve the mastery of students' professional knowledge and skills, but also helps to promote students' all-round growth. In view of this situation, at present, we need not only attract the attention of mathematics teachers in Colleges and universities, enrich teaching measures, and plan courses scientifically At the same time, students also need to pay attention to the content of classroom teaching, improve their own learning enthusiasm, and promote the cultivation of students' mathematics application ability under the joint efforts of many aspects.

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On the Role of Basketball Game in Basketball Teaching of Higher Vocational Education

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Abstract: Basketball game is the main content of PE teaching. Because basketball games can exercise students' running, high jump and other skills, so the introduction of basketball games into the teaching classroom can enrich the classroom teaching content, stimulate students' interest, and students will love basketball. This paper will focus on the analysis of the role of basketball games in Higher Vocational basketball teaching, hoping to help teachers and students, and also hope that colleagues can put forward More valuable advice.

Keywords: Benefits; Functions; Basketball Teaching

1. INTRODUCTION

Basketball can not only strengthen students' physical fitness, but also stimulate students' interest in basketball. Basketball can increase the coordination and balance stability of the body. It has many benefits for students. Teachers should let students contact basketball more in PE class. We can use the form of basketball game to cultivate their interest, so as to complete our classroom teaching content [1-3]. This article will focus on the analysis of the role of basketball games in Basketball Teaching in higher vocational colleges, and will also publish some of my own opinions, I hope you can put forward more valuable suggestions.

2. BENEFITS OF BASKETBALL GAMES

Playing basketball can make students have the spirit of unity, and can activate the body and mind, exercise the body. It is a very conducive to the growth of young people, it can not only bring internal benefits, but also bring external benefits to students.

2.1 Intrinsic benefits of basketball games for students

Playing basketball is a great test of a person's physique, such as physical strength, endurance and so on. When you attack, you need to run hard and carry the ball. This requires not only a person to have a very good physical strength, but also a good coordination. When you are besieged, you not only need to keep the ball in your hand, but also need to break through. At this time, you need a quick reaction ability and good physical flexibility. Therefore, playing basketball for students can improve their physical fitness, endurance, coordination and flexibility.

2.2 External benefits of basketball games for students

Basketball is an antagonistic game, and it lasts a long time. Many people are sweating after playing basketball, which can eliminate the body's toxins, and is good for students' health. Playing basketball also requires shooting, students keep jumping, which to a certain extent helps students grow. Therefore, playing basketball is good for students' appearance to some extent.

3. ANALYSIS OF THE ROLE OF BASKETBALL GAMES

3.1 Basketball games can reduce students' pressure

In today's society, the pressure of competition is growing, and students are also facing a series of pressures such as study, examination, employment, emotion, interpersonal relationship, etc. We can use basketball games to attract students' attention, so as to help students reduce stress. In the process of the game, they can forget their own pressure, and they can play basketball games with their classmates and teachers. Through the communication of the game and speech, it is easy to reduce the pressure of the students, so that the students can maintain a positive and optimistic attitude.

3.2 Basketball games can improve students' skills

At present, the society needs to cultivate talents with all-round development. Students should not only learn professional knowledge of culture, but also have their own specialties, such as "learning an instrument, singing and dancing". In P.E. class, students should play basketball games through team cooperation, which can cultivate students' unity spirit and perseverance. So, basketball games can also stimulate students' potential and improve their learning ability, so that students will gradually be interested in basketball, and it is likely to develop into a skill. The students who play basketball well can join the professional training team or be the basketball coach in the future.

3.3 Basketball games can clarify the main position of students in the classroom

In the classroom, students are the main body of the classroom. However, many students sometimes do not want to participate in the classroom, such as "the teacher has been explaining knowledge, but the students have no response." This is the students' unwillingness to participate in the class. Physical education is also, many students do not want to participate in the training in physical education, always hold their cell phones, or several people gather to chat, which not only reflects that students do not want to participate in the classroom, but also teachers ignore the fact that students are the main position of the classroom.

Basketball games can bring students into the classroom, group competition teaching method can stimulate students' interest, and we can promote the improvement of teaching effect. And we can also ensure the participation of students, and we can be surer of what students have mastered. For example, "students can't dribble and shoot.". Students participate in, we can better guide students, but also improve the quality of the classroom. In this way, we can also clarify the main position of students in the classroom.

4. SOME OPINIONS ON HOW TO USE BASKETBALL GAMES

4.1 Teachers should innovate teaching methods

In basketball teaching, many teachers usually tell themselves some theoretical knowledge, such as "transportation speed, dribbling precautions", and then demonstrate how to dribble and shoot. Then we will let the students practice by themselves. In fact, the students will find the class very boring. Students also don't want to participate in the class, so teachers should change their methods in class, not only to explain and demonstrate, but also to organize students to play basketball games together. We can let students compete in groups, dribble and shoot in groups. In this way, we can not only cultivate the spirit of unity, but also exercise and strengthen our physique.

4.2 Strengthen the role of basketball

Above, we analyzed the role of basketball games in arousing interest, reducing pressure, improving students' skills and clarifying students' main position. Our teachers should strengthen these roles, because many basketball classes do not really play a role. So, we need to organize students to play basketball games to reduce pressure. We can also compete in groups, which cultivates the spirit of unity among students.

We want to make sure that the game project can make the teaching content easier to implement and the students can better participate in it. If we want the basketball game to reduce the pressure, we should analyze the source of the pressure and design the game accordingly. We should not only pay attention to the development of these functions, but also encourage students to communicate more. This will help strengthen the role of basketball.

4.3 Stimulate students' interest

The study of many subjects is "interest first". For example, many students are interested in Chinese, spend a lot of time on Chinese study, and write homework first, which is interest first. The same is true of basketball teaching. We can organize and play basketball games to stimulate students' interest and improve their participation. In this way, it is conducive to our classroom teaching, but also conducive to stimulate students to learn basketball. As long as the students are interested, she will seriously study and participate in the class, and basketball games will play a real role. Students will change from inside to outside.

Now in college physical education, many physical education classes can see students secretly playing mobile phones and chatting, which shows that students are not interested in this class and are not willing to participate. Or it may be that this class is particularly boring, so we advocate that basketball training should be taught in the way of basketball games, such as "group competition, which group makes the most shots?"? See which group dribbles the fastest? " This can improve students' participation, stimulate students' interest in basketball, and even cultivate basketball into their specialty. Because in the way of the game, who would not like to play it?

5. CONCLUSION

To sum up, basketball games have a lot of advantages for us. Playing basketball games can strengthen physical fitness, cultivate the spirit of unity, exercise the ability of reaction and the flexibility of the body. Basketball game is a very important teaching method for students. Our teachers should innovate teaching methods in class to ensure that students are the main body of the class, so as to better stimulate students' interest in learning basketball and improve students' physical performance.

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Research on The Current Situation, Problems and Countermeasures of Brand Protection of Handicrafts in Guangxi Ethnic Areas

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Abstract: As a minority area, Guangxi has a deep accumulation of national traditional culture, a variety of traditional handicrafts, but also reflects the unique cultural characteristics of Guangxi minority. For example, Sanjiang Dong paper cutting, Zhuang embroidery, Zhuang brocade, Jinxiu Yao embroidery, etc., all bear the love of the minority people for nature and life, are the embodiment of the virtues and wisdom of the working people, and are unique and irreplaceable characteristic resources of the Chinese nation. National traditional handicraft is a new force of modern cultural industry, but in today's market economy environment, it is faced with the problems of imperfect market mechanism, local government's neglect, unclear product characteristics, weak brand building awareness and so on. In this paper, the industry experts, consumers, national traditional handicraft manufacturers and other three aspects of a comprehensive survey of the status quo of the brand building of handicrafts in Guangxi ethnic areas, and the problems encountered in the brand building put forward the corresponding countermeasures, hoping to help the national handicraft brand building in Guangxi.
Keywords: National Handicrafts; Brand Building; Current Situation

1. INTRODUCTION

National traditional handicraft is a new force of modern cultural industry and an important growth point in the process of economic transformation. Guangxi ethnic areas are rich in resources, have unique national cultural characteristics, and also have a broad national handicraft market. But it also faces some problems such as the imperfection of the market mechanism, the neglect of the local government, the lack of distinct product features, and the weak awareness of brand building. The traditional Chinese handicrafts are facing a huge impact.

The research object of this project is handicrafts (such as paper cutting, embroidery ball, brocade and Jinxiu Yao embroidery) in Guangxi ethnic areas. The research group has visited Sanjiang County, Jinxiu county and Rongshui County for many times to investigate handicrafts. In the process of field investigation, the methods of participating in observation and in-depth interview were used. First hand research materials are obtained through observation, interview and personal experience. Based on the field survey of handicrafts in Sanjiang, Jinxiu and Rongshui counties, the paper mainly focuses on the typical case interview, random household survey and county and township file access, and conducts a full interview survey on the local middle-aged and young handicrafts artists, handicrafts production and current situation, and collects some oral materials and text materials [1-6]. Starting from the deep excavation of the characteristic culture of traditional handicrafts, starting from the integration of culture and brand development, this paper studies the brand development of handicrafts in Ethnic Areas Based on the theory of consumer market value and the theory of context brand building, combines the ethnic characteristics of Guangxi, builds the brand of handicrafts, improves the market value of products, and through ethnic handicrafts The construction of cultural brand of art products drives the development of a series of related industries. While realizing economic benefits, it is better to retain and inherit the traditional handcrafts of the nation, so as to realize the sustainable development of the national cultural spirit. The comprehensive report of the investigation is as follows:

2. RESEARCH ON THE BRAND DEVELOPMENT OF HANDICRAFTS IN GUANGXI ETHNIC AREAS

This paper is mainly from the perspective of consumer influence factors to study the construction of handicrafts brand in Guangxi ethnic areas. Therefore, from the three aspects of industry experts, consumers and enterprises, a detailed research is carried out.

2.1 Industry Experts' Investigation on The Influence Factors of National Handicraft Brand Construction on Consumers

On the basis of theoretical research, this paper uses the model of consumer influence factors in the brand development of handicraft products for reference, then selects the product image, enterprise image, price influence and promotion influence as four variables of the model, divides them into 25 modules and forms according to the variables, consults 10 experts in marketing and product development, and obtains The following results, as Table 1. Based on the analysis of the expert's findings, we come to the conclusion that:

2.2 Product Image Has the Greatest Impact on Consumers

It is very important for the brand construction of handicraft products to pay attention to the cultivation of cultural connotation in the product image. The value of culture in brand building is concentrated as follows: to increase connotation, the carrier logo of brand is like the body of brand, and to make it full of soul, culture is the best choice. Producers and operators are suitable to integrate some cultural elements into their products, which will help to enhance the influence of the products, and then enhance the added value of the products and consumer identity. In the era of diversified value orientation, more consumers are not sensitive to price, but sensitive to the social symbolism embodied in consumer goods. The improvement of people's demand level promotes the upgrading of cultural demand grade, and the grade, level and internality of products become the focus of attention.

2.3 The Impact of Corporate Image on Consumers Follows Closely

The corporate image is the touchstone to understand the general situation of the cultural system and evaluate the market competitiveness of the enterprise. The corporate culture concept is the spiritual power to promote the continuous development of the enterprise. With the development of society, the importance of personal brand to enterprise brand is increasing. For enterprises, personal brand is mainly reflected in the public image of enterprise leaders. If an enterprise leader attaches importance to the cultivation of personality and social influence, and sets up an affinity public image, it will shorten the distance between the enterprise and the consumers, make the target consumers accept the enterprise brand emotionally, and it is easy to cultivate the brand loyalty of consumers.

Table 1. national handicraft product brand building consumer influencing factor system

Factor	Factor level	Expert opinion					Score	Total score
		1	2	3	4	5		
product lines	National characteristics of product name						37	182
	Commemorative significance of products						36	
	Product color						14	
	Product features						12	
	Product style						26	
	Cultural connotation of products						44	
	Material of product						13	
Corporate image	Enterprise concept						29	162
	Convenience of product purchase						31	
	Corporate leader image						12	
	Employee image						13	
	Enterprise strength						12	
	Enterprise scale						10	
	Corporate culture						23	
	Buying environment						32	
Price impact	High priced products						23	111
	High quality and inexpensive						29	
	Reasonable price						34	
	Low price products						25	
Promotion impact	Guide's recommendation						36	
	The influence of Internet Marketing						14	107
	Business promotion						12	
	The impact of ad vertexing						21	
	Recommendation from family and friends						32	
	Guidance of promotion methods						28	

3. PRICE IMPACT IS MORE IMPORTANT FOR CONSUMERS

Price has a direct impact on the economic benefits of enterprises, and in the long run, it also affects the fate of sustainable development of enterprises. If a brand does not have absolute or comparative advantage in price, how to talk about the survival and development of a brand. Not after the formation of the brand, the product can be unscrupulously set prices. If the enterprise blindly implements the low-price strategy, it will show a simple and economical image, which will be slightly behind the times. On the contrary, the high price strategy adopted by enterprises is likely to leave high-end and rich characteristics in the hearts of target customers. Therefore, for enterprises, price positioning is very important for brand building.

4. CONCLUSION

Handicraft products in ethnic areas are living cultures, which determines that they will develop and change in inheritance. With the rapid development of globalization, it is inevitable that the traditional culture of ethnic groups will evolve. We should renew our ideas, keep pace with the times, constantly explore new ways, do a good job in protecting and developing traditional folk crafts, develop

and utilize them in various appropriate ways, so that traditional folk crafts can not only produce economic value, but also be effectively protected and inherited, bring people beautiful enjoyment in life, and add luster to modern society.

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The Cultivation of Normal College Students Professional Identity from The Perspective of Positive Psychology

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Abstract: From the perspective of positive psychology, according to scientific and correct principles and ways, we should integrate life into the curriculum to educate normal students, guide students to understand the meaning and connotation of their profession, establish a good sense of professional identity, form a positive and optimistic spirit, and enrich their professional learning. It is necessary to innovate the cultivation methods of normal students and strengthen the cultivation of their professional identity.
Keywords: Positive Psychology; Normal Students; Professional Identity Life

1. INTRODUCTION

With more and more national attention and social attention to education in our country, the profession of teachers has also been a separate research topic. To cultivate the professional identity of normal students is to let normal students affirm the importance and enthusiasm of the profession, and to experience the interest of the professional sense in their profession. "Life is education". Life has gradually become the place of education and also serves as the origin of education [1-3]. The essence and content of education are closely related to life. Under the mutual influence of emotion, personality and organizational system, students are integrated into the life-style education. This is to make students actively appreciate the normal College Students' occupation through the concept of psychology and gain optimism from it, Upward happiness.

2. THE TEACHING MODE OF DEVELOPING THE LIFE COURSE

2.1 Integrate Ideal Education into Ideological and Political Courses

The traditional and old teaching mode can't meet the needs of students in the era of high-speed development of information technology. Therefore, we should innovate the traditional teaching mode and method, combine with the reality of life, take the surrounding environment as the material, guide students into the teaching situation, put forward problems to students in more popular language and life style in the classroom, and carry out practical extracurricular activities after class Activities, let students actually feel the professionalism.

For example, when explaining the topics of "Chinese dream", social concept and personal ideal, let students connect with life, recall the ideals they once had, and compare what they expect now with the reality? In the classroom, we can set up a group discussion link to inspire students to integrate their personal ideals into social ideas. And to normal students as the center of the guidance and ask questions: the choice of normal students is to become a teacher in the future? Do you have a sense of identity for the future career of normal students? Grasp the students' attention, make the students think about their own career actively, stimulate their real desire to apply for the normal school and actively understand their professional spirit, and establish their love and admiration for this major in their hearts.

2.2 Strengthen The Training Of Teachers' Comprehensive Quality In The Course Of Psychology And Pedagogy

In the professional study of normal students, they will learn the course of educational psychology, which is also the first lesson for normal students to realize their professional quality. It can help normal students understand and master professional skills more. In the course of teaching, it is related to the cultivation of teachers' comprehensive quality, so that students can develop comprehensively.

For example, when teaching the lesson "teachers and students", we should guide the students to actively and deeply understand the role of teachers. In combination with the actual life of students, we can set some practical questions: which teacher impresses you most in your growth experience? What kind of teacher do you admire most? And let the students speak actively, enter the situation, and summarize the students' answers, which is a good teacher role. This kind of teaching method makes students remember deeply, and it is also the real feeling of students. Adding more life style Q & A in the classroom is also helpful to cultivate students' good habit of independent thinking and discussion, and increase their sense of identity and enthusiasm for their profession while understanding their profession.

2.3 Special Courses of Career Planning

First of all, we should make students establish a correct career view, help students to improve the accuracy of self-awareness, guide normal students to conceive their career planning, correctly view their career advantages and disadvantages, play their advantages according to their own conditions, guide students to face professional learning and career development with a positive attitude, strive to

improve themselves, develop their strengths and change their weaknesses.

For example, in the classroom, ask students: as a teacher, is it necessary to use multimedia and other devices to join the classroom introduction? How to make students enter the classroom situation? Then guide students to discuss on their own, and actively think about the effective methods of classroom introduction. Finally, the teacher is making a supplement. The methods of classroom introduction include: suspense introduction, audio-visual introduction, question introduction, etc. to make students quickly understand the links and methods of teaching introduction, and correctly set up every step of career planning.

3. MAKE EXTRACURRICULAR COURSES MORE LIFE ORIENTED

Extracurricular curriculum is a kind of curriculum type that some campus activities and practical education are set outside the classroom. This kind of extra-curricular can make students naturally enter the state of learning, and students can easily accept knowledge.

3.1 Establish a Good Image of Teachers

In teaching, teachers should be teachers, communicate with students effectively, show their understanding and love for their profession to students. Teachers should also learn professional teaching skills and professional quality, cultivate morality and cultivate people, so that normal students can realize the charm of their professional work.

For example, in teaching, if there is a conflict between a student with excellent learning and a student with poor learning, the teacher must first verify it, analyze its causes, and deal with it correctly. If the mistake is made by a student with excellent learning, it should also be dealt with seriously, without shielding. If the mistake is made by a student with poor learning, it should be treated fairly, without personal feelings Color. In the traditional teaching mode, many teachers regard achievement as the only criterion to judge students. In the process of training normal students' professional identity, this situation must be eliminated. It is helpful to establish a good professional image in the heart of normal students to take responsibility for the mistakes, to exclude the students from the perspective of achievement, and to achieve fairness and justice.

3.2 Curriculum Activities to Extend the Teaching Profession

To cultivate the sense of identity of normal college students, we need to connect with life, aim at the goal, expand the curriculum activities of normal college students, and let students feel the glory of their profession at a close distance.

For example, normal school students can be invited to report the advanced cases of excellent teachers at the conference as the spectators of the conference. Student representatives can go on stage to send bouquets to teachers, make students feel the atmosphere of their

profession, and improve the identity of their profession in their hearts. They can also commend excellent teachers in the classroom corridor and other places where students study Awake normal students should actively learn professional knowledge, become an excellent vocational teacher, so that they can more identify with their future career.

4. OVERALL IMPACT OF LIFESTYLE EDUCATION

4.1 Training Professional Identity of Different Groups of Normal Students

For example, for some seniors who are going to work, they will soon enter the real career, so we should strengthen the education of the professional ethics and skills practice of the seniors, do a good job of cultivating them before they enter the job, and help the normal students clear the career direction.

4.2 Practical Group Guidance

Through the positive psychological concept, the overall guidance, arouse the positive and optimistic attitude of students, promote their positive energy, let students actively stimulate potential, but also enhance the team spirit.

For example, in the teaching process, students with different problems are divided into different groups with balanced influence, so that each group of students is in a balanced state, so that students can discuss problems internally, help each other, and carry out vocational and technical learning in the form of groups. For example, when a class hour is arranged, students in the group play their own role, and some write teaching design Some provide course guidance, some seek teaching facilities, some teach, so that each group of students can find their own problems through comparison and observation, adjust and improve their understanding and performance, and different task themes can make students rotate to undertake different tasks. This is to help students build up and build a sense of identity in their real life from the aspects of building students' character, improving their enthusiasm and creating a good professional environment.

5. CONCLUSION

From the above discussion, it is not difficult to see that the cultivation of normal college students' professional identity cannot achieve the goal from one aspect. It requires the joint efforts of new education mode, rigorous and appropriate curriculum, excellent teachers with good professional spirit and positive teaching environment. In this way, normal school students can understand the real situation of their profession, cultivate their own good professional quality, increase their sense of professional identity, so as to become an excellent teacher in the future.

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On the Cultivation of College Students English Application Ability

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Abstract: The cultivation of English ability in application-oriented universities is also a problem for College English teaching. In the Application-oriented College English teaching, their basic connotation and the definition of research theory directly affect their academic research direction and English learning direction. Through the analysis of the cultivation of English ability of the Application-oriented College Students, this paper hopes to better promote the Application-oriented College English teaching.
Keywords: Applied; College English; Applied Ability

1. INTRODUCTION

With the continuous development of teaching quality, the number of application-oriented undergraduate teaching is also constantly improving, but there are some differences between the application-oriented undergraduate English teaching and the general English teaching. When studying the theory of application-oriented undergraduate colleges, teachers will conduct English teaching according to the balanced development of students' knowledge, learning ability and basic situation [1-3]. In the actual situation of English Teaching in China, our country is also constantly developing and improving. Only with the progress and development of science and technology, we can better promote the development and progress of Applied Undergraduate English teaching.

2. THE CURRENT SITUATION OF ENGLISH TEACHING IN APPLICATION-ORIENTED UNIVERSITIES

2.1 Current Situation of Teachers

Most of the application-oriented colleges and universities in our country are reformed according to some colleges and local colleges in the past. Then most of the teachers who are engaged in College English teaching are also former teachers. They don't have a concept for the English Teaching of application-oriented undergraduate students, and their ideological concepts are also somewhat backward, which may not keep up with the requirements of the development of the times for application-oriented undergraduate students, so that they can't understand the teaching requirements of application-oriented undergraduate students, and have certain defects in the teaching development and transformation of application-oriented undergraduate students, which is unfavorable to the teaching and learning of students Its English learning has some bad effects.

2.2 Student Status

Due to the great differences between the students from different places, the students from some places do not have oral English test when they take the college entrance examination, so their oral English proficiency is a little bit poor, while the other students have higher requirements for oral English when they take the college entrance examination, and the education they receive is better There are also many foreign friends who can communicate, so their spoken English is widely used and their English learning is better. Because of the differences between students, when teachers are teaching, if they choose the agreed teaching method to let students learn without difference, it may also make the differences between students more and more big, and it is not conducive to the development of the whole classroom atmosphere, is not conducive to the progress of classroom activities, and has a great impact on students' learning.

2.3 Current Situation of Teaching Materials

With the development of the times, our country's teaching methods are also in constant progress, in recent years, it is also in the development of application-oriented undergraduate teaching. However, the concept of applied undergraduate teaching is a new concept in recent years, so there will be a lot of problems in the selection of teaching materials. At present, there are many types of basic English teaching materials on the market, and the types are relatively wide. However, for the Applied Colleges and universities, the teaching materials for the application-oriented undergraduate English teaching are relatively scarce. First of all, because the Application-oriented Undergraduate Colleges and universities face different directions, so it is difficult to choose textbooks when they choose textbooks, and lack of professional textbook writers to compile textbooks, so the teaching materials of application-oriented teaching are relatively scarce.

2.4 Teaching Status

Teachers, students and teaching materials are the three major themes of teaching. According to the current situation of domestic application-oriented teaching teachers, students and teaching materials, we can judge the current situation of domestic application-oriented teaching. The current Application-oriented College English teaching is still the traditional teaching method, which only pays attention to the income of knowledge, and the content is not aimed at the teaching of some majors in the Application-oriented College, so it will certainly have some adverse effects on the future development of Application-oriented College English. In addition, the teaching method is too old, the teaching content is too old, the teaching evaluation is

still the traditional teaching method, teachers do not actively carry out the innovation of teaching methods, cannot effectively attract the attention of students, so it is not conducive to the innovation and development of teaching content.

3. THE CULTIVATION OF THE APPLICATION ABILITY OF APPLIED UNDERGRADUATE COLLEGE ENGLISH

3.1 Effective Input of English Language Knowledge

The learning of English knowledge includes input and output. If students want to learn enough good English and have enough understanding of English, they must have enough output ability. Therefore, in the process of English Teaching for application-oriented undergraduates, teachers should input effective English knowledge into students, so that students can understand the meaning of these English, so as to better promote their teaching and development. For application-oriented undergraduates, their learning direction has a certain bias, and their learning methods and learning focus should also have a certain degree the bias of. Teachers should pay attention to the teaching of some special vocabulary when training knowledge, especially for the teaching of some special vocabulary in this subject. Only by inputting enough knowledge can teachers make students understand these knowledges better and promote their development and progress better. Let students have an understanding of the environment, so as to better promote his development.

3.2 English Language Skills Training

If you want to learn English better, you must strengthen the training of listening, speaking, reading and writing. Especially for the application-oriented undergraduate students, while ensuring the basic teaching of College English, they should also strengthen the training of these basic knowledge. When teaching, university teachers should be able to effectively train students in stages to help students understand these knowledges and content and promote learning. Let students have better progress ability and learning ability in the development process. Because for the application-oriented undergraduate students, they are different from those all-round students. Therefore, teachers should pay attention to this point when they carry out knowledge training and learning. They should teach students with pertinence, let students carry out some knowledge training and training, increase their learning skills, meet the requirements of the development of the times for students, let students grasp more professional knowledge and ability, and better promote students' professional English learning.

3.3 Add Language Output

The purpose of learning English is to make students understand the knowledge better and output it better. Output can not only make students understand these knowledge and content deeply, but also make them willing to use them actively. Learning is not an end, but an effective application to life is the end. For the application-oriented undergraduate English, teachers, our future English learning is to enable students to better understand some English trademarks, better carry out some professional vocabulary and professional situation training, so teachers must pay attention to encouraging students' output, so that students have more Output capability. Teachers can train students to output more, create an output environment for students, and let students actively output something. By creating an English corner or free talk in class, students can voluntarily output something, so as to effectively cultivate students' English learning ability and better promote students' English learning.

4. CONCLUSION

To sum up, we can know that there may be some problems in the process of Application-oriented Undergraduate English Teaching in our country, such as the current situation of teachers, students and teaching materials. In the future, we should pay more attention to the cultivation of students' English knowledge and skills, the learning of English content, and the common and relevant knowledge training can better promote students' learning, so as to better promote students' progress and development.

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A Study of College English Teaching Model Based on Information Platform

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Abstract: In recent years, with the gradual improvement of China's economic development level and scientific and technological level, the people's living income level and living needs gradually improve, and information technology is gradually popularized to all aspects of people's life and work. Among them, in College English teaching, due to the difficulty of College English learning itself, if college English teachers only use traditional teaching methods, students often get bored and bored in actual learning. Therefore, in today's College English teaching, information technology should be gradually integrated into English teaching to effectively improve students' understanding and learning ability.
Keywords: Information Age; Teaching Platform; College English; Teaching Mode; Promotion Measures

1. INTRODUCTION

In the practical teaching of traditional college English teachers, most English teachers pay more attention to the students' actual ability of mastering English words and grammar, which is more conducive to preparing for the students' next CET-4 and CET-6 and postgraduate English. However, due to the fact that students' mother tongue is Chinese, their understanding and mastery of English need to be improved in actual learning. The traditional English teacher teaching method will make students get bored in actual learning, and students lack interest in learning [1-3]. Therefore, in today's College English teachers' actual teaching, we should adapt to the progress of the times, adopt the way that students are easy to accept and interested in teaching, English teachers can appropriately introduce information technology in the actual teaching, and show the difficult English words and English grammar in the way of video and pictures, so as to effectively improve students' class concentration and learning interest.

2. GRADUALLY IMPROVE THE CLASS NETWORK EXCHANGE LEARNING PLATFORM

In the practical teaching of traditional college English teachers, students usually learn English knowledge content through the explanation of English teachers. Students lack the ability of active participation in actual learning, and they do not have a deep grasp of knowledge content. At the same time, in the traditional college English teachers' teaching, because there is no information technology record, students can't learn in

time and effectively after class. In addition, with the gradual improvement and development of China's science and technology level, smart phones are more common in people's daily life and work. Almost everyone of college students has a smart phone. If the teaching methods of College English teachers are relatively dry in actual teaching, some students with poor self-control will play games and read novels during the class, which is not good to improve students' English learning performance. Therefore, in the actual teaching of College English teachers, we should actively change the traditional English teaching methods, gradually improve the class internal network communication platform, and introduce information technology into the actual teaching of College English. Before class, students can use the internal network communication platform of the class to preview the content of College English textbooks in advance, and basically grasp the key content of actual learning and the content with doubts, so as to reduce the blind learning state of students in actual learning college English. In class, although the traditional college English teaching method has many contents explained by the teacher, the content that the students actually learn and understand is limited, and the students' actual interest in learning is insufficient. Therefore, in today's College English teachers' practical teaching, they can show the difficult English sentences and English grammar in the way of pictures and videos, so as to effectively improve students' actual learning and understanding ability. After class, under the traditional college English teaching mode, there are few teaching materials for students to review after class, which is not conducive to providing an efficient and orderly learning platform for students. Therefore, after the introduction of information-based teaching in College English teaching, we can prepare rich learning videos and PPT content for students in the off-class time, and then provide students with good off-class learning materials in an invisible way, so as to effectively improve the efficiency of students' off-class review.

3. ESTABLISH A REASONABLE AND EFFECTIVE MANAGEMENT SYSTEM FOR COLLEGE ENGLISH INFORMATION TEACHING

In the traditional college English teachers' actual teaching, the assessment of students' classroom performance is generally based on students' attendance rate. However, there is no reasonable and effective management system for students' actual classroom performance, which makes students have a certain opportunistic psychology in actual learning. Generally speaking, as long as they study in class on time, they usually think that However, students often

play mobile phones and games secretly when they study in class, which is not conducive to improving their actual English learning results. Therefore, after the implementation of information-based teaching mode in College English Teaching in China, we should actively change the traditional management mode of students. The assessment of students' learning efficiency and academic performance can not only pass the investigation of students' attendance rate, but also enhance the investigation of the following aspects, so as to effectively improve students' enthusiasm in classroom learning and reduce students' enthusiasm the current situation of playing mobile phones in class. First, we need to consider the number of students' questions and answers in the classroom. After the current information-based practical teaching, College English teachers should guide students to actively participate in the process of answering questions in the classroom, so as to make college students follow the teaching progress and teaching mode of the Old English teachers in the classroom learning, and effectively improve their classroom learning focus. Second, we can use the method of classroom test. In the traditional college English teaching, we usually arrange some test questions for the students after class, while the students usually complete the test content through online query and mutual plagiarism, which makes the significance of the test less. Therefore, in today's College English teaching, English teachers can use information technology in class time to randomly give each student several different basic knowledge problems, which not only can effectively test the real learning effect of students in class, but also make students more engaged in College English learning, truly learn and master the knowledge points of College English Content.

4. CHANGE TRADITIONAL ENGLISH TEACHERS' TEACHING METHODS

With the development of the new curriculum reform in our country, information-based teaching has been gradually popularized in the actual teaching of College English. However, some English teachers still adopt the traditional blackboard chalk teaching method in the actual teaching. They think that the College English information teaching mode will make the students' attention more decentralized in the actual learning, which is not conducive to improving the students' attention. Therefore, in the current practical teaching of College English, the school should hold regular skills exchange training sessions for English teachers to promote college English teachers to recognize the great help brought by the improvement of students' academic performance and learning efficiency. In the following practical teaching, the College English teachers can be more active in introducing information-based teaching methods into their own teaching, thus effectively improving students' enthusiasm and initiative in learning, and learning college English knowledge points more efficiently.

5. CONCLUSION

In a word, with the development of science and technology in our country, the application of information technology in people's daily life and work is more universal. In the actual teaching of College English teachers, if the traditional teaching method is adopted, the enthusiasm and initiative of students in the actual learning cannot be effectively improved, and students often have problems such as inattention in the actual learning. Therefore, in the actual teaching of College English teachers in our country, we should actively change the traditional teaching methods, gradually introduce information technology in the actual teaching, and effectively enhance the students' interest in class participation and learning.

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The Study of Translation from The Perspective of Deconstructionism

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Abstract: Both the translator and the target text belong to the writer and the source text, and the target text should be completely faithful to the source text in traditional translation theory. However, from the perspective of deconstruction, the target language is the posterity of the source language, which can realize and expand the meaning of the source language, so that the source language can continue to live in other language contexts. Deconstruction improves the status of the translator and the target text, and it expands the studies of translation.

Keywords: Deconstructionism; Translation; Faithfulness; Expressiveness

1. INTRODUCTION

At the end of the 19th century, Nietzsche declared that "God is dead" and demanded "revaluation of all values". From then on, his rebellious thought had a profound influence on the West. Nietzsche's philosophy has become one of the three ideological sources of deconstruction. The other two important ideological movements that enlighten and nourish deconstruction are Heidegger's phenomenology and European Left critical theory. In 1968, a radical student movement swept the capitalist world of Europe and America. Deconstruction came into being in this context. The deconstruction movement advocates the dissolution of subject, the extension of meaning and the freedom of signifier. In other words, it emphasizes the free play of language and thought, even if such freedom is only a "dance with shackles". Deconstruction is to critically inherit the orthodox principles and standards of modernism, but it reverses and reconstructs the relationship between various existing vocabularies, and logically negates the traditional basic design principles (e.g. aesthetics, mechanics, function) so as to produce new significance [1-9].

2. DEVELOPMENT OF DECONSTRUCTIONISM

Deconstruction emphasizes breaking and reorganizing, and opposes the overall unity to create a sense of fragmentation and uncertainty. The representative figures of deconstructionism are French philosophers Jacques Derrida and Michel Foucault, and German scholar Walter Benjamin. In mid 1960s, deconstructionism came into being as a theory to be against structuralism. Since then, in the western world, deconstructionism spread as a revolution to the scholarly domains like humanity, society, philosophy, and was regarded as a theory to doubt and challenge all the traditional theories (Feng, 2009). The origin of deconstructionism began from Jacques Derrida's three books: *Of Grammatology, Speech and Phenomena, Writing and Difference*. With the publication of these three books, Derrida formed the theory of deconstructionism. On the one hand, Derrida criticized the structure-centered theory of structuralism and Martin Heidegger's theory of metaphysics. So, deconstructionism has collapsed the basis of traditional metaphysics and challenged the authority of logocentrism. On the other hand, based on Ferdinand de Saussure's theory of value difference and Martin Heidegger's theory of ontological difference, Derrida created the theory of "difference", and introduced "difference" into deconstructionism (Peng, 2008). Later on, together with French philosophers Michel Foucault and Roland Barthes, and Belgian translator Paul de Man, Derrida introduced the theory of "difference" into translation. In translation, except "difference", Derrida used the term "dissemination" by which he means that the target language text will disseminate to every direction, with no central area (Wei, 2010) [10-17].

Therefore, Roland Barthes declares that the writer is dead. Walter Benjamin thinks that the target text is the afterlife of the source text. The target text will no longer depends on the source text; instead, the source text depends on the target text to disseminate in new linguistic contexts. Deconstructionism does not mean deconstructing everything in the meaning of the source text. It also admits the relative stability of meaning. What deconstructionism deconstructs is to restructure the meaning that hides in the text and that differs according to distinct contexts (Hu, 2011). Deconstructionism is not a kind of translation criteria, but it broadens the horizon of translation studies, it especially challenges the narrow translation thought of structuralism which views the meaning of translation regardless of humanism and context.

Deconstructionism breaks the closeness of language and views the theories and criteria of translation in critical eyes. Although there is no translation theory put forward by deconstructionism, it has detected the problems in translation and taken new views and thoughts to translation studies with doubtful, critical views.

3. THE STUDY OF TRANSLATION FROM THE PERSPECTIVE OF DECONSTRUCTIONISM

3.1 The Source Language Text from the Perspective of Deconstructionism

The relationship between the source text and the target text, in traditional translation theory, is just like that between the master and the servant. A servant must obey his master. If

there is no master, there is no servant. If there is no source language text, there is no target language text. The target text can only exist with the source text. Translation is the imitation or reproduction of the meaning and form of the original text, so in the traditional view of translation, the supremacy of the original text is held high. However, Deconstruction holds that the meaning of the source text is not fixed. In a context, the original may have a certain meaning, but this is only the temporary meaning of the original. If put in another context, the meaning of the original may be different, which is called "differance" in Derrida's deconstruction. The translator's task is to transmit the source text to the target language context. The translator should try to find the meaning of the original text, and make the meaning of the original text mature through language transcoding, so that the original text can exist in other contexts. In the view of deconstruction, the source text can only coexist with the target text. Derrida believes that the state of the source text is not higher than the target text. Due to the "difference" of language, the original text may have certain significance under certain circumstances. With the development of society and the times, people may have different understandings of the same text. So, the text has no definite or fixed meaning.

As far as translation is concerned, the source text cannot be separated from the target text, which is a kind of development or supplement to the source text, so as to make the source text complete and mature. Qian Zhongshu, a famous Chinese writer and translator, put forward in the book *On Translation* that if the source text misses some information, the target text should add relevant information to make the source text sound good; if the source text reverses the order of something, the target text should modify it; if the source text is redundant in some aspects, the target text should be concise; if the source text is wrong, the target text should correct it; if the meaning of the source text is ambiguous, the target text should be clarified (Feng, 2009).

From the perspective of deconstruction, the meaning of the source language can change according to different contexts, so there is no absolute meaning of the source language. Deconstruction denies the authority of the original text and the translator's creative achievements. The source text no longer controls the original text; the source text and the target text must coexist and their coexistence is at the same level.

3.2 The Target Language Text from the Perspective of Deconstructionism

The task of translation, in traditional translation theory, is to transfer the meaning of the source text to the target text accurately. The meaning of the target text must be the same as that of the source text; the target text must be equivalent to the source text. The meaning of the original is fixed; only the writer can explain the meaning of the original. The original text is the writer's creative work, and the translator should try to show it in the translation. The translation itself has no thought or style except the original writer's thought and style. However, deconstruction holds that the target text itself is an independent text. This is also the creative work of translators. The source language text has no fixed meaning. Whenever the original text is translated, it is endowed with new meaning and new vitality. Because the translator and the writer have different experiences and living backgrounds, the translator may interpret the same text differently (Liu, 2007).

Walter Benjamin points out in his book *The Task of the Translator* that although the translation comes from the original, it is the afterlife of the original. As we all know, many important literary works cannot find suitable translators at the beginning of their birth, and it is later translations that continue the life of these important literary works (Wang, 2009). Therefore, meaningful literary works can be spread all over the world, continue to survive, and move towards maturity and prosperity. Benjamin especially emphasized the role of the target text in prolonging the life of the original text, which is unprecedented. If a good literary work is completed by the writer, the writer's task is over. If a work needs to be appreciated by foreign readers, the original writer must rely on the translator to spread his work. Therefore, the target text is never a copy of the source text. Without the efforts of translators, many literary works cannot be spread all over the world.

3.3 The Writer from the Perspective of Deconstructionism

In traditional translation theory, the writer is the creator of the source text and must be the authority of the text. The theme, style, arrangement and even implied meaning of the text must be derived from the writer and his background. As for translation, the target text must reflect the exact meaning of the source text without omission. The translator is just a tool for transforming language code. He has no right to change the meaning of the original text, nor should he add his own thoughts to the original text. In short, the translator must be totally loyal to the writer. However, deconstruction denies the authority of the writer and the original. Deconstruction holds that the meaning of the original text is not intrinsic. Only when the reader comes into contact with the text can the meaning appear. In the process of reading, readers get the meaning of the text, different readers may get different meanings, and their meanings may be different in different contexts. So, in a sense, according to the theory of deconstruction, writers are dead.

As a result, the status of the translator has been promoted (Chen, 2012), and even the translator can maintain the same status as the writer, rather than being a tool in traditional translation theory. Roland Barthes published in 1968 an article which denied the authority of the writer who was once regarded as the God of the text and the creative work of the writer. In the theory of deconstruction, the translator's role has changed from a servant of the writer to a creative writer with the same status as the original writer.

3.4 The Translator from the Perspective of Deconstructionism

The writer of the source language, in traditional translation theory, is the master of the text and has the supreme authority over the source language. The writer can explain the meaning of the work according to his own will. John Dryden once compared translators to slaves of writers (Li, 2001). The translator can only work for the writer in the orchard, but the fruit belongs to the writer. In a word, from the perspective of traditional translation, the translator should absolutely obey the writer, reflect everything in the original text, and not express any meaning other than the writer, because the translator should be invisible in translation. However, the absolute authority of the writer for the source language is abandoned in the theory of deconstruction. Deconstruction holds that the translator and the writer play the same role in establishing the meaning of the text. Benjamin pointed out that the translator's task is to find the special meaning of the text in the context of the target language, so as to create resonance for the target language readers and writers (Wang, 2009). The translator is the medium of language transcoding. In order to create resonance for readers and writers of the target language, the translator must first resonate with the writer. In the process of translation, the translator uses his own cultural background and knowledge to communicate and interact with the writer, so as to obtain the special meaning of the original text. Through communication and interaction with the writer, the translator obtains his own understanding of the text and conveys it to the target readers.

Therefore, in the perspective of deconstruction, the role of the translator is as important as the role of the writer. A good translation is created through the cooperation between the writer and the translator (Wei, 2011). Deconstruction promotes the status of translators and gives them equal status. Therefore, the deconstructive view of translation establishes the authority of the translator.

3.5 The Standard of Faithfulness from the Perspective of Deconstructionism

The target text must be faithful to the source text in traditional translation theory, that is, faithfulness or equivalence. The translator cannot change the writer's meaning or disturb him. The original text and the writer are absolutely superior to the translation and the translator. If the translation is not faithful to the original, it is a failure for the translation work. However, Deconstruction holds that although the meaning of the translation should be the same as that of the original, it is a standard that the translator can never reach. The process of translation is the activity of spreading and differing the original text. Therefore, the meaning of the original text is uncertain and there is no clear "center". Therefore, the target text is the re-understanding and re-creation of the source text (Wei, 2011). The task of the target text is to continue and innovate the source text.

Lawrence Venuti, an American deconstructionist,

points out that the translation can never be faithful to the original, because the translator may more or less integrate his own thoughts into the translation (Bai, 2012). Faithfulness is only the ideal of translation, which can never be achieved. Walter Benjamin believes that the target text is not faithful to the source text. Translation is not to reproduce the meaning of the original, but to supplement or expand the meaning of the original.

3.6 The Standard of Expressiveness from the Perspective of Deconstructionism

The translated text should be expressive and conform to the target language and culture in traditional translation theory. This culture-oriented translation standard aims to cater to the target readers, but to a certain extent, it eliminates the cultural differences of the target language and makes the target language text expressive and easy to understand. Therefore, through translation, the target language can be consolidated, but cultural exchange is impossible. However, deconstruction holds that the purpose of translation is not to eliminate the differences between languages and cultures, but to enrich the languages and cultures of the world. Lawrence Venuti believes that the purpose of translation is to maintain the cultural differences in the world. Therefore, the target language should carry the elements of the source text. Carrying foreign elements means that the target language cannot fully cater to the target readers. Therefore, in some parts, the target text may not be related to the target language. The target language may not be expressive to the local readers, but from the perspective of deconstruction, in order to enrich the world's language and culture, the target language is not necessarily expressive.

4. CONCLUSION

According to traditional translation theory, translation relies on the original text and must be faithful to it; however, deconstruction holds that the target language is the afterlife of the source language, which is the extension and supplement of the source language, so that the source language can survive in other contexts. Deconstruction theory reverses the relationship between the source text and the target text and it has made people rethink the role of translation, promoted the position of translator and translation, and broadened the field of translation studies.

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The Basic Principles and Specific Methods of Erhu Teaching for Middle-Aged and Old People

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Abstract: Erhu is a traditional Chinese musical instrument, which has a long history of development and is a valuable national culture in China. Erhu instruments can play beautiful and beautiful sounds, with rich artistic expression, deeply loved by the masses of the people. With the development of erhu teaching, not only many young people are learning erhu, but also more and more middle-aged and old people are joining the team of learning erhu. However, due to the characteristics of the middle-aged and old people, such as being too old, poor receptive ability, uncoordinated limbs, and poor response, there are some problems in the teaching of Erhu for the middle-aged and old people, which need to follow certain basic principles and methods Only by teaching can the middle-aged and the elderly learn erhu better. In this paper, the basic principles and specific methods of erhu teaching for the middle-aged and the elderly are described in detail for reference.

Keywords: Middle Aged and Old People; Erhu Teaching; Basic Principles; Specific Methods

1. INTRODUCTION

Erhu, a traditional Chinese stringed instrument, is the main bowstring instrument in Chinese musical instruments. It originated in Tang Dynasty and has a history of more than 1000 years. The famous erhu music in our country includes "erhu reflecting the moon", "horse racing", "listening to the pine", etc. This music is precious traditional culture of our country, and are well-known music. Because erhu can play wonderful music, has a unique charm, can bring people great enjoyment, so that people are deeply intoxicated. Therefore, nowadays, more and more people join in the team of learning erhu, including middle-aged and old people [1]. However, the elderly and the young have different physical characteristics and receptive ability, so there may be some problems in the process of learning erhu, which makes the process of learning erhu slow and the learning effect is not ideal. The main problems of middle-aged and old people in the process of learning erhu are as follows:1.

2. WEAK FOUNDATION

Many middle-aged and old people who study erhu are lovers of erhu. Because of their strong interest, they go to study erhu. But most of the learners don't know the basic music knowledge and music score, so the foundation is relatively weak. They need to learn from the most basic music knowledge, so there is a certain difficulty in the teaching process.

2.2 Poor coordination

In the process of learning erhu, it is necessary to relax the body, adjust the muscle tension and control the fingers reasonably to show the best state in the process of playing erhu. However, due to the general age of the middle-aged and old people, the flexibility and coordination of the body are not as good as that of the young people. In the process of learning to play erhu, there may be too much tension, muscle rigidity, and poor coordination between the fingers and the body Therefore, it may lead to low learning efficiency and poor learning quality.

2.3 Eager to play

To learn erhu instruments, first of all, we should start from the basic skills. Only when we have done the basic skills can we play erhu instruments better. However, in the process of learning erhu, many middle-aged and old people may be eager to play in the early learning stage out of the psychology of comparison or eager to show off, and they do not pay attention to the practice of basic skills, so that the performance effect is poor, and then hit their confidence in practice, which may result in abandonment in the middle and no longer want to continue learning erhu [2].

3. BASIC PRINCIPLES OF ERHU TEACHING FOR MIDDLE-AGED AND OLD PEOPLE

3.1 Principle of step by step

The middle-aged and old people are different from the young people, because the middle-aged and old people are generally older, their memory has declined, and they are relatively difficult to accept new things and learn new knowledge. Therefore, in the process of learning erhu, we must adhere to the principle of step-by-step, and we must not rush to achieve. In the process of learning erhu, we must start from the foundation, lay a good foundation, and then we can learn better.

3.2 Principle of teaching students in accordance with their aptitude

In the process of learning erhu, middle-aged and old people may have one or another problem, but their personal characteristics are different, so their learning situation may also be different. In order to improve the teaching quality and efficiency, we must adhere to the principle of teaching according to their aptitude, and make different teaching programs according to different situations, so as to help the elderly learn erhu better.

3.3 Principle of pertinence

In order to learn erhu well, middle-aged and old people need to have a strong desire to learn. Most middle-aged and old people have a strong interest because they are erhu lovers. Only when you are interested can you study more attentively in the learning process, can you enter a good learning state, and improve the learning efficiency and quality. And some middle-aged and elderly people may just want to learn erhu because of the rising or comparing mentality, which may lead to unsatisfactory learning effect and other phenomena. Therefore, in erhu teaching, we should implement the principle of pertinence, keep interest in those who are interested in learning, and take certain teaching methods to make them interested in learning and learn better.

3.4 Purpose principle

In the process of erhu teaching, it is necessary to set a certain learning purpose for the learners, so as to help them learn better for the purpose, but we must not blindly pursue too high a goal. In general, the elderly study erhu mainly for entertainment and leisure life, and do not want to reach a high level. Therefore, we should set the goal mainly on the teaching level of learning and enjoying for the old, to create a relaxed and happy learning atmosphere for them, not to put too much pressure on them, so as to help them learn more happily [3].

4. SPECIFIC METHODS OF ERHU TEACHING FOR MIDDLE-AGED AND OLD PEOPLE

4.1 Reasonably control the number of teaching staff

Because of the receptive ability of the middle-aged and the elderly. In erhu teaching, reasonable control of the number of learners can better help the middle-aged and old people to learn erhu. In erhu learning classroom, the number of students should not be too much or too little, too little will increase the economic burden of learners, too much may make teachers unable to guide and cause some learners unable to learn better and thus unable to keep up with the progress of the course, therefore. The number of teachers should be controlled reasonably according to the actual teaching situation.

4.2 Pay attention to the basic skills of erhu

The learning of Erhu musical instruments may be more difficult for learners with weak foundation or without music theory foundation in the initial stage, and they need repeated practice to lay a good foundation for later learning. Therefore, many learners may feel bored, bored or even lose self-confidence at this time, which requires teachers to have more patience and discipline Learning, reasonable teaching methods help learners lay a good foundation, and in the teaching process to encourage more learners to help them better build up their self-confidence in learning.

4.3 Effective use of auxiliary equipment teaching

For many middle-aged and old people who have not received formal music training, there are some difficulties in learning erhu. If they are directly explained the knowledge of Erhu playing, they may not find the learning tips. Therefore, in the process of erhu teaching, some simple auxiliary equipment can be used to help the middle-aged and old people better learn erhu. If we can use electronic piano as teaching aids, using electronic piano as teaching aids can help learners better distinguish intonation and control the strength of fingers, so as to help learners better adjust intonation.

4.4 ensure practice time

A certain amount of practice time can help learners improve their learning efficiency and quality. Therefore, it is necessary to ensure that practitioners can spare a certain amount of time to practice erhu every day, so that erhu can truly enrich their lives and achieve the purpose of entertainment spirit and emotion.

5. CONCLUSION

To sum up, erhu is a valuable traditional culture in China. We should not only inherit the traditional culture, but also carry it forward so that more people can learn from it. Therefore, in the process of learning erhu, we should adopt more suitable teaching principles and methods to help the middle-aged and old people better learn erhu and promote the inheritance of traditional culture of our country.

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Analysis on The Reading Promotion of WeChat Public Platform of University Library-Take Library of Guilin University of Electronic Technology as An Example

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Abstract: Taking the Library of Guilin University of Electronic Technology as an example, this paper analyzes the current situation, advantages, and disadvantages of WeChat public platform in reading promotion, and proposes corresponding solutions to the problems that arise, in order to promote the promotion of reading promotion on WeChat platforms Application, has a certain reference value.
Keywords: University Library; Reading Promotion; WeChat Application

1. INTRODUCTION

The promotion of reading in university libraries is an important part of serving readers, and it has an important impact on improving students' own qualities. The advent of electronic intelligent reading has changed the reading habits and tendencies of college teachers and students, and has brought new service methods to the reading promotion of college libraries. In recent years, the promotion of cultural activities on the WeChat reading platform has improved the reading push of college libraries, and brought new options for teachers and students to understand and use the library [1-4]. So, the exploration of WeChat platform library activities is currently very important. The urgent task must actively explore its advantages and problems in order to promote the service innovation of university libraries.

2. CURRENT STATUS OF WECHAT PLATFORM READING PROMOTION

WeChat users have exceeded 1 billion in 2018. As an application software that includes instant messaging, social media, mobile payment, games, news and other services, WeChat has become a necessity for most Chinese people. College students in colleges and universities almost everyone has a smartphone, and WeChat is installed as a communication tool to contact others. The coverage of campus wireless network and the use of mobile phones provide conditions and guarantees for reading promotion in college libraries. As readers' reading habits change from paper to electronic versions, in order to cope with the development of digitalization, university libraries must use WeChat platforms to increase reading promotion activities. University libraries have

basically achieved full WiFi coverage in the library, allowing readers to log in to the WeChat library in various reading areas, leisure areas, and electronic areas of the library to view the library 's latest reading reports, exhibitions, and other promotional activities. And through the platform message to consult related matters, the relevant responsible teacher will reply on the WeChat platform to ensure that the problem is effectively resolved. In order to increase the distance between readers and the library, effectively carry out various functions of WeChat library.

3. LIBRARY OF GUILIN UNIVERSITY OF ELECTRONIC TECHNOLOGY WECHAT LIBRARY READING PROMOTION STATUS

The Library of Guilin University of Electronic Technology (hereinafter referred to as the Guidian Pavilion) has held a school-wide reading festival since 2014. Each reading festival has a specific theme and a series of reading promotion activities are formulated. Since using the WeChat platform in December 2014, the Guidian Museum has actively promoted various reading promotion services. Readers can view and use the various functions of the library through the Guidian WeChat map. They can browse the collection distribution, recommend book purchases, and renew the binding Set up procedures, watch lecture videos, etc.

Behind each message, there are a lot of readers leaving messages to consult related questions. The WeChat background teacher will identify the problem belonging to that department according to the nature of the problem, communicate with the relevant department in time, and understand the situation and reply to each reader concisely and concisely. And follow up to find out if the problem has been improved or resolved.

4. ADVANTAGES OF WECHAT LIBRARY READING PROMOTION

The Guidian Pavilion has successfully held six reading festivals from 2014 to the present. The distinctive reading themes such as "read, let dreams set sail", "let deep reading go with youth", "inherit Chinese culture, and promote the spirit of the university", revolve around Nearly 50 reading promotion activities were carried out on each theme, and reading cultural projects such as movie exhibitions, live-action libraries, reading salons, art exhibition displays, and subject training were promoted on WeChat platform, so that readers could read each reading festival on WeChat

platform. The various reading promotion activities are well known, and every reading project during the reading festival has been attended and praised by a large number of readers.

5. DEFECTS OF WECHAT LIBRARY READING PROMOTION

At present, college libraries use WeChat promotion services in a relatively simple form, and lack of accuracy and personalization for reading promotion, which will cause college libraries to lose the rationality of content settings in the reading promotion service. In the professional construction of the WeChat platform, there is a lack of professional team support, which limits the ability to promote.

Each university has limited financial support for the library, resulting in more limited funding for reading promotion activities. Therefore, the limitations of holding a reading culture have caused the WeChat platform to be insufficient in information when promoting reading activities, weakening the WeChat platform Function.

6. SUGGESTIONS FOR READING PROMOTION IN WECHAT LIBRARY

Pay attention to timeliness. Guidian Pavilion has done a good job in releasing information in a timely manner. The latest notifications and information will be pushed to WeChat platform as soon as possible. For example, the subject 's weekly retrieval training courses, essay activities, competition information, opening and closing notices, etc., as well as some inter-library exchange news, etc., can allow readers to understand the latest developments in the library.

Create a brand column. The Guidian Pavilion has no representative column in the brand building project, so it is still in the process of exploring.

Provide personalized service. The Guidian Pavilion has always been dedicated to serving readers personally. Therefore, in the layout of WeChat Library, the use of interesting pictures and text design is deeply loved by readers.

Strengthen professional team building. The construction of a professional team has a guarantee effect on the promotion of reading on the WeChat platform. The professional team can make the WeChat push quality of the library higher. Guidian Pavilion has a professional talent management WeChat library to ensure its professional development, but the number of teams is small. Therefore, there are difficulties in working energy. In the future, it is necessary to build a perfect professional team and work hard.

7. CONCLUSION

The push service of the WeChat platform of the university library is the product of the digitization of the library. Only by following the changes in the trend can we better serve our readers. The design and management of the WeChat library is a new problem faced by every university library. It can only use the WeChat platform more carefully and efficiently, thereby improving more diversified and convenient service methods.

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Reflections on The Path of Professional Construction of The Team of Library Archives Management Personnel

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Abstract: This paper explains the main responsibilities of the library and archives management personnel, analyzes the current situation of the library and archives management, and puts forward the effective strategies for the professionalization of the library and archives management personnel.

Keywords: Book and File Management; Team Building; Professionalization

8. INTRODUCTION

The classification of Library internal work is clear, each department has different responsibilities, and its work content is different. Without any part, the library will not be able to operate normally, but some work is often underestimated. The management of books and archives is the management of books and archives, which is a meticulous and important part of the work. The construction of its management staff is related to the level of the management of books and archives.

2. THE JOB RESPONSIBILITIES OF THE LIBRARIANS

The management of books and archives is an important work in the library. Library and archives management personnel are responsible for ensuring the integrity and safety of books and archives, and their team is an indispensable part of the library team. Library and archives management personnel must have a solid theoretical knowledge of Library and archives management, have the corresponding practical operation ability, and be able to use modern information management and technical means to do a good job in the collection and collation of literature information. In addition, the library and archives management personnel should also fully develop and utilize the literature. Excellent library and archives management personnel must be high-quality talents with both technology and skills. They must not only adhere to professional ethics, be conscientious and responsible, have a sense of mission, but also have the humanistic quality matching their positions. The library and archives management personnel should be able to organize and sort out the library and archives information scientifically, master the automatic management technology of the library and archives, carry out the information retrieval accurately, understand the construction and management methods of the digital library, and have the professional information analysis ability to provide the users with high-quality information services. The working ability of the library and archives management personnel determines the scientific, reliability and safety of the library and archives. It is necessary to strengthen the team construction, enhance the professional ability of the library and archives management, carry out the professional construction of the library and archives management personnel, and improve the quality and efficiency of the library and archives management work.

3. ANALYSIS OF THE CURRENT SITUATION OF BOOK AND ARCHIVES MANAGEMENT

In the current management of book archives, there are some factors that are not conducive to the long-term development of book archives management. First of all, the current way of library archives management has lagged behind the times, managers in the management of books and archives, but also the use of more traditional methods, more manual finishing, not fully applied the existing technology. The current era of information technology level has been basically mature, book archives management personnel should play professional skills, the use of information technology to manage the book archives. Secondly, the book archives are still paper-based, not fully realized information. Although the paper book archives have their own advantages, but compared with the information-based book archives, there are obvious disadvantages, that is, not easy to save, once the unexpected situation, it is easy to lose or damage, resulting in incomplete library files. Then, the management of books and archives has not highlighted its importance, in some libraries, the management of books and archives is regarded as a supporting work, compared with the main work such as book lending, many staff thought that the management of books and archives is a marginal nature of work. Finally, there are some shortcomings in the internal construction of the team of library and archives managers, there are great differences in the quality level between different personnel, and their professionalism and proficiency in the work are also very different [1].

4. THE PROFESSIONAL CONSTRUCTION STRATEGY OF THE LIBRARY AND ARCHIVES MANAGEMENT STAFF

4.1 Strengthening the construction of the political quality of the team of librarians

There is a big difference in the content of work between the

management of books and archives and the general management of books. The work content of the management of books and archives is books and archives. Although the work content is complex and various, the information involved is relatively simple and less interesting. The management of books and archives is a work with high requirements for work concentration. In order to reduce errors to a certain extent and avoid errors, we must maintain a rigorous attitude and take books and archives seriously. It can be said that this is a serious and boring work, which is a test of the ideological awareness of the library and archives management personnel. We must strengthen their political and ideological construction, cultivate their work enthusiasm, and make the library and archives management personnel team become a team with political awareness.

4.2 Improve the professional quality of the library and archives management team

The professional level of the library and archives management team depends on the professional quality of the library and archives management team to a large extent. Therefore, it is necessary to ensure that the theoretical knowledge and practical operation ability of the library and archives management staff are equally important, improve their information management level, enhance the technical level of the team, and enhance their ability to collate, analyze and apply the literature and archives. We should cultivate talents with both technology and skills, and enhance the overall humanistic quality of the team. In addition, the library and archives management personnel must manage the information such as the library and archives scientifically, use the automation management technology well, actively participate in the construction and management of the digital library, and improve their information analysis ability and information application ability [2].

4.3 Enhance the confidentiality of the team of library archives managers

There is one thing in common between book and archives management and other archives management work, that is, its work has certain confidentiality. There are a lot of important and confidential information in the work content of the library and archives managers, which requires the management team to have a high sense of responsibility. Management personnel not only need to ensure the integrity of these information, to avoid omissions, but also need to ensure the security of these information, to avoid the loss, not to mention the situation of leakage by management personnel. In the construction of the library and archives management team, we should pay attention to the inculcation of the sense of confidentiality, at the same time, we should strengthen the confidentiality ability of the library and archives management personnel, so that they can carry out professional management of the library and archives. According to the scientific method and process, do every detail part of the management of books and archives meticulously.

4.4 Cultivating the professional confidence of the team of library archive managers

Book archive management is a very important work, but also an indispensable part of the library, in order to carry out the professional construction of the library archives management team, we must make the library archives management team realize the importance and necessity of their work, so that they have a sense of mission in their work. Book archives management personnel have full confidence in their own career, to the library archives management work proud, will be stimulated by the enthusiasm of work, consciously and automatically self-improvement, pay attention to professional ability exercise, enhance the focus of their work and enthusiasm for work. It is important to professionalize the construction of the team of library archives management personnel, improve the working conditions of the library archives management team and attach importance to the position of the management of the library archives, but changing the environment is only from the external causes, and the team of library archives management personnel should start from the internal causes to improve the mental outlook in the work and take the initiative to participate in the construction of professionalism.

5. CONCLUSION

To sum up, although the management of books and archives is often underestimated in the library work, it shoulders the important responsibility of the construction and management of books and archives. The professional level of the library and archives management team is related to the quality of the library and archives management. Therefore, it is necessary to strengthen the professional construction of the library and archives management team and improve its overall professional level.

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A Summary of The Breeding Methods of Cordyceps Militaris

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Abstract: Cordyceps militaris has the functions of regulating body immunity, tonifying liver and lung, tonifying kidney and strengthening yang, inhibiting cancer cell division and growth, delaying aging and beautifying. The frequent degradation of Cordyceps militaris has brought great difficulties to the large-scale production of Cordyceps militaris. How to deal with the degeneration of Cordyceps militaris will be an important research direction of Cordyceps militaris. Strain selection is a necessary way to obtain the required excellent production strains. This paper mainly expounds the basic methods of Cordyceps militaris breeding, including biological breeding, physical breeding and chemical mutation, and make a prospect.
Keywords: Cordyceps militaris; Tissue isolation; Rejuvenation; Strain

1. INTRODUCTION

North Cordyceps militaris, have a variety of medicinal values and nourishing functions, comparable to ginseng and pilose antler, and are the best substitutes for Cordyceps militaris.

Nutrition research shows that it is rich in a variety of nutrients which are beneficial to human body, and its characteristic components are Cordycepin acid, cordycepin and Cordyceps polysaccharide.

Pharmacological research shows that it has the effects of regulating body immunity, tonifying liver and lung, tonifying kidney and strengthening yang, inhibiting cancer cell division and growth, delaying aging and beautifying.

In recent years, the artificial cultivation technology of Cordyceps militaris has made rapid development, and the large-scale production of Cordyceps militaris has been successfully implemented. However, the degradation of the strain of Cordyceps militaris in the production has brought great losses to the production. After being preserved for a period of time, Cordyceps Borealis will lose its vitality, age and degenerate, resulting in a decline in yield or even a total yield. Good strains are the precondition to improve the production efficiency and product quality of Cordyceps militaris. In recent years, the main breeding techniques of Cordyceps militaris mainly include biological breeding and mutation breeding.

2. BIOLOGICAL SELECTION METHOD

Biological breeding of North Cordyceps militaris has a strong purpose, which directly interferes with the process of gene storage, replication, expression and regulation.

2.1 Domestication and Breeding of Cordyceps Militaris

Domestication and cultivation of wild Cordyceps militaris is an important part of Cordyceps militaris breeding. The collected spore stalks of Cordyceps militaris were washed out of soil and sundries, sterilized with 0.1% mercuric chloride or 75% alcohol, washed with sterilized water, and then cut into small segments and inoculated on the solid PDA medium (potato boiling solution, glucose, peptone, sodium dihydrogen phosphate, magnesium sulfate) of test tube or plate. After 2 days of cultivation at 25℃, white fluffy hyphae grew on the tissue block, about 10 days later It can grow full.

After inoculation, observe every day. If there are any miscellaneous bacteria (bacterial and fungal contamination), immediately pick out, discard the tube or transfer it to a new slant medium. In order to verify whether the isolated strain is the required strain, the isolated strain is put back to tussah chrysalis or wheat culture medium for grass production test, which can repeat the original shape of the strain and obtain pure strain. Morphological characteristics of Cordyceps Borealis: a single or several of its bases grow from the head of the host, but also from the internode of the insect, orange yellow, generally unbranched, 40-70 mm high. The head is rod-shaped, 10-20 mm long and 3-5 mm thick, with rough surface. The ascorbic shell is exposed, nearly conical, the handle of the socket is nearly cylindrical, 25-40 mm long, 2-4 mm thick, and the inner solid.

2.2 Single Spore Isolation Breeding

Single spore isolation is to use a single spore of Cordyceps militaris to make it germinate into mycelium, so as to obtain a pure strain. Specific methods: select the fruiting body (close to maturity) which has good shape, strong growth and can represent the traits of the variety, hang it on the top of the flask, collect the spores on the PDA solid medium, so that the ascospores can be ejected to the medium plane. After incubation at 25℃ for 3-5 days, the ascomycete monosporic colonies were selected and transferred to the PDA slant. After incubation at 25℃ for 3-5 days, the candidate strains were obtained when the hyphae grew on the slant, and then the excellent strains were screened through cultivation experiments.

2.3 Tissue Separation Breeding

No mixed bacteria on the selected medium, 40-60mm long in good condition, the fruiting body of Cordyceps synesis is not disinfected. On the super clean bench, cut the selected fruiting body into two parts with a scalpel. Take the upper

part and cut a small opening longitudinally from the incision. Tear it into two parts longitudinally along the fruiting body. Carefully use the inoculating needle to pick a small piece of internal tissue of fruiting body in the middle of the fruiting body or at the top of the middle part, and inoculate it to PDA medium for culture Candidate strains, and then through cultivation experiments, to identify the production performance of strains, retain good strains.

2.4 Hybrid Breeding

Cordyceps militaris has obvious habit of heterozygous bipolarity. By using ascospore materials which may have gene recombination in sexual process, mononuclear strain mating can improve Cordyceps militaris strains, so as to screen high-yield and high-quality strains or maintain the transmission stability of excellent characteristics of strains. It is proved that this method can screen out the strains with two parental characteristics in Cordyceps militaris breeding, but the workload is large and the hybridization probability is low.

3. PHYSICAL MUTAGENESIS

Mutagens used in physical mutagenesis are mainly various kinds of ionizing radiation and sound wave with certain frequency, such as ultraviolet, X-ray, α - ray, β - ray, γ - ray, fast neutron, microwave, ultrasonic, laser ray, ion beam, cosmic ray, atmospheric room temperature plasma (ARTP), etc [1].

Physical mutagenesis has the advantages of relatively simple operation, stable and fast characters, short breeding cycle and high mutation rate. Cell is the basic unit of organism. When the electromagnetic wave or particle flow with extremely high energy enters the organism, the molecules in the cell will lose electrons under the excitation of high energy, and the chemical structure of the molecule will change accordingly. The atoms lose charge and form ions, forming the phenomenon of ionizing radiation. Physical mutagenesis is mainly through the action of ionizing radiation, so that the ions combine with other atoms or molecules to cause the covalent bond breaking, and then cause the chromosome structure variation. The common variation is mainly chromosome translocation, inversion and deletion [2]. Physical mutagenesis is conducive to breaking gene linkage, promoting gene recombination, obtaining a large number of mutant materials and new characters, providing alternative parent materials and innovative germplasm resources for subsequent breeding work [3].

3.1 Breeding By 60co-Γ Radiation

γ-ray is a kind of high-energy static electromagnetic radiation produced in atomic nucleus, which has high mutagenic intensity and is easy to produce mutagenic strains. A new strain of Cordyceps Borealis was selected by culture experiments under the condition of radiation doses of 50 Gy, 100 Gy, 300 Gy and 500 Gy for 2 hours. Compared with the tested strain, the fruiting body of the mutant strain increased

significantly and the number of roots decreased.

3.2 Breeding of Protoplasts by Uv Mutagenesis

Mycelial culture: take the mycelium with vigorous growth on the PDA slant, inoculate it in the liquid PDB medium, and culture at 26-28 ℃ for 2-4 days.

Enzyme solution configuration: weigh the required concentration of enzyme (w / V), dissolve it with 0.6mol/l osmotic pressure stabilizer, filter it with 0.22 μ m microporous filter membrane, and then use it for standby.

Protoplast separation: put the cultured mycelium in the graduated centrifuge tube, centrifugate it at 3000r / min for 10min, remove the supernatant, and wash it three times with osmotic pressure stabilizer.

Calculate by adding 1ml enzyme solution to every 300mg wet mycelium, enzymolysis for a period of time at appropriate temperature, take a small amount of enzymolysis solution, and calculate the number of protoplasts with blood cell counting plate.

3.3 ARTP (Atmospheric and Room Temperature Plasma) Technology Breeding

ARTP is a new mutagenic technology. Its principle is an ionomer source released under normal atmospheric pressure and normal temperature by using bare metal electrode structure. This plasma jet with high active particles contains he, O, N2, oh and other particles in excited state. These active particles have a certain effect on nucleic acid, protein and the overall structure of cells, which can change the structure and permeability of microbial cell wall / membrane, and cause gene damage, thus leading to microbial mutation [4, 5]. Due to the late emergence of this technology, its application in Cordyceps militaris is still relatively small.

4. CHEMICAL MUTAGENESIS

Chemical mutagenesis has been used for a long time in the research field of mutagenesis. The chemical reagents used in chemical mutagenesis are relatively fixed, mainly alkylating agents, base analogues, acridine pigments, etc. At present, many chemical mutagens are used, such as alkylating agent, nitroso compound, azide compound, base analogue, antibiotic, hydroxylamine, Yading, etc. [2]. Among them, the most widely used are ethyl methane sulfone (EMS), sodium azide (SA), colchicine (Colc), etc.

Chemical mutagens induce base mutations and codon shifts during DNA replication. Chemical mutagens are mainly mutations caused by the following ways: (1) Mutagens have one or more highly active alkylation groups, which can be combined with proteins and nucleic acids of cells in vivo, so that proteins and nucleic acids lose their normal physiological activities, leading to changes in DNA structure. The mutagens leading to this type of mutation are mainly alkylating agents; (2) Mutagens participate in DNA replication in the form of base analogs, resulting in base pairing errors. One base pair replaces another, such as A-T conversion to g-c. Such as 6-mercaptopurine, 5-bromouracil and so on; (3) In the way of embedment, the mutagen causes the frameshift mutation, that is, the mutagen is inserted into the base, causing the deformation of DNA skeleton, which leads to the imbalance of chromosome pairing exchange. One chromosome has one

more base pair on its DNA molecule, and the other one has one less base pair. The mutagens causing this mutation include acridine orange, diamino acridine (protoflavin, 3, 6-diaminoacridine, et al [6-7]; (4) During meiosis, chemical mutagens inhibit the formation of spindle microtubules and prevent chromosome separation, resulting in the doubling of the number of chromosomes in the receptor material, such as the change from 2-fold to 4-fold, such mutagens are mainly colchicine [8-10].

5. CONCLUSION

At present, the production of Cordyceps militaris has the disadvantages of low yield, uneven product quality and high cost. In addition, the frequent degradation of Cordyceps militaris has brought great difficulties to the large-scale production of Cordyceps militaris.

In recent years, there are many reports about the mutation breeding of Cordyceps militaris, and the strains with higher yield of cordycepin and polysaccharide have been selected.

Compared with plant mutation breeding, the development of mutation breeding of edible and medicinal bacteria is still slow. In the future, Cordyceps militaris breeding will also be applied to gene engineering technology, that is, to purposely knock in one or more genes into the production strains, and to modify Cordyceps militaris, so as to obtain better strains suitable for various needs.

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Cultivation of College Students Critical Thinking Ability in Classroom Teaching

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Abstract: Critical thinking is not only an indispensable ability in modern society, but also a necessary ability for contemporary college students. The cultivation of critical thinking can help students improve and develop their creativity and social adaptability. It is a necessary skill training for students to build on the basis of the future society. This paper expounds the concept and significance of critical thinking, probes into the defects existing in the critical thinking ability of domestic college students and analyzes the causes, and puts forward that the skills of critical thinking of college students can be cultivated by changing teaching concepts, teaching evaluation methods and establishing relevant courses.

Keywords: Classroom Teaching; Critical Thinking Ability; Training

1. INTRODUCTION

Since the 20th century, in the western developed areas, critical thinking has attracted people's attention, attracted the attention of a large number of scholars and experts, and gradually become a hot topic of discussion. In recent decades, both in North America and Europe, critical thinking has been deeply applied in the teaching activities of specific subjects, and has been widely implemented and applied. Looking at the research on critical thinking in western countries, we can see that the discussion on Higher Education in China is just in its infancy, and there are still many problems to be further explored. In this paper, how to cultivate the critical thinking ability of college students in the classroom teaching is discussed as a research task, with a view to attracting valuable ideas.

2. THE THEORETICAL ORIGIN AND SIGNIFICANCE OF CRITICAL THINKING

2.1 The origin and concept of critical thinking

The origin of critical thinking can be traced back to the ancient Greek philosopher Socrates at least two thousand years ago. What Socrates advocates is a kind of inquiry questioning, that is, putting forward questions in other people's original knowledge, constantly reflecting, and then leading to new knowledge. Since the 1970s, critical thinking theory has become a research direction of modern logic, and then, critical thinking focuses on common sense. Since the end of last century, the United States has required schools to include critical thinking as an important indicator in classroom teaching.

What does critical thinking mean? Experts have yet to come up with a unified definition. Here are two representative opinions: first, critical thinking is a kind of ability based on objective facts and full rationality to add to objective evaluation and theoretical evaluation. It requires people to question the original knowledge through independent thinking, comparative analysis, identification and judgment.

Critical thinking has the ability of construction and creativity. It can get different conclusions for the same thing from different angles, and use the new knowledge to solve the problems in life. To sum up, critical thinking can be explained as follows: the ability to conduct systematic and comprehensive analysis of information, and to make a reasonable evaluation of the value, reliability or authority of various statements or suggestions, so as to make a reasonable judgment and reasoning. It is a process of raising questions and solving them. Individuals achieve self-improvement of thinking through a series of evaluation criteria [1].

2.2 The significance of critical thinking

In our daily life, we have to make choices on consumption, making friends, spending time, studying, job hunting and other issues, but in most cases, we make choices without careful consideration, which makes us sometimes regret the consequences of our choices. By strengthening the study and relevant training of critical thinking, we can improve the ability to distinguish what we see and what we hear, make choices based on careful consideration of facts and values, effectively express our views, keep alert to prejudice and not be moved by inflammatory remarks or commercial advertisements. [2] (p196) in a word, critical thinking can guide us to set up a thoughtful thinking attitude, help us to develop good qualities such as clarity and legitimacy, and improve the soil of our thinking. Once we really master the critical thinking ability, it can teach us which events can be trusted and which methods should be adopted to solve these problems in case of problems, so that we can make more scientific decisions. [3] (P21)

3. AN ANALYSIS OF THE CURRENT SITUATION AND CAUSES OF THE CRITICAL THINKING ABILITY OF COLLEGE STUDENTS IN CHINA

3.1 Status quo

Around the world, most colleges and universities attach great importance to the cultivation of students' critical thinking. For example, European and American countries not only include the cultivation of critical thinking in undergraduate curriculum design, but also pay special attention to the research of this content and the development of measurement tools. Relatively speaking, in the mainland of China, both the related research and the development of educational activities are lagging behind. There are no

relevant courses to train students' critical thinking, nor have good critical thinking been included in the training objectives and plans of higher education. Even teachers themselves rarely have critical thinking literacy. How to teach students has to be doubted.

First of all, there are few colleges and universities that offer this education content in the curriculum of most colleges and universities in China. Secondly, most colleges and universities divide critical thinking into philosophy majors, which is easy to give people an illusion, as if the thinking is only applicable to Philosophy majors, only such students can use it. In fact, critical thinking is a necessary ability for students in every field, not only in philosophy. Thirdly, there are many differences in the content and structure of curriculum among many schools, and there is no uniform standard for curriculum setting. Compared with foreign countries, China focuses on logical argumentation and reasoning, but less on more extensive thinking training. In the actual case study, there are not many argumentations from a large number of thinking patterns and errors, resulting in very few related cases. [4] Finally, for most colleges and universities, in the process of teaching, critical thinking, a very innovative course, is still carried out in the traditional mode. In this mode, students only get some superficial meanings and basic concepts, but they can't get deep understanding and exercise, let alone integrate them into daily life and learning [4].

3.2 Cause analysis

3.2.1 The traditional teaching concept fetters the development of critical thinking of college students
China's education reform has lasted for more than 20 years. Although there have been profound changes in the way of education, such as multi-media equipment teaching, online Q & A and testing, the "cramming" teaching of all levels of education has not changed qualitatively: the learning method still focuses on mechanical learning rather than independent thinking; the value still advocates one oriented rather than multi-dimensional communication; and As for the expression of knowledge, it still emphasizes inheritance and continuity rather than criticism and transcendence. Such a way of training can only seriously weaken students' ability of independent thinking, and how can we expect students to innovate and surpass.

3.2.2 The traditional way of evaluation affects the development of critical thinking of college students
Evaluation is actually a kind of value judgment activity. However, in China, influenced by utilitarian and instrumental values, the traditional evaluation is mostly a kind of summative learning terminal evaluation, which is guided by screening students' level of knowledge mastery and selecting excellent students, takes examination as the core and severely suppresses students' ability of independent thinking and exploration, which is a kind of sadness of contemporary education.

3.2.3 The influence of family environment on the cultivation of critical thinking of college students
Some parents in China are influenced by the traditional idea that children are good only if they follow the rules. Let go of children less, virtually strangled their sense of innovation and critical thinking. Children's curiosity and imagination are the premise of their creativity, and many parents are impatient with their children's questions, which to a large extent suppresses their desire for knowledge and extinguishes the spark of creative spirit.

3.2.4 Students' own factors limit the development of critical thinking
China's current education model is still a unified exam-oriented education model. Because students are influenced by traditional education since childhood, college students are better at and tend to accept objective knowledge rather than subjective judgment. In the face of the courses they are taught, they will only follow their authority and rarely question, forming a relatively stable thinking pattern, committed to maintaining high level with teachers and textbooks Degree of consistency, always pursue standard answers. [5] For a long time, the passive and mechanical learning habits that students develop in their study have also strangled their critical thinking.

4. METHODS AND STRATEGIES OF CULTIVATING CRITICAL THINKING OF COLLEGE STUDENTS IN CLASSROOM TEACHING.

The education of critical thinking can not only help students to improve their ability of identifying information, but also further promote their creativity and social adaptability. [5]

4.1 Change the concept of teaching, change the role of teachers
In the traditional teaching, the vast majority of teachers regard students as static and passive storage. Teachers focus on knowledge training and ignore ability training. They fail to train students how to use the learned subject knowledge, relevant data and information to make reasonable inference. As time goes by, students are in a passive state, do not have a good ability to develop independent thinking, do not question, do not know how to criticize, and how to talk about innovation. Therefore, we should update the traditional concepts, make classroom teaching student-centered, fully mobilize their interest in learning, let them actively participate in teaching activities and actively put forward their own ideas and opinions on the basis of considering and combining the actual level and psychological characteristics of students, which will not only help to improve their creativity, but also help them Help them to think and analyze problems in a comprehensive and multi-dimensional way. [6](P173-331)

4.2 Change the way of teaching evaluation and promote the all-round development of students
In the teaching activities, the correct evaluation of students can not only focus on the achievements or family background, but also pay full attention to the personality differences of different students, and make a comprehensive analysis of their learning process, methods, cooperation ability, thinking ability and other aspects, so as

to better help them to obtain comprehensive development.

4.3 Offering courses related to training critical thinking skills

Critical thinking is a very important thinking training course. Since the last century, it has been widely used in most foreign primary and secondary schools and colleges. The critical thinking course should be brought into the curriculum system to cultivate students' thinking habits. The best period is in the primary school. If we start to teach critical thinking in the University, it will inevitably have an impact on its effect. Therefore, the course of critical thinking advocated here is not to start from the University, but to hope that it should be paid attention to in primary and secondary schools.

4.4 Extensive practice and research on inquiry learning

Inquiry learning usually focuses on the process of induction to promote its effective use in teaching activities. In Simultaneous Interpreting with traditional teaching, this mode of thinking is more conducive to students' learning and exploration of new things. When carrying out teaching activities, teachers should make full use of this way to create problem situations, constantly promote the improvement of students' awareness of problems, optimize their thinking structure as much as possible, and promote the development of their innovative spirit and ability.

4.5 Strengthen the cultivation of students' questioning habits and the consciousness of encouraging students to think

Einstein believed that it was more meaningful and important to ask questions than to solve them. The innovation of curriculum can not only stay on the level that students can reasonably analyze and solve all kinds of related problems put forward by teachers, but also should cultivate their awareness and ability to actively explore problems as much as possible. The development of innovative thinking ability usually needs to be based on the development of independent thinking ability. Therefore, in order to promote the development of their thinking ability, we should first attach importance to the cultivation and guidance of their independent thinking, that is, to provide them with time and space for independent thinking, guide and encourage them to put forward questions, strengthen problem situations, and strengthen the evaluation of their thinking activities [7].

4.6 Subject content organization activities should be connected with practice

In classroom teaching, an excellent teacher should be able to combine theory with practice and combine content learning with method learning. When teaching knowledge, we should combine various teaching methods, start with the most appropriate cases in students' life practice, and be able to use the critical thinking to look at the problems from time to time when teaching the basic knowledge theory, so as to inspire and enlighten students. Long term adherence will not only build students' confidence in learning critical thinking well, but also reap unexpected results in classroom teaching of critical thinking.

5. CONCLUSION

No matter how to cultivate the future successors with ability, technology and thought, or how to improve the screening ability and identification ability in the face of miscellaneous information, it is inseparable from self-reflection and continuous innovation. In these two processes, critical thinking is indispensable. Therefore, when teaching basic knowledge, teachers should cultivate students' critical thinking from time to time. When thinking about a problem, teachers should give more angles to students, guide them to think and solve problems from different perspectives, rather than give a conclusion in general. In the process of thinking, teachers should cultivate students' ability in this respect.

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On Improving the Work Efficiency of Administrative Staff in Colleges and Universities

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Abstract: With the continuous development of the reform of colleges and universities, colleges and universities pay more and more attention to management. Administrative management is not only related to the quality of teaching management, but also has a crucial impact on the development of schools. The work efficiency of administrative staff in Colleges and universities in China is still in a low state, which has a negative impact on the quality of education management and the development of schools to a certain extent. Therefore, it is of great significance to improve the work efficiency of administrative staff in Colleges and universities. This paper focuses on the reasons for the low work efficiency of administrative staff in Colleges and universities, and puts forward corresponding suggestions for improving the work efficiency.

Keywords: University; Administrative Staff; Work Efficiency

1. INTRODUCTION

With the continuous development of the reform of colleges and universities, deepening the reform of various work in Colleges and universities, improving the level of full-time teachers has become the common goal of all colleges and universities. At the same time, the school's administrative work has not been paid enough attention to, which directly leads to the work efficiency of university administrative staff cannot be effectively improved, which not only affects the quality of school education management, but also restricts the development of the school [1-3]. To improve the work efficiency of administrative personnel in Colleges and universities, and to build a team of administrative personnel with high ideological quality and good at management, not only can enhance their sense of professional belonging and achievement, but also can improve their work efficiency and enthusiasm, which is conducive to promoting the smooth progress of various work in colleges and universities and providing service guarantee for the development of schools.

2. THE SIGNIFICANCE OF STRENGTHENING THE CONSTRUCTION OF ADMINISTRATIVE MANAGEMENT TEAM IN COLLEGES AND UNIVERSITIES

The administrative management of colleges and universities directly serves the teaching and scientific research work. Its decision-making and organizational nature plays an important role in the teaching and scientific research work of colleges and universities. The quality of administrative personnel in Colleges and universities determines the level of administrative management in Colleges and universities. Their work efficiency is not only a standard to test their work ability, but also directly determines the quality of teaching, scientific research and social service in Colleges and universities, and affects the level of running schools [4-6].

3. AN ANALYSIS OF THE REASONS AFFECTING THE WORK EFFICIENCY OF ADMINISTRATIVE STAFF IN COLLEGES AND UNIVERSITIES

With the deepening of the reform in Colleges and universities, many colleges and universities have realized the importance of management personnel, because the work of administrative personnel in Colleges and universities is closely related to teachers and students. However, in terms of the current situation, the work efficiency of administrative personnel in Colleges and universities has not been improved much, mainly due to the following reasons:

3.1 Colleges and universities do not pay enough attention to administrative work and administrative staff

As a school, it is indisputable to put education, teaching and scientific research in an important position, but we cannot ignore the importance of administrative work to the development of the school. On the one hand, salary and welfare tend to be for teachers' scientific research team, and on the other hand, there are rewards for scientific research and guiding scientific research. But administrators only have a fixed income, which limits their work enthusiasm. Many people think that more work is the same as less work. On the other hand, the way of promotion is limited. Compared with full-time teachers with high education and professional titles, the way of promotion for administrative personnel is single and has few opportunities, which has a significant impact on their work efficiency.

3.2 Unscientific target setting and assessment mechanism of administrative management in Colleges and Universities

The work tasks of many university administrators are relatively fixed, most of which are completed by the lower level and assigned by the higher level. The work objectives are not clear, and there is a difference between doing more

and doing less. The administrative work is relatively trivial and complex, and the work performance is not quantifiable, which leads to the unwillingness of some employees to actively carry out the work, which directly affects the promotion of work and the improvement of management level. In the process of assessment, because the work objectives are not clear and the assessment indicators cannot be specified, the unfairness of the assessment results will directly affect the work efficiency of the administrative staff.

3.3 The professional level of university administration is not high

The management level of administrative staff in Colleges and universities directly affects the efficiency of administrative work. The reasons for the low professional level are as follows: on the one hand, in order to reduce personnel expenditure, many colleges and universities simply simplify their staff, without fully considering the complexity and complexity of the work, which leads to the fact that some administrative affairs cannot be of high quality Therefore, the quality of work is affected. On the other hand, many administrative personnel in Colleges and universities are the families of the introduced talents. Most of them are non-staff members, which is not to say that the management level of the families of the introduced talents is not enough, but most of them are indeed so. Some of them are due to their own educational background, some are due to their own work attitude, they do not care about their work, and they are satisfied with completing the immediate work Will not be willing to focus on the rapid development of the school. All these affect the level of school administration.

4. SUGGESTIONS ON IMPROVING THE WORK EFFICIENCY OF ADMINISTRATIVE STAFF IN COLLEGES AND UNIVERSITIES

4.1 Improve the school's emphasis on administrative management

In order to effectively improve the work efficiency of the administrative staff in Colleges and universities, we must first ensure that the school can pay enough attention to the administrative work, which is multi-faceted. The most important thing is the reform of the salary system. According to the different positions, different salary systems can be formulated, which can effectively encourage competition to work and improve the work enthusiasm. On the other hand, it provides relatively more routes and opportunities for the promotion of administrative personnel. At present, the implementation of staff system in some colleges and universities is a good attempt, but the opportunities are still less and the setting conditions are not scientific enough.

4.2 Formulate more scientific administrative management objectives and assessment system

At the same time of setting work objectives, combined with job responsibilities, we should properly carry out competition to take up posts, and achieve the upper and the lower of the competent, and make a relatively obvious salary difference in the assessment. This shows that there is an appropriate gap in the completion of work tasks, and there is also an appropriate gap in work remuneration, the main purpose of which is to address the phenomenon of overstaffing. In terms of salary, it is also a kind of affirmation to the administrative staff. More work, more work.

4.3 Improve the professional level of administrative management in Colleges and Universities

Improving the professional level of administrative staff in Colleges and universities is also an effective way to effectively improve the efficiency of administrative work, and there are many ways to improve the professional level. The main ways are as follows: first, pre job training, necessary document writing training, etiquette training, public opinion response training, administrative staff cognitive training, etc.; second, post job training, For different positions, similar positions of professional training, strengthen the ability to improve work, improve the level of work.

5. CONCLUSION

In order to build a high-level administrative team in Colleges and universities, the administrative staff in Colleges and universities should have innovative consciousness and accumulate professional experience. It is necessary to set up the service-oriented management concept, weaken the position status and strengthen the teaching and scientific research

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Research on The Way to Improve the Employment Ability of Medical College Students

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Abstract: At present, there is still a certain gap between China's developing countries and Western countries. If we want to shorten the gap, we must cultivate talents in various industries. Therefore, the employment pressure of graduates is very large. Education level is no longer the only measure of recruitment for key companies, so college students need to improve their ability in all aspects so that their employment can be smoother. In this paper, according to the actual situation of medical college graduates in China, and then explore the path to improve their ability.

Keywords: Medical College; Employability; Promotion Path

1. INTRODUCTION

1.1 Inaccurate self-positioning and unclear career choice

Many medical college graduates cannot clearly describe their own professional content and have no clear future development plan during their study, so many students will study hard during their college life, but the main purpose of preview and review is to pass the exam. As we all know, there are many branches of medicine, such as clinical medicine, Stomatology, etc., so the final employment direction of students is also different [1, 2]. But with the development of society, it is difficult for many specialized medical students to get employment because many hospitals refuse to recruit them because their learning content is not comprehensive. Therefore, medical students of different schools and specialties should know clearly the employment prospect of their own specialty and take it as the learning purpose to develop themselves continuously.

1.2 Weak self-promotion ability, not good at mining their own highlights

College students must promote themselves when they are employed. Interview and written examination are good channels to show their abilities. At present, there are also many colleges and universities will offer employment guidance courses for college students, whose main purpose is to let students improve their employability through professional guidance. However, many college students do not have good self-promotion ability, and it is difficult to find their own advantages, so they are relatively poor in the interview process, and it is difficult to fully express themselves.

1.3 Do not know the employer and job position, and the selection of employment area is unbalanced

For many medical students, employment is the best choice in the economically developed areas. Although many famous hospitals in the first-tier cities will expand the recruitment scale, the number of graduates is too large, so the employment pressure in general big cities is even greater. In contrast, ordinary small county hospitals need more medical talents. Because of the low level of local economy, it will make it difficult for college students to work in county hospitals for a long time even if their resumes are constantly submitted in big cities without any success. Moreover, many graduates do not have a clear employment plan. They often send their resumes directly when they do not know the employing unit and job positions, so their requirements and enterprise rules are not the same, which leads to employment difficulties.

1.4 Weak ability of innovation and entrepreneurship, lack of understanding of employment and entrepreneurship related policies

Employment difficulties lead many graduates to choose to start their own businesses, but they often have no entrepreneurial experience. Even if they have established a better company, they have no management ability, which leads to the bankruptcy of registered companies and affects the entrepreneurial passion of graduates. Of course, in order to encourage college students to make relevant policies, so college students in employment and entrepreneurship should first know the relevant policies and combine their ability to find the best way to work.

2. METHODS TO IMPROVE THE EMPLOYABILITY OF MEDICAL COLLEGE STUDENTS

2.1 Make a good employment plan in advance

Many college students did not seriously plan for employment during their college life. They would only prepare various materials in panic and use the way of casting nets to send resumes to multiple enterprises during graduation. This way will not only cause the huge pressure of students' employment, but also lead to the lack of impulse in the preparation of the written examination for the interview of graduates, which will affect the final graduation results. Therefore, students should think carefully when choosing major and set long-term goal in later study. Students in schools in different regions should

have a clear understanding of the direction they want to work and make reasonable development plans according to the specific situation of the city. Medical students are different from other graduates, it is difficult to change the direction of employment at will in the later period, so in the freshmen and sophomores' period, students should pay attention to the recruitment information of Xinyi hospital so as to constantly improve their ability.

2.2 Pay attention to professional knowledge accumulation and skill acquisition

If medical students want to develop in excellent hospitals for a long time, they must have sufficient knowledge reserve and solid medical foundation. Medical students of different majors need to recite and memorize different contents. If they want to reflect their excellent professional level in the recruitment process, they need not only to obtain excellent results in each examination, but also to obtain various certificates. Medical students can choose further education according to their professional level and employment direction. Generally speaking, the better the degree, the more likely the medical students are to win the favor of enterprises. Of course, the two or three medical students are not useless. As long as they can constantly improve their professional level in their studies and work hard to Xinyi hospital, they can be successfully employed.

2.3 Set up correct employment values and positive attitude towards employment

The process of taking office is not smooth. Many students will encounter many difficulties and problems in the process of part-time work. At the same time, many students are not clear about many things when they first enter the society, so they are prone to self-doubt and other emotions. Therefore, before employment, college students should set up correct employment values and adopt the right way to obtain employment. In the process of employment, graduates also need to change their mentality in time, not to negate themselves wantonly because of a temporary failure.

2.4 Pay attention to the promotion of professional ethics and professionalism

In recent years, there have been a lot of medical trouble, which leads to many medical students have doubts about their major and even do not have correct professional ethics and concepts. This situation is not only harmful to the normal development of college students, but also will cause social unrest. Therefore, it is very important to cultivate college students' good professional ethics and quality. Excellent medical students should not only have professional knowledge, but also have good professional ethics.

3. METHODS TO IMPROVE THE EMPLOYMENT LEVEL OF MEDICAL COLLEGE STUDENTS

3.1 Improve the employment service system and strengthen precise employment guidance services

The school is the strong backing of students' employment. Many students do not have the right employment direction in the early stage of employment, so the school needs to constantly improve the employment service system and strengthen the precise employment guidance service, so as to help students determine the employment direction. At the same time, the school should make reasonable contact with each hospital to ensure that medical students can learn more knowledge and gain valuable employment experience when they are in the hospital for employment training.

3.2 Pay attention to the feedback of employment data and establish a communication platform for graduates

Each school's employment data is different, often accurate employment data is also an important reference to reflect a school's teaching level, so schools need to carry out reasonable data statistics and analysis to constantly improve the education system and employment guidance. Many graduates report that they are difficult to enter their own happy enterprises due to their lack of employment experience, so the school can establish a communication platform for graduates to help them to carry out employment exchanges and improve their employment chances.

4. CONCLUSION

The employment of college students is a problem that many colleges and universities attach great importance to, so each medical college should actively cultivate students' correct employment literacy and help them to make the correct employment plan so as to improve their employment probability.

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On the Problems and Countermeasures of Building A Socialist Cultural Power

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Abstract: As an important national strategy, the establishment of a socialist cultural power was first proposed in the sixth Plenary Session of the 17th CPC Central Committee of the Communist Party of China. Before that, the issue of cultural power has been widely discussed by the outside world. After that, a series of research has been carried out and a series of achievements have been achieved. These studies also respond to some academic issues on cultural construction. But in general, it is still in its infancy. This paper analyzes the problems faced by the construction of cultural power, hoping to help the relevant personnel.

Keywords: Cultural Power; Cultural Construction; Domestic Research

1. INTRODUCTION

As early as the 1990s, some scholars have found out the problem of building a cultural power with China. Some scholars have proposed that we should develop our strengths and avoid weaknesses, and give full play to our cultural advantages to build a cultural power. Some scholars are mainly concerned about the difficulties and Countermeasures in the construction of Chinese culture. In the next report of the 16th National Congress of the Communist Party of China, the importance of China's cultural construction was also emphasized, which was incorporated into the strategy and put forward clear requirements. After the meeting, Liu Yunshan said that to build a cultural power, it is necessary to experience cultural exchanges and collisions. Since then, the theorists began to plan and study the construction of cultural power [1-3]. Some scholars believe that to build a strong cultural country means that we must establish a country with distinctive cultural characteristics. Other scholars believe that we must have a high degree of cultural self-confidence and need the strong support of the government.

2. DOMESTIC RESEARCH BEFORE THE SIXTH PLENARY SESSION OF THE 17TH CPC CENTRAL COMMITTEE

In 2007, the 17th National Congress of the Communist Party of China proposed that the prosperity of the Chinese nation must be accompanied by the great development of Chinese culture, and we should actively promote the prosperity and development of Chinese culture. After that, the research results on cultural power are more and more rich. Most scholars are concerned about how to seize the opportunities and overcome the difficulties in the development of Chinese culture. There is also a heated discussion. Some scholars have proposed that it is necessary to establish a plan for a cultural power and improve the relevant legal system. Some scholars have made a detailed plan for the steps of building a cultural power. In addition, scholars have set up development goals, development policies, etc. for China's cultural development. In 2010, spruce also made a speech, focusing on "what is the significance of socialism with Chinese characteristics" and "how to build a great cultural country with Chinese characteristics", elaborating on the important issues of building a modern power, providing an important reference for domestic research on cultural power after the Sixth Plenary Session of the 17th CPC Central Committee.

3. RELEVANT RESEARCH IN DOMESTIC ACADEMIC CIRCLES AFTER THE SIXTH PLENARY SESSION OF THE 17TH CPC CENTRAL COMMITTEE

In October 2011, the Sixth Plenary Session of the 17th Central Committee of the Communist Party of China clearly put forward the strategic goal of assuming a strong socialist cultural country, and the domestic academic circles have been rapidly warming up on the cultural construction, focusing directly on the issue of "cultural power" in full swing, and published "cultural soft power: strategy, structure and path" (Luo Yuting, etc., China Social Sciences Press, 2012 Edition) China's cultural power strategy (compiled by Guo Jianning, higher education press, 2012 Edition) and a series of other works.

On the whole, the relevant research in China during this period mainly focuses on the following aspects:

3.1 Research on the situation and strategy of building china into a cultural power

In the high-speed development of the 21st century, the world pattern has become more and more complex. In the critical period of building a moderately prosperous society in an all-round way, why should China propose to build a socialist cultural power at this stage? What does this mean for the world pattern? What kind of influence will this have on the development of our country? From the actual situation of our country at this stage, China's economy and society have entered an important turning point where challenges and opportunities coexist. To build a cultural power, China's international competitiveness as a big country will be enhanced, which is more conducive to human prosperity and innovation.

3.2 Research on the construction foundation of china's cultural power

In order to plan and implement the goal of building a strong

cultural country, we need to have an accurate positioning and grasp of the reality of Chinese culture. Relevant personnel pointed out three advantages of building China into a cultural power: significantly improving the level of economic development, opening up the market, and improving the enthusiasm of various industries to enter the cultural industry. Some people are also worried about the problems faced by China's cultural powers, such as the ability of cultural creation and innovation, the imbalance of ecological environment, the lack of social morality and cultural beliefs to be strengthened.

3.3 Research and discussion on the macro strategy of building china into a cultural power

The most controversial topic in the academic circle is the macro strategy of building a strong cultural country. Some scholars pointed out that the construction of a strong cultural country must be guided by Marxism, centered on the core values of socialism, based on Chinese traditional culture, and draw lessons from western excellent culture. Some scholars also advocated the establishment of a cultural system with the characteristics of the times and prominent national culture. Some people also advocate the overall development of culture, the new development of clothing and scientific development. The most important thing is to have an accurate orientation for our cultural construction.

3.4 Research on the practical path of china's cultural power construction

As for the development route of building a cultural power, scholars analyze it from different perspectives, such as sticking to, inheriting and breaking through. We should have a clear understanding of China's cultural discourse right and firmly grasp it. We should pay more attention to the structure of the discourse right in order to help the effective improvement of China's cultural discourse right. Some scholars also put forward to realize the coordinated development of science and humanity. More importantly, we should focus on the current situation, build a socialist cultural power, enhance our cultural competitiveness and overall strength. This also suggests that our future development direction, such as the lack of research results based on the in-depth multi-disciplinary dialogue among disciplines around the issue of cultural power, which requires us to pay attention to the cooperation of multi-disciplinary research on this major issue in the future research, and promote the deepening of research with the joint efforts of multi-disciplinary; in the current research, cultural achievements are discussed in terms of culture There are many, but from the overall perspective of the overall layout, the results of systematic exploration on

the construction of a cultural power are relatively lacking, which requires us to broaden our horizons in future research centers to enhance the integrity and comprehensiveness of research. In addition, in the current research, the macro strategic research is very rich, but the specific micro research carried out under the macro vision is still very lacking, we need to pay attention to expanding the research vision, and at the same time, we need to enhance the depth of research by "micro" of the research entry point.

3.5 Research on the foreign reference of china's cultural power construction

In the aspect of comparison and reference, the academic circle mainly focuses on the development strategy of the Western cultural power led by the United States. Some scholars have proposed that the unique and efficient operation mechanism plays an extremely crucial role in the process of the United States becoming a superpower. Some scholars have proposed that we should connect cultural development with economic development, political development and social development as much as possible, mobilize the strength of the whole country and give full play to the subjective initiative of all citizens. Among the important ways to build a strong cultural country, some scholars think that in order to maintain the safety of China's cultural mainstream, we must strengthen the theme orientation and institutional mechanism innovation of cultural construction, research and analyze the process of cultural construction in other developed countries, the difficulties faced on the way and the solutions, and get effective reference value.

4. CONCLUSION

In conclusion, it can be found that in recent years, the construction of cultural power has been widely concerned by academia and relevant departments. These studies fully reflect that it is a correct decision to build a socialist cultural power, and also provide valuable development basis for building a cultural power. But at the same time, we should also understand that we are still in the primary stage, and we need to study harder for academia and other relevant departments, so as to provide a strong theoretical basis for building a cultural power.

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Project Driven Business English Teaching Model Based on Flipped Classroom

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Abstract: Business English learning is very professional; teachers often need to pay more energy and time in classroom teaching. At present, the popular teaching mode in Business English teaching field is flipped classroom and project-driven teaching method. This paper will study the project-driven Business English teaching method in flipped classroom.
Keywords: Flipped Classroom; Project Driven; Business English; Teaching Research

1. INTRODUCTION

The reason why we put forward the flipped classroom teaching method and project driven teaching mode is to change the current teaching dilemma of business English. With the common development of the global economy, the role of business English has been more fully applied and played. However, there are some common features in the teaching of business English training classes or business English courses in universities Question [1-3].

1.1 Teaching concept of business English

It is a normal thing that this reason appears, because the times are changing constantly, and the channels for people to learn skills or hobbies have changed dramatically. People can learn by themselves through videos or posts shared on the Internet, download related learning software, and even consult some English online celebrities. These learning channels have gradually changed students' learning life. However, business English teachers have different responses to these changes. Take some business English training classes in the society as an example. The slogan of these English training classes is generally "fast business English", attracting customers to study. The business English teachers in this training class may have rich personal teaching experience, but there are some common problems in these classes, such as no change in the way of teaching, no waves, towards the two extremes Direction of development. One is that teachers believe in their past teaching experience, summarize Business English learning methods for students, and let students quickly enter the learning state. In the whole process, teachers have been in the leading position. The other is that the teachers' teaching is too arbitrary, and the business English class becomes the online video class, which is not conducive to students' learning.

1.2 Choice of business English teaching content

The problem of backward business English teaching content mainly appears in the classroom of college teaching, of course, some training institutions in the society also have such problems. People always believe in the power of classics. For business English teachers, the traditional business English textbooks have a lot of teaching focuses, but the development of the times is rapid and not wait for others. It is difficult for teachers to choose between the traditional teaching materials and the current teaching materials. Business English pays more attention to the practicability of English. If teachers adopt the old teaching content, there will be a problem of disconnection between them and the current business life. The former materials can't be connected with the reality in the current teaching class, and the teachers always mention the experience that can't be felt by the students in a certain year, which will lead to the situation of talking on paper, What students learn in Business English class is the understanding of common English. The teaching of teachers is not separated from the stage of reciting English, and students' business English learning cannot reach the stage of habitual adaptation. This makes the teaching of business English stagnate and lose the value of learning. Similarly, the charm of classics lies in that it has no limitations. The teaching materials used in Business English teaching textbooks all the time have a great help to business English learning. If teachers keep close to the content of the times, students will not be able to lay a good foundation for learning, because the times are always changing, and the current set of business English learning for students may not be available It will not be so popular, so teachers should pay attention to the choice between the new and old teaching materials.

1.3 Teachers do not pay enough attention to students' enthusiasm for learning

Teachers pay too much attention to their main position in the teaching process, which will lead to the lack of attention to students. Language learning is more about students' autonomous learning, because language learning needs repeated learning and practice, which will occupy a lot of learning time. If teachers have been in a dominant position in teaching, it will gradually reduce students' enthusiasm for learning. For example, if the teacher arranges too much time in and after class, it will disrupt the learning plan of the students with strong independent learning ability, and make the students with poor learning ability feel urgent and tired, so that the students will be tired of learning business English.

2. PROJECT DRIVEN BUSINESS ENGLISH TEACHING IN FLIPPED CLASSROOM

The purpose of flipped classroom and project driven business English teaching mode is to change the above business English teaching problems, fully teach the

students the right of time distribution in the classroom and after class, and let the students choose the content and way they need to learn, so as to fully mobilize the students' enthusiasm for learning.

2.1 Actively introduce advanced teaching methods and hand over the classroom to students

Teachers should understand the teaching characteristics of flipped classroom and task driven business English teaching, actively carry out teaching, for example, teachers attach importance to students' learning ideas, can understand students' views on current classroom teaching and learning through anonymous letters on the Internet or collecting students' opinions in the classroom, and make profound thinking and positive changes to the problems commonly raised by students. At the same time, teachers should also pay attention to the cultivation of students' independent learning ability, design extracurricular preview problems for students before classroom teaching, put forward some deep teaching doubts, and attract students to find solutions to the doubts. At the same time, in the teaching process, teachers can recommend classic books for students to learn business English, provide more online learning resources for students, broaden the channels for students to learn business English, and provide preconditions for students to learn independently.

2.2 Study in groups and attach importance to communication between students

Business English pays attention to practice and practicality. Teachers can use the method of group teaching to give full play to the advantages of task-driven business teaching mode. In each class, teachers let students form a group and assign teaching tasks, so that students can experience the situation of using business English communication in class, which can fully mobilize students' enthusiasm for learning. The author suggests that teachers can also implement the group leader rotation system for each group, which can enhance the communication between students and enhance their sense of responsibility and cooperation ability. Group learning can simulate the application environment of business English and improve students' understanding of business English.

2.3 Pay attention to material selection of teaching materials

Textbook content is the main content of teachers' teaching. No matter which version of textbook content is available for students to learn, the author believes that teachers should investigate students in the teaching process, and select classroom teaching content according to students' learning desire and their own teaching experience for many years. At the same time, teachers should also actively learn new teaching technology, fully apply multimedia technology to the classroom, and show students real business English application scenarios. Actively introduce the micro course teaching mode, encourage students to record their own learning videos and publish them on the relevant Internet platform to share their learning experience. In the same way, business English attaches great importance to practice, and teachers can also lead students to have close contact with the working environment of business English major when conditions permit.

3. CONCLUSION

Flipped classroom and task-driven Business English teaching are essentially to improve the quality of classroom teaching, enhance students' ability of autonomous learning and self-problem solving. In the process of integrating the two teaching methods, teachers should fully realize the problems in Business English teaching at this stage, and consciously improve the current teaching situation through this teaching mode. In addition, teachers also need to actively improve their teaching concepts, keep pace with the times, actively learn advanced teaching technology and concepts, and mobilize students' enthusiasm for learning.

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A Study on The Intervention of Poor College Students Happiness

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Abstract: Using the scientific theory of positive psychology, 32 poor students were divided into intervention group and control group. The intervention group was intervened for two months through school help, self-effort, family influence and social care. The comparison shows that spiritual support and care, positive educational and cultural atmosphere, good family environment and scientific pursuit of happiness can improve the happiness of poor students to a certain extent.

Keywords: Happiness; Poor College Students; Intervention Research; Questionnaire Survey

1. INTRODUCTION

Happiness is an individual's positive psychological experience of their own existence and development, which is the combination of subjective, psychological and social well-being.

At present, the number of poor students in Colleges and universities has accounted for about 25% - 30% of the number of college students. At present, there are many deficiencies in the work of poor students. Their happiness is the inexhaustible driving force of social development. Paying attention to the level of happiness of poor students is of vital importance to their life, psychology, learning, future development and the growth and development of poor students [1-3]. It has a very important positive significance and practical role to improve the research of happiness of poor students, and provides a useful supplement for the specific strategies to achieve a harmonious society in China.

2. RESEARCH OBJECTS AND METHODS

According to the principle of voluntary participation, 32 poor students were divided into control group and experimental group. In the control group and the experimental group, the proportion of gender, poverty level, source of students, arts and Sciences and other projects are the same. There was no intervention in the control group and the members of the experimental group were intervened for two months. Before and after the experiment, the experimental group and the control group were measured in front and back. The effectiveness of the intervention was tested by comparing the subjects in the experimental group with those in the control group and the subjects before and after the experimental group.

2.1 Interventions

Positive psychology holds that happiness is controllable, which can be realized from the inside through individual exploration, identification, cultivation and use of their own advantages and virtues, and from the outside through active construction of external environment. Through the analysis of the factors that affect the happiness of the poor students and the research of positive psychology on the promotion strategy of happiness, the following aspects are proposed to intervene: school help, self-effort, family influence and social care. The details are as follows: School help: 1. Provide more stage for poor students to show themselves and shape positive self. Relevant associations can be set up to let them improve and enrich themselves in their spare time; in the development of the party and the league, they should pay attention to the progress needs of poor students; in the training of student cadres in classes and departments, they should consciously send invitations to poor students and give more support. When they can actively understand themselves, have a positive emotional experience of themselves, and believe that they will succeed in their goals, they will be healthier and happier. 2. Set up relevant courses and lectures, such as "ways to achieve happiness", "helping others to help themselves", etc., approach them, understand them and warm them. 3. Improve their understanding of happiness, cultivate the spirit of tolerance of poor students, and cultivate their positive coping styles. Organize volunteer activities and invite poor students to join in, so that they can learn tolerance and improve self-confidence while helping others to gain happiness. 4. Guide the poor students to learn to aim at a specific goal and conduct psychological dredging for them. Most of the poor students are vulnerable and easily injured, and even some of them have poor psychological endurance. Through group psychological counseling or special lectures, they can have scientific channels to talk and vent, and correctly guide them to face the pain of depression, anxiety and anger. 5. Try to change the concept of parents. For example, some parents often ignore their children's thoughts and feelings and communicate with their parents in a timely manner when judging whether their children are excellent or not or whether they obey their elders.

Self-efforts: 1. Often do some exercises to build an optimistic attitude. For example, take part in more sports and leisure activities, and actively participate in collective activities and social practice activities. Set small feasible goals for yourself in different stages, and then improve the positive emotional experience by constantly striving to achieve the goals. Don't make irrational social comparisons. Don't compare it with the exaggerated images that have been created, such as "the ratio of morality to upward, the ratio of substance to downward", the comparison of

morality to superior people, the comparison of material enjoyment to inferior people, and the enhancement of self-satisfaction. 2. Establish the spirit of self-improvement, forge ahead in thinking, boldly move forward in planning, bravely overcome difficulties, and improve their own counter quotient.

Family influence: warm, mutual trust, support and tolerance of parent-child relationship play an important role in children's cognitive and emotional development, mental health, and the happiness of the whole family. Parents should treat their children with a positive attitude, respond to their children's needs and behaviors with enthusiasm, create opportunities to express their opinions and opinions, and support and respect their children. To know how to give way to children, to give their growth space, not only to give their own choice of space, but also to give their corresponding responsibilities. The changes that parents should make: 1. Changing preaching into teaching; 2. Changing orders into consultation; 3. Changing negation into affirmation; 4. Changing nagging into love; 5. Changing control into letting go; 6. Changing the main role into supporting role.

Social care: 1. Solve economic problems. To provide material help for poor students and increase the participation of social aid institutions and social love funds can not only solve the basic enrollment needs of students, but also meet the basic living needs of students. It is not only helpful for poor students to solve psychological problems, but also help them to build confidence and set up lofty ideals. 2. Provide more social practice opportunities for poor students, so that they can be exercised in social practice, so that their psychology and tolerance can grow in practice, and can face the society correctly. 3. Provide more jobs and opportunities for poor students to avoid unfair employment caused by different starting points.

3. TEST PROCESS

Pretest: before the experiment, the members of the experimental group and the control group were measured at the same time and in the same place by using the comprehensive happiness questionnaire [1] and the SWB questionnaire for college students [2-7], and the pretest data were obtained to investigate the homogeneity of the two groups.

Posttest: after two months of intervention experiment, the two groups were investigated in the same way as the pretest, and then the data were analyzed to draw a conclusion, as Table 1 and Table 2.

Table 1. list of intervention and control of College Students' well-being (MHQ)

	Project	life satisfaction	positive emotion	negative emotion	life vitality	health concern	altruistic behavior	self-value	friendly	Personality growth	Happiness index
Intervention group	M	4.28	4.17	2.25	4.62	5.69	5.98	5.52	5.33	4.74	6.7
	SD	1.25	1.12	0.83	1.18	0.89	0.93	0.92	0.97	0.87	1.25
control group	M	4.23	4.11	2.57	4.56	5.59	5.72	5.22	5.26	4.43	6.6
	SD	1.12	1.13	0.96	1.05	1.11	1.17	1.03	1.28	1.06	1.43

Table 2. list of social well-being intervention of college students (SWB)

		Social integration	social identity	social contribution	Social contribution	social realization	social harmony	social happiness index
Intervention group	M		4.22	4.38	4.81	4.69	4.43	6.8
	SD		0.73	0.62	0.80	0.68	0.75	0.86
control group	M		3.79	4.15	4.53	4.62	4.19	6.3
	SD		0.65	0.69	1.03	0.86	0.52	0.89

Before intervention, poor students were slightly higher than non-poor students in the dimensions of life vitality, friendly relationship, altruistic behavior and health concern in MHQ questionnaire; poor students were slightly lower than non-poor students in terms of life satisfaction, positive emotion, personality growth and self-worth, and negative emotion was significantly higher than non-poor students. The five indexes of SWB questionnaire of poor students are lower than those of non-poor students. And the happiness index and social happiness index of poor students are lower than those of non-poor students.

After intervention, the dimensions of poor students (life vitality, friendly relationship, altruistic behavior, health concern) increased slightly; the dimensions of poor students (negative emotion, altruistic behavior, self-worth, personality growth, social integration, social harmony) were significantly different after intervention; the dimensions of poor students (life satisfaction, social identity, social harmony) were lower Contribution and social realization) were slightly improved after intervention. The intervention research has achieved the expected results, but some dimensions are not significantly improved. The analysis is due to the short intervention time, the individual characteristics of the intervention subjects are different, but the implementation plan of the intervention is the same, and the reason why the intervention mode needs to be improved.

4. DISCUSSION AND SUGGESTIONS

To improve the happiness of the poor students in Colleges and universities lies in the long-term unremitting love and

support of the government, society, family and school for the poor students, and our love should be like a spring breeze and rain, willing to let the poor students accept, and finally lies in personal realization. To educate and guide the poor students to understand the society, treat themselves well and develop themselves is the important connotation of the work of the poor students.

4.1 Strengthen Spiritual Support and Create A Caring Atmosphere

Spiritual support needs to fully mobilize the inner power of poor students, give full play to their subjective initiative, and promote their self-development. At the national level, the poor students should be given strong material support so that they can also get more resources and opportunities. For example, our existing scholarship, bursary and loan system for college students also needs to provide a work study platform for the poor students, encourage them to study hard and strive for scholarships. In addition, at the social level, more platforms should be provided to encourage them to integrate into the collective, and more social practices should be carried out. Social organizations can actively communicate and help them, so that they have the opportunity to show their advantages and talents, so as to establish confidence in communication with the collective. In recent years, there are more and more social organizations, such as social support institutions, psychological counseling institutions, etc., which help to improve the happiness of college students. Social assistance institution is a non-profit public welfare institution, which aims to provide subsidies for poor students, improve the quality of life of poor students, and improve the happiness of poor students in Colleges and universities. Such as social scholarships, social poverty grants and other forms of financial assistance. In order to give back to the society, some companies will set up relevant organizations to help poor college students. For example, provide part-time opportunities to help them to support themselves. These institutions should not only provide financial subsidies and support, but also guide the poor students to strengthen their sense of self-improvement and progress, and play the role of spiritual support. Psychological counseling institutions can also aim at psychological adjustment, establish emotional dredging mechanism to help solve the psychological problems caused by emotions of poor students. Some studies have shown that interpersonal communication among poor students in Colleges and universities is weakened, which is partly due to poor students' psychological obstacles, resulting in the illusion of "poor first-class", unwilling to communicate with others, which is a vicious cycle Ring. Therefore, we should create a healthy atmosphere, guide poor students to face difficulties, treat themselves correctly, shape their strong character and activate their self-confidence.

4.2 Establish A Positive Educational Concept and Create A Positive Educational and Cultural Atmosphere

The school is the place to teach and educate people. Our education is to make students become happy people and lay the foundation for their lifelong happiness. Therefore, educators should pay more attention to guide poor students to establish correct three outlooks, improve their ability to face setbacks, evaluate themselves correctly and objectively, deal with the relationship between current difficulties and life-long development correctly and objectively, activate their self-confidence, shape their strong character and courage to fight against fate, and overcome their inferiority, compromise and unhealthy psychology. It can be divided into three parts. First of all, the construction of happiness education system: we can start from understanding students' spiritual life, gradually pay attention to the formation of students' happiness concept, how to improve their happiness and the mutual infection and influence of happiness ability; secondly, schools should try to solve the economic problems of poor students. Material shortage is the factor that leads to poor students' low happiness. Schools can teach them "fishing" through work study posts, innovation and entrepreneurship platforms, social practice, etc.; finally, schools can provide poor students with a stage of self-expression as much as possible. A person's self-worth needs to be reflected through an appropriate stage. Poor students can recognize their self-worth through the way of self-expression, so as to improve their happiness. These can improve and improve the basic quality of life of poor college students, promote their physical and mental health growth, and lay the foundation for the future of life happiness.

4.3 Change the Traditional Education Concept and Create A Good Family Environment

Family is known as "the factory of creating human character", which is an important place for the formation of good character and personality. Family factors not only comprehensively but also systematically affect the growth and development of college students. And it has an impact on students' happiness. When dealing with the growth of poor students, we should not only consider the impact of family economic conditions, but also provide relatively abundant material basis for children. The impact of other family factors, such as family upbringing style, deserves more attention. We should pay attention to creating a warm family atmosphere and using a good upbringing style. We should not only "help the poor", but also "help the heart". Family factors can be analyzed from the aspects of parents' personality and parenting style, family relationship and family structure, family economic status, parents' education level and expectation level. Parents should pay attention to the cultivation of children's positive personality, change the traditional education concept, standardize their own behavior, create a good family environment and improve the poor students' ability of family happiness.

4.4 Establish Scientific Concept and Cultivate the Ability to Actively Pursue Happiness

A person's happiness is inseparable from his own mental health and mental health. First of all: the establishment of

optimistic practice is a way to achieve the goal. Optimism is a subjective state of mind. The opposite of optimism is pessimism. We usually think that pessimism is easy to reduce people's happiness. Pessimists will have many unreasonable beliefs, including absolute thinking, catastrophic thinking, discount thinking, labeling and generalizing. Therefore, the first step to establish an optimistic attitude is to change these unreasonable beliefs and cultivate positive coping styles. Secondly, establish a healthy concept of happiness. Although happiness comes from subjective psychological feeling, one's cognition of happiness will also affect the level of happiness. Therefore, while learning textbook knowledge, poor students should also expand their thinking and vision, in order to adjust their mentality, not to rejoice in the material, not to grieve. Third, poor college students should learn to affirm their value and believe in their ability. Integrate into the collective, play their strengths in the collective, believe in the power of the collective, and accept the care of others for themselves. With a positive attitude to meet the future and challenges. We should treat the gap correctly, give full play to our subjective initiative, encourage ourselves to create conditions, and integrate into the collective use of social resources to create value.

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Research on The Standardization of Music Quality Education Mode for College Students

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Abstract: Music quality education is to train high-quality art talents for the society. When carrying out art education in Colleges and universities, we should always adhere to the principle of education and education as the basis, adhere to the principle of fairness and justice, and do not engage in malpractice for personal gain. Music quality education refers to the cultivation of talents through the explanation of theoretical knowledge, in cooperation with practical operation, through music singing, musical instruments and other ways, as long as it is to cultivate students' artistic sentiment, cultivate students' artistic aesthetics, improve students' personality and develop in an all-round way. Music is beautiful, it can improve a person's aesthetic, so music quality education is very important.

Keywords: College Students; Music Quality Education; Standardization

1. INTRODUCTION

Nowadays, with the rapid development of science and technology, people's life rhythm is too fast. Under the condition of rich material, many people's spirit begins to be empty, so music quality education is imperative. College Students' music quality education has been widely concerned in today's society. Many colleges and universities attach great importance to it and have started teaching tasks. Although the development of domestic college students' music quality education is very fast, there are also some problems in the process. However, the academic research on these problems only stays in the theoretical analysis, too much emphasis on the significance of education, and there is no solution to the problems Put it into action. In the past, the mode of quality-oriented education for college students was too traditional, which emphasized the all-round development of morality, intelligence, physique and beauty. Studying music quality education can satisfy people's increasingly empty spirit.

2. DOMESTIC RESEARCH STATUS

In China, the research on the quality-oriented education mode of college students is not very in-depth, only staying in the theoretical analysis, overemphasizing the significance of education, music education focuses on cultivating students' sentiment, cultivating students' artistic emotion, singing as the main and musical instrument performance as the auxiliary [1-4]. Music quality education should be combined with theoretical knowledge and practical operation. Music education should be completed in the process of enjoyment. Students' interest is the key. Cultivate students' interest in learning music and carry out music education fundamentally.

2.1 The Meaning of Quality Education

Quality education is a kind of education mode aiming at improving national quality. According to the education policy stipulated in the education law, the key is to develop the sustainable development policy of education. Education is not achieved overnight. Second, it is to develop step by step. It is necessary to fundamentally change students' psychology, cultivate students' initiative and enthusiasm in learning music, and cultivate students' interest. In the education industry, interest is the best teacher. In the long run, music quality Education can improve students' moral, intellectual, physical and aesthetic development, and promote physical and mental health.

Today, with the high development of our country's economy and society, quality education is no longer a general moral education, psychological education and emotional education, but a commitment to cultivate students' good outlook on life, values, the world and aesthetics. Schools should seize the pace of the times and pay attention to the development of morality, intelligence, physique and beauty. Quality education attaches great importance to the development of people, mainly lies in the cultivation of students' independent learning ability, the cultivation of interest in learning music. Interest is the best teacher, and the initiative to learn with half the effort. In vigorously developing music quality teaching in Colleges and universities, remember not to rush for success, starting from the root.

Quality education should be studied from these aspects. First, music quality education is the embodiment and depth of music art. In this aspect, it is mainly to cultivate students' artistic sentiment. Quality education includes many of them, including psychological quality education, credit science and culture quality education, and physical quality education. It is a systematic integration of these to cultivate students in many aspects, and a common education of students' psychology, body, inside and outside.

2.2 Significance of Music Quality Education

First, with the rapid development of modern society, people are satisfied on the material level, but on the spiritual level,

because of the long-term and fast-paced modern life, it is empty. In order to make up for this emptiness, many colleges and universities have carried out the work of music quality education. Today's society has entered a modern, comprehensive information-based modern society, and people have realized the modernization of economic society. However, the construction on the spiritual and ideological level is not enough. A strong nation not only needs to be rich on the basis of material, but also has to be rich in spiritual wealth Morality and culture are the basis of whether a nation can stand in the forest of nations in the world. Quality education should be carried out to improve the ideological and moral level of the whole people. We should improve the quality of the people, train a large number of modern talents, and speed up the development of modern science and technology.

Second, under the current background of the times, with the increasingly fierce market competition and international competition, it is imperative to carry out quality-oriented education. The overall quality of a nation determines its development level. Only the rapid economic and social development is too superficial. Throughout the history, no country has long-term stability on the basis of material, and must have a high degree of spiritual and cultural civilization Under the background of the changing times, the backwardness of spiritual culture is related to the rise and fall of the nation and the future of the country. As the successor of the motherland in the future, it is urgent for colleges and universities to carry out quality education.

Third, comprehensively promoting music quality education, on the other hand, is also a kind of help for the development of colleges and universities. With the high development of market economy and education industrialization, in this modern social background, the development of music quality education in Colleges and universities is actually in line with the pace of the times, closely following the development path of the times, and the two complement each other. The development of music quality education not only cultivates the quality of students, but also develops many aspects on the other hand, it also helps colleges and universities. In this era, the teaching quality of colleges and universities directly affects their own survival. In fact, the national call for quality education is also helping colleges and universities to develop. Only by speeding up the reform of teaching mode can the trend of the times be smooth. The reform of quality education in Colleges and universities should aim at cultivating modern talents with high quality.

3. MUSIC QUALITY EDUCATION

Music is the most beautiful language of human beings. The subject of music has its unique charm. Without music, life will become ordinary. Since a person was born, music has entered his ears. Tchaikovsky said, "music is the greatest gift from heaven to human beings. Only music can explain silence and serenity." Haydn once said, "when I sit next to that broken piano, I don't envy the happiest king." Mozart said: "the suffering of life does not overwhelm me. The joy in my heart is not my own. I put joy into the music to make the whole world happy." Music is the greatest gift that God gives to mankind, and music gives people spiritual satisfaction [2].

The purpose of music quality education is to cultivate students' quality education in an all-round way and high-quality talents for the modern society. Through the theoretical study and practical operation of music knowledge, it is a discipline that cultivates sentiment and artistic sense. Music makes people happy in body and mind. It is an art discipline that integrates learning, entertainment, appreciation and listening. It optimizes students' quality through music quality education the structure of the course is to cultivate the students' interest in learning music from the aspects of morality, intelligence, physique and beauty. Music quality education is conducive to the physical and mental health of students. Beautiful music makes people happy, relax, relieve pressure and cultivate sentiment [3].

4. DEEPENING REFORM MEASURES, IMPLEMENTING MUSIC QUALITY EDUCATION AND OPTIMIZING CURRICULUM STRUCTURE

In order to adapt to the rapid development of society, the reform of music quality teaching in Colleges and universities is imperative, and curriculum optimization must be standardized. Music teaching must not leave the study of theoretical knowledge, many studies because of the previous neglect, teachers are too weak, the level of teachers is uneven. As a result, the music course cannot be carried out on time, thus depressing the enthusiasm of teachers and students [4].

5. CONCLUSION

music quality education can improve students' comprehensive quality in an all-round way. The country needs high-quality talents in many aspects. The past exam-oriented education has been unable to meet the selection of talents, and the standardization of music teaching mode is imperative.

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The Effects of Noise in Living Space of Urban Low-Income Groups

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Abstract: This essay mainly examines the relationship between people and noise in the present. It explores the 'living space' of low-income people under the socio-economic background by sound collection and reconstruction. The fragility and density of the clapboard buildings naturally form a vibrant sound system. The 'soft violence' between neighbors makes the only private space no longer private, and the sound becomes a 'loud speech' in public at any time.
Keywords: Noise Pollution; Living Space; Low-Income Groups

1. INTRODUCTION

Sound pollution such as industrial noises, traffic noises, and life noises have long been a concern for many, and today human would not overlook the relationship between people and noise. Glenn (2016) written that noise is indistinguishable from sound, as both are vibrations through a medium. Scientists point out noise is a kind of sound that could cause irritability and increases the risk for an individual's health with loud volume. I interviewed 14 students at RCA using a questionnaire to collect attitude of noise and find some personal approaches to avoiding that. Unsurprisingly, many students in the class thought that noise is severe pollution, but some argued that like Rock 'n' roll music sometimes should be noise in terms of others who couldn't bear it, although it is a popular type of music. It is widely acknowledged that most people would not accept noise living with them but they still coexist with it, which is a special contradiction in contemporary society. For instance, some people may be eager to pursue a peaceful life so they spend holidays in a small village or town where not many residents live. They focus on the method by which to stay away from the sound in the city. It seems to be an isolated state of an ideal life which means that it is another form of compromise. The relationship between people and noise could be rethought in society [1, 2].

2. PROCESS AND ANALYSIS

Yet, in the classification and treatment of noise, it is not only regarded as a physical fact but also as a political metaphor. This concept is summed up elegantly by Keizer (2014), who notes that 'Behind every argument about noise is a division within a community' (p.34). He offered a view about the define the noise from the physical point. Keizer (2014) concludes two fundamental reasons for noise: to deny the people's physical body and to show contempt for the weak. The first is that abundant machines which create lots of noises are invented by people to overcome the limitations of their body and the second is people in the middle class will look down on people or things including unproductive populations, weak gender, and inferior cultures. Whether it is social events, cultural conflicts or environmental problems, what kind of sound people would not desire? What kind of society do humans want? As a consequence, I intend to redefine noise is a sound that people don't need and out of character which suggests undesired society and group [3].

It can be noticed that social class makes a huge difference in people's experiences of noise. From a historical perspective, appreciating the indoor symphonies and traditional music is a way to insulate from outside in western history. More importantly, only people with a certain status can enter the theatre, which contributes to blocking some people who cannot afford it. Russolo who is widely regarded as the first noise artist offered an explanation for his belief, 'after the 19th century, the noise has been born with the invention of machines'. During the industrial revolution, the invention of the steamer engine symbolized the government of capital thanks to. As for China, there also was a strict hierarchy in the process of history and every class is discouraged to hear different kinds of music-making use of distinguishing the different classes. Thus, sound had become a symbol of power.

Generally, power in society is classified by different groups which are related to people's living space. Social inequality and noise pollution by traffic in the living environment analysis by the German Federal Health Survey. They asked 6644 people from 18 to 79 to fill out standardized questionnaires during the period between the fall of 1997 and the spring of 1999. Members of lower social status are more likely to live on busy or extremely busy and main roads and are more likely to be disturbed by road traffic noise. Holders of higher social status were more likely to live in noiseless environments. Low-income groups and high-income groups experience the different structure of their house, quality of architecture and privacy of environment. As far as low-income groups are concerned, it has a sense of uniqueness and activity of the sound covered in their habitat. According to the same volunteers, I collected another aspect of questions about the sound people frequently received the message of voice including an argument with a couple, short communication in neighborhoods and train their children from their neighborhoods. When people live in a private space inside but it is not private, they are surrounded by different types of noise which affect their transmission of information and

conflict of the public. Isa Genzken is a contemporary German artist. Recognized as a major figure in the sphere of Postmodernist sculpture, Genzken's work is characterized by an exploration of the gulf between fine art and the commercialism of contemporary culture. His work called Beton Fenste critiques the privacy of inside and outside environment. Thus, the building forms a new noise with information and gossip. Indeed, the environment has its special 'violence' and lifestyle which is also a unique phenomenon and vitality in the community.

3. CONCLUSION

Overall, social basically is composed of perceptual subjects, while contemporary society is essentially a perceptual subject and undoubtedly an auditory subject. People of the same collective share the same auditory memory. Sound is code with complex meanings of its definition. Rethinking the relationship between social class and noise gives more chance to broaden the artist's horizons in contemporary art.

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Classification of Planting Area and Area Information Extraction Using Remote Sensing

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Abstract: Accurate information of crop distribution is important for agricultural industry and food security, which gives rise to a strong demand for crop mapping. This study applies a method that applies ISODATA algorithm to identify crop planting areas in Xinjiang, where cotton and red jujube are widely cultivated. Based on the training samples of the identified crops, which were obtained through GPS, six classes of cotton, corn, red jujube (different varieties), architectural District, water (rivers, reservoir), and desert were identified and two classes of cotton and red jujube area information were extracted. Average overall identification accuracy was 74.21%, while the highest accuracy is up to 90.19%. These results indicate that the accuracy of crop identification is high. The approach in this study is efficient for identifying crop distribution and area information extraction in the study area. This study can provide valuable implications for crop condition monitoring and yield estimation in the region.
Keywords: Classification; Planting area; Area information extraction; Remote sensing

1. INTRODUCTION

Accurate extraction of crop information is greatly significance to remote sensing estimation, agricultural production planning and disaster monitoring. Remote sensing technology has become the main method for quickly and accurately obtaining crop planting area due to its macro, comprehensive and dynamic advantages. Extensive research [1-5] has been carried out on the planting area.

The method of extracting crop planting area is generally based on image classification. The research focuses on the selection of data sources with pixels or sub-pixels as the basic processing unit, optimization of sampling methods, feature extraction, selection of classifiers, model establishment, and accuracy evaluation. Wang Qitian et al. [6] applied the object-oriented classification method to extract the winter wheat planting area in Tai'an City, Shandong Province using the TM data source, and compared the classification results of the spectral angle method. Method of higher classification accuracy. Zhang Feng et al. [7] applied object-oriented classification methods and used TM images as data sources to extract the cultivated land information of rice planting

areas in Thailand to achieve qualitative and quantitative accurate description of land resource using. CHEN yanli et al. [8] also applied Object-oriented Classification to extract rice planting area in South, Achieving higher accuracy. In recent years, there are also new methods [9-12] to obtain the area of crops, and have achieved good results.

However, in the face of the characteristics of Xinjiang's vast territory and lack of manpower, this paper uses free remote sensing images to extract crop area, and the method uses cluster analysis. After experiments, it is found that the accuracy is good.

2. MATERIALS AND METHODS

2.1 Study area

The study area was a 6180km^2 city in south of Xinjiang Uygur Autonomous Region (Figure 1). Local people raised corn, cotton, red jujube, etc, and also different types of trees were planted for greening. We want to classify the following crops: cotton, corn, red jujube (different varieties), architectural District, water (rivers, reservoir), and desert and then extract areas of cotton and red jujube separately. Although this area was not monitored using remote sensing, Other Province was monitored by remote
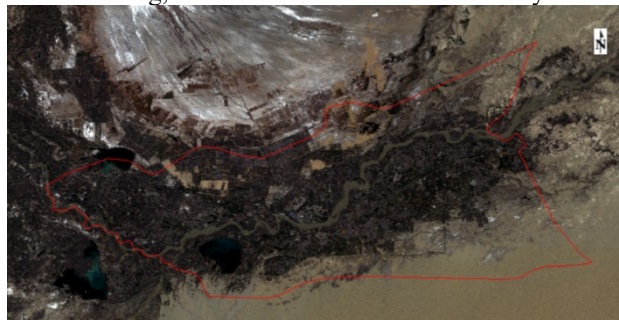
sensing and cotton areas were extracted.

Figure 1. Remote sensing imagery of Alar City within the red outline in south of Xinjiang Uygur Autonomous Region, China. Imagery is from landsat8 Operational Land Imager (OLI) and resolution is 30m.

2.2 Data

Landsat 8 is a scientific product intended for use with specialized remote sensing. The satellite returns to the same place on Earth occur every 16 days and at the same time of day. It records new scenes depending on the weather below and other collection requirements. Landsat 8 scenes are georeferenced and orthorectified to elevation data. They are in the UTM/WGS 84 coordinate system. The ground resolution (how much distance each pixel represents on Earth) of the bands is generally 30 meters. Band 8

containing panchromatic data at 15-meter resolution is an important exception. Bands 10 and 11 are up sampled to 30-meter resolution from data collected at 100-meter resolution. The image we used has 7 bands. Six Landsat 8 images from May 21 to October 12 in 2016 were selected during the growing seasons of crops, as Table 1.

Table 1. Landsat 8 images used in this study

No.	Scene ID	Acquisition date	Acquisition time (GMT)
1	LC81460322016142LGN00	May 21, 2016	05:15:15
2	LC81460322016190LGN00	July 08, 2016	05:15:34
3	LC81460322016206LGN00	July 24, 2016	05:15:39
4	LC81460322016222LGN00	August 09, 2016	05:15:41
5	LC81460322016270LGN00	September 26, 2016	05:15:53
6	LC81460322016286LGN00	October 12, 2016	05:15:58

2.3 Method

The Environment for Visualizing Images (ENVI) is a Remote Sensing Image Processing Platform that was designed and developed for extracting information from remote sensing images by Exelis Visual Information Solutions Company. The ENVI can read more than 80 data formats and can analyze information in images. The data formats from Landsat 8 are TIFF and TXT formats. The images were downloaded according to latitude 40 and longitude 81 with World Wide Reference System (WRS) PATH of 146 and WRS ROW of 32. The images have different features with different growth periods, so we downloaded 5 Scene Images from July to October, 2016.

Image in ENVI must be preprocessed before classification because of the errors produced by the sensor itself and the influences of atmosphere and light on the reflection of objects. Images preprocessing include two steps: 1) Radiometric Calibration; 2) Fast Line-of-sight Atmospheric Analysis of Hypercubes (FLAASH) Atmospheric Correction. Scale factor is 0.10 and output interleave is band interleaved by line format (BIL) for Radiometric Calibration. Selecting the Mid-Latitude Summer as Atmospheric model and choosing Urban as Aerosol model in the step of FLAASH Atmospheric Correction. Classification is a workflow of three steps:1) layer stacking of origin image, Normalized Differnce Vegetation Index(NDVI) image and Iterative Self organizing Data Analysis (ISODATA) classification image; 2) training sampling based on GPS data; 3) Classification And Regression Tree(CART) algorithm for classification; 4) compute areas of cotton field and red jujube field.

ENVI version 5.3 was used to calculate various vegetation indices. NDVI was used:

$$NDVI = (R_{NIR} - R_R)/(R_{NIR} + R_R), (1)$$

where R_{NIR} =NIR reflectance and R_R =red reflectance.

The image from Landsat 8 has different features, so Iterative Self organizing Data Analysis (ISODATA) algorithm was used to classify firstly. Number of classes is set for 10 as maximum number and 5 as minimum number, respectively. Maximum iterations are 10 and change threshold is 5%, while maximum class stdv is 1 and minimum class distance is 5. A classified image was outputted as initial classified image. Layer stacking was used to fuse origin image with 7 bands, NDVI image with 1 band and ISODATA classification image with 1 band to a synthetic image with 9 bands.

Global Positioning System (GPS) was needed to achieve correct information of image from Landsat 8. We used Androids GPS test in mobile phone to acquire longitudes and latitudes of sites in which we can know the type of crops planted by field observation. The positioning accuracy is 10 m in this system with coordinate system of World Geodetic System 1984(WGS84). 2 sites were loacted with corn and 10 sites with Cotton and 10 sites with red jujube. Then training samples were selceted from images according with longitude and latitude of every site in ENVI synthetic image. 485 pixes were sampled as Cottn samples, and 329 pixes were sampled as red jujube samples, and 48 pixes as corn samples, and 472 pixes as architectural District samples, and 679 pixes as water samples, and 1844 pixes as desert samples. CART algorithm was used to facilitate synthetic image classification. We computed areas based on numbers of pixes of every class by formula (2):

$$AEAR = Number \times 900m^2 \qquad (2)$$

3.RESULT AND DISCUSSION

Six classes of cotton, corn, red jujube (different varieties), architectural District, water (rivers, reservoir), and desert were assorted on six remote sensing imagery of Alar City as shown in Table 1. In Figure 2, the class of 1presents cotton and 2 presents red jujube. The image of Figure 2 was from No. 4 from in Table. 1. After the treatment in this paper, the calculated area of cotton and red jujube can be seen in Table 2 and Table 3, the accuracy rate is up to 90.19%.
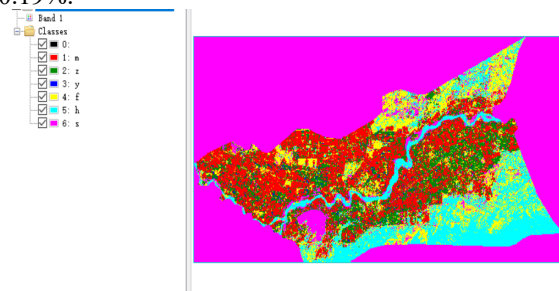
Figure 2. Classification of remote sensing imagery of Alar City (LC81460322016222LGN00, August 09, 2016)

The accuracy of GPS positioning affects the accuracy of sampling, especially for small planting area, because it is difficult to distinguish different categories of pixels with 30 m resolution image. Moreover, the same type planting area has different image feature, but we Identified the same kind of pixels with different features as the same kind of training samples. We sampled architectural District training data,

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water training data and desert training data according to experience without GPS positioning. The error of

training samples leads to the accuracy of final classification results.

Table 2. Accuracy of cotton area

No.	Scene ID	Calculated value(mu)	Reference(mu)	Accuracy (%)
1	LC81460322016142LGN00	1052473.1	2029388	51.86
2	LC81460322016190LGN00	1380341.25	2029388	68.02
3	LC81460322016206LGN00	1337494.95	2029388	65.91
4	LC81460322016222LGN00	1684102.05	2029388	82.99
5	LC81460322016270LGN00	1830462.3	2029388	90.19
6	LC81460322016286LGN00	1635225.3	2029388	80.58

Table 3. Accuracy of red jujube area

No.	Scene ID	Calculated value(mu)	Reference(mu)	Accuracy (%)
1	LC81460322016142LGN00	971838	715087	64.10
2	LC81460322016190LGN00	974031.65	715087	63.79
3	LC81460322016206LGN00	967274.6	715087	64.73
4	LC81460322016222LGN00	808240.75	715087	86.97
5	LC81460322016270LGN00	786552.95	715087	90.01
6	LC81460322016286LGN00	848368.25	715087	81.36

4. CONCLUSION

This paper applies ISODATA algorithm to classify crop planting areas in Xinjiang. six classes of cotton, corn, red jujube (different varieties), architectural District, water (rivers, reservoir), and desert were identified, while two classes of cotton and red jujube area information were extracted. Average identification accuracy of cotton was 73.26% and Average identification accuracy of red jujube was 75.16%. So, average overall identification accuracy was 74.21%, while the highest accuracy is up to 90.19%. These results indicate that the accuracy of crop identification is well. This study can provide foundation for crop condition monitoring and yield estimation in the region.

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The Role of Traditional Culture in Rural Rejuvenation

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Abstract: Rural rejuvenation in the new period is a comprehensive rural development strategy. The modernization of rural culture as a spiritual element must be a focus on the road to rejuvenation. As the basis of China's traditional agricultural society, the village has always been deeply influenced by traditional culture. The traditional culture has a huge influence on the ethics and moral requirements of families, patriarchs, and neighbors, it is the cornerstone of the cohesion and stability of rural society. In the new era, the revitalization of the rural area must give full play to the excellent side of traditional culture under the guidance of modern culture.
Keywords: Rural Revitalization; Traditional Cultural; Value Embodiment

1. INTRODUCTION

The strategy of Rural Revitalization is to build traditional villages into modern new villages, which will lay a solid foundation for building China into a modern powerful country. The strategy of Rural Revitalization covers all aspects of rural society, including politics, economy, culture, rule of law and so on. Among them, the modernization of rural culture is one of the key points, because the development of any society, the development of culture is an internal need, and the realization of modernization, the level of cultural development is a benchmark, and affects the prospect of sustainable development of revitalization.

As a traditional agricultural country, traditional culture has a deep-rooted influence in the countryside. "The governance system of rural traditional culture with traditional culture as the core has been inheriting and developing rural culture and maintaining rural social order

We will play an active role. " [1] But because the traditional culture inherited in the feudal era, there are both excellent and dross. We should fully understand the important role of its outstanding aspects, inject modern cultural elements in the new era, make good use of the situation, and build a new rural society, "the revitalization of rural areas cannot be separated from the guidance of culture.". We should constantly meet the cultural needs of rural residents in the new era, and strive to make the traditional villages glow with new vitality and vitality. " [2]

In the strategic plan for Rural Revitalization (2018-2022) of the State Council, the role of culture is highly concerned. It is embodied in the general outline of prosperity and development of rural culture in the seventh chapter: "adhere to the socialist core values as the guide, take the inheritance and development of Chinese excellent traditional culture as the core, take the construction of rural public cultural service system as the carrier, cultivate civilized rural style, good family style, simple folk style, promote the revitalization of rural culture, build a culture of neighborhood watch, honesty, courtesy, diligence and thrift Ming village. " The goal is to establish the national spirit and the spirit of the times in the rural society, cultivate and inherit good family traditions and family precepts, carry forward Chinese filial piety, and strengthen the social fashion of filial piety to parents and elders.

We will carry out a wide range of selection and commendation activities for good daughters in law, good children and good parents in law, and publicize the long-term mechanism of moral models, so as to achieve the inheritance and development of rural excellent traditional culture and the basic satisfaction of the spiritual and cultural life needs of farmers.

This goal endows Chinese traditional culture with an important role and position in the spring tide of Rural Revitalization. "Cultural revitalization is the key support for the implementation of the Rural Revitalization Strategy, and an important source of water for the implementation of the Rural Revitalization Strategy." [3] Under the guidance of this direction, in the measures of rural spiritual and cultural revitalization, it is necessary to gather consensus, give full play to the role of traditional culture, and take advantage of the internal requirements of cultural innovation in development to provide a stronger impetus for Rural Revitalization. In general, its value is mainly reflected in:

2. THE CORE VALUES ADVOCATED BY TRADITIONAL CULTURE AND REALITY ARE CONSISTENT, AND THE ROLE OF STABILITY AND COHESION IS OBVIOUS

Social development and revitalization cannot be separated from the joint efforts and cohesiveness of the society. The cohesiveness is based on the common belief and values. As the stabilizer of traditional rural society, Chinese traditional culture naturally plays a role of cohesiveness. "In order to realize the" Chinese dream "of the great rejuvenation of the Chinese nation, Chinese culture bears the new mission of cohering the power of the Chinese nation, the realization of the Chinese dream is inseparable from the exploration of the spiritual value of excellent traditional culture. " [4] Cohesion can solve many problems in the actual

development of rural areas. The central point is the development of consensus and cooperation. In order to develop rural areas, we must reach a consensus on ideas and actions.

The same recognition of the core values of traditional culture is the cornerstone of consensus and cooperation. Traditional culture is the embodiment of values represented by Confucianism, which has dominated Chinese Society for more than 2000 years, deeply penetrated into all aspects of society, and played a leading role in the countryside as an organic component of Chinese traditional society.

The core of the values represented by Confucianism is benevolence, harmony, honesty and the mean. It is in line with the people's psychological desire to pursue friendliness, mutual assistance, living in peace and happiness. The rural society generally accepted such values and culture, so for thousands of years, the rural society has been very stable. Even if there is great social turbulence and change, the reconstruction of social order and stability still needs traditional culture This bond. "Confucian values are the official values and beliefs of the feudal dynasties over 2000 years in Chinese history, which have deeply influenced the national construction, social organization and personal life of traditional China, It permeates every aspect of Chinese behavior and behavior ", [5] especially in the countryside, it is rooted in the soil of the countryside, and permeates into the soil. Most of the villages are formed by the same surname, the same race, and the same blood. The long-term stability within the countryside, between the countryside and the countryside depends on this common value. Even in the modern times, which is deeply impacted by foreign culture, the vast countryside is still deeply influenced by traditional values It is of great practical significance to realize the influence of the concept in Rural Revitalization. "In the new era, we should rebuild rural culture, promote the recognition of traditional culture, and jointly promote the construction of rural culture, so as to promote the revitalization of rural areas." [6]

"To release the guiding role of culture in protecting the continuity of rural history, returning to the spiritual hometown of rural areas, shaping rural life prospects and promoting the balanced development of rural areas, and to outline the road of cultural innovation for Rural Revitalization." [2] In the process of inheriting the excellent traditional Chinese culture, we should fully mobilize the initiative and creativity of the masses of farmers, integrate the excellent traditional Chinese culture into the Rural Revitalization of the public cultural service system, and lead and inherit the unique local traditional culture with the typical deeds and excellent qualities of the rural sages. "Traditional culture is of great significance in educating the people, uniting the people, highlighting local and national characteristics, and promoting economic development.". [7]

In the 21st century, we are on the road of building a strong socialist country. The core values of socialism are being set up in an all-round way. As the basic unit of our society, rural areas are the top priority. In the core values of socialism, prosperity, democracy, civilization, harmony, freedom, equality, justice, rule of law, patriotism, dedication, integrity and friendliness are the most important. It is highly consistent with the basic points of benevolence, harmony and honesty in the core of traditional cultural values. In addition to Confucianism, the natural inaction in Taoist values is harmonious with the environment, and the way to live in peace with each other is very important for the rural ecological construction. The dedication thought advocated by Mohist school, including love, non-attack and funeral, is extremely similar to the modern values that we are vigorously advocating Big convergence.

The socialist core values have injected new elements of the times, leading the direction of the countryside. The values of traditional culture enhance the cohesion of rural development and ensure the stability in development. "The construction of socialist core values must inherit the essence of Confucian values and promote the creative development and innovative transformation of Chinese culture." [8] The combination of the two will greatly contribute to the realization of the modernization and revitalization of the countryside.

3. EFFECTIVE COMBINATION OF TRADITIONAL CULTURE WITH STRONG FUNCTION OF RULE OF VIRTUE AND MODERN RULE OF LAW TO ESCORT THE REVITALIZATION

Although the improvement of the rule of law is fundamental to the governance of a society, moral constraints still have a strong force, they are interrelated and complementary. "Use the rural tradition of rural rules and regulations, and realize the integration of rural moral governance, rule of law and autonomy" [9].

In the vast rural areas of China, for thousands of years, the traditional Confucian thought has been coexisting with the national rule of law. The "rule by virtue" is an important content of the ancient Confucian political and ethical thought, which plays an important role in adjusting social relations and maintaining social order. Its power is invisible, and it can change people's temperament and temperament, and change society imperceptibly to form a certain moral atmosphere. The content of "rule by virtue" is broad and systematic, covering all aspects of society. In the countryside, the influence is embodied in the village rules and regulations, the common observance of moral ethics, such as the filial piety requirements in the family, the harmony between the neighbors, the honest watch in life, the observance of public order, etc. once these village rules and regulations are violated, the moral judgment mechanism for solving the bad behavior will be automatically opened, and the lighter will change with moral influence, and the heavier will be expelled from the family , clans, villages and so on, have a strong deterrent force.

The rule of law society is the only way to modernization. It reflects the requirements of the state in politics, economy, society and other fields, and has the characteristics of

coercion. However, there are a lot of conventions and customs in the vast countryside, which are achieved by appealing to people's "conscience" to achieve a kind of moral consciousness, so that people consciously abide by these codes of conduct. The way is influenced by their persuasion and persuasion, which cannot be solved by coercion. This just complements the rule of law, complements each other with the rule of law, and jointly protects the revitalization of the countryside.

4. THE INTERNAL REQUIREMENTS OF THE CHANGING TRADITIONAL CULTURE ARE CONSISTENT WITH THE INNOVATIVE IDEAS ADVOCATED IN THE NEW ERA, WHICH IS THE SUSTAINABLE FORCE TO ENSURE THE RURAL DEVELOPMENT

On the surface, it is a static and unchanging traditional culture formed for a long time. In fact, it is constantly changing due to the current situation. What is unchanging is the core value widely recognized by people. In its connotation, change and innovation are fundamental. [10] In terms of Confucian culture, which is the representative of traditional culture, its development is a process of constant change. Its origin is to seek solutions for the changing society. After a long time of constant revision of its ideological system, it established its position. Later, although there were several quite rigid periods, but after painful introspection, it put forward the experience in time the thought of application corresponds to the requirements of the actual development of the society, "there are rich ideas of seeking change in Chinese traditional culture.". The traditional way of interpreting the idea of seeking change can be summarized as contingency, accommodation and time change. " [11] It is because of this change in time that it has been accepted and recognized by the public.

Looking back from the long river of historical development, the bad results of the stagnant development period of traditional culture show the urgency and inevitability of future innovation. The evil result is that after the traditional culture established the guiding ideology at the national level, it did not consciously respond to the real-time changes of the society, turned into empty moral sermons, divorced from the reality of the society, led to the collapse of social order in several historical periods, and suffered a huge crisis of social trust, especially since modern times, in the face of thousands of years of unforeseen changes, the impact of advanced foreign culture Being self-confident, conservative and practical, he was left behind, leading to the tragic result of constant death. He was also on the verge of being abandoned by the society several times and paid a great price. But after all, the basic values of traditional culture meet the requirements of people's development, and they are re integrated into the tide of social development, giving the Era Connotation of seeking new and changing, and becoming an indispensable participant in social development.

In the new era of the 21st century, the country vigorously advocates innovation. The strategy of Rural Revitalization is the innovative design put forward according to the time. The requirements of the times and the inherent requirements of the traditional culture of the Chinese nation warn that only continuous innovation and continuous development can achieve the goal of revitalization.

5. CONCLUSION

On the road of Rural Revitalization and development, we should not only give full play to the role of traditional culture, but also remove some negative things that are not conducive to the development of traditional culture. A typical example is to maintain the ethical relationship of "men are superior to women" in the feudal farming society. Nowadays, the concept of "freedom and equality" has been deeply rooted in the people's hearts. Human society is also advancing with the gradual solution of the problem of equality between men and women. However, in rural society, there are still some rebellious actions to restore the concept of female morality in the name of reviving traditional culture, with "three from four virtues and starting from dolls" as the core; there are also many feudal superstitions in traditional culture, which have become an excuse for some groups in rural areas to revive feudal superstitions. Various folk "witchcraft" such as looking at faces, fortune telling, divination, dreaming and geomantic omen are revived, affecting science the popularization of thinking, "in the era of advocating scientific rationality, as the dross and backward side of traditional concept consciousness.". We should develop rural economy and cultivate scientific spirit. [12] In addition, the traditional culture of the pursuit of fame and wealth worship official position, glory, weakened the enthusiasm of people to study practical problems and do their job on the ground. These negative aspects still have a considerable market in the grass-roots villages, which are the obstacles that must be abandoned in the process of Rural Revitalization.

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Application of Internet Plus in the Reform of Physical Education in Colleges and Universities

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Abstract: Internet plus Internet is a new reform in the teaching of physical education in Colleges and universities. Under the impetus of the new curriculum, the PE teachers in universities are actively engaged in the teaching reform. The Internet plus era has brought new challenges and opportunities for the reform of physical education in Colleges and universities, so that the teaching of physical education has the opportunity to carry out a brand-new reform. This paper expounds the advantages of Internet plus teaching mode in physical education, and analyzes the Universities under the Internet plus perspective. The application of PE teaching reform.

Keywords: Internet plus; College Physical Education; Reform; Application

1. INTRODUCTION

1.1 Enrich physical education resources

Some underdeveloped areas do not have advanced teaching equipment, which leads to great limitations of physical education. However, the emergence of the Internet provides a large number of teaching resources for physical education activities. Through the Internet, teaching resources can be integrated into physical education, enriching the content and form of physical education materials, enabling students to acquire more abundant physical education knowledge, and the whole under the background of the Internet The application of the new teaching mode has realized the use of multimedia, audio and video, pictures, projectors and other resources, making up for the lack of material resources in poor areas [1].

1.2 Innovation of physical education teaching form

Through internet teaching, we can break the traditional cramming teaching mode, improve students' strong interest in the Internet, stimulate students' enthusiasm, and make students actively study. This modern information equipment can change the traditional single teaching mode, provide more vivid teaching content, make teaching more intuitive and convenient, and make teaching activities more entertaining, interactive and open. Teachers can use information technology combined with sports teaching materials to create more forms and new images of things, which can attract students' strong interest and increase their good sense of experience, which is more conducive to their knowledge acquisition.

1.3 Fill the shortage of teacher resources

Today, with the continuous development of education, there are more and more new and popular sports, and the sports industry has a good prospect. However, there are few physical education teachers in Colleges and universities. The professional knowledge of teachers is single, which limits the development of students' interests and hobbies. Under the Internet, there are abundant network resources as support, which can make up for the lack of volunteers to a certain extent, especially It can make up for some new sports resources. Students can make up for the lack of professional teachers by watching micro class learning [2].

1.4 Beyond the limits of time and space

In the past, there were limitations in time and space in physical education courses. Due to funding and security issues, it was difficult to apply for the opportunity to take students to outdoor practice. Most courses were completed in the classroom under the leadership of teachers. The emergence of the Internet made up for the defects of traditional courses. Students can access the Internet through computers, smartphones and so on, making learning more flexible [3].

2. APPLICATION OF INTERNET PLUS IN THE REFORM OF PHYSICAL EDUCATION IN COLLEGES AND UNIVERSITIES

2.1 Strengthen the condition and environment construction of school internet technology

Nowadays, the quantity and quality of multimedia classrooms in Colleges and universities are constantly improving, the software conditions of campus network service are constantly improving, the development of information equipment and teaching software is constantly optimizing, there are a large number of the latest digital learning resources at home and abroad on the Internet in the library of colleges and universities, students can search the digital library books through the network information service platform of the library of colleges and universities, and retrieve them Online books and periodicals use the functions of library electronic facilities, such as book purchase, appointment, new book bulletin, news reading, etc. to pay attention to sports news trends and expand the reading range of book resources. These advanced Internet environment facilities and traditional libraries have their own advantages [4].

The information content and the content of modern information technology under the Internet plus background have enriched the vision of university students, enabling

them to gradually develop good information literacy. Using the Internet to provide a wealth of information resources for physical education, and improve the mass of information for physical education. Physical education teachers can provide a brand-new physical education teaching video in the teaching process. The video has intuitive and standardized actions. With detailed and clear language explanation, students can master the teaching knowledge as soon as possible. The Internet interactive information platform can publish students' comments and learning experience on the Internet. Students can communicate across time and space, say their own views, and get the guidance of online teachers through the Internet. In addition, the interoperability of the Internet can enable students to learn sports knowledge outside the classroom, find sports items of their own interest for extended learning, showing the advantages of modern sports teaching.

2.2 The combination of information technology and conventional courses under the internet

Although there are certain limitations in regular classes, the process of picking up the dross can still be the main teaching mode under quality education, and it is still used by teachers at all stages. Although the Internet has fundamental advantages in teaching activities, excessive use will also affect the interaction and communication between teachers and students. Students do not have the consciousness of independent learning and the ideal teaching effect is difficult to achieve. Excessive content will affect the accuracy of learning. Therefore, Internet plus mode is not a universal testing oil, it cannot be used in any case, and cannot be abandoned by traditional teaching methods. College PE teachers should use Internet aided tools to flexibly carry out teaching innovation. Find a teaching method suitable for your own style. The combination of Internet and traditional teaching, which complement each other, can improve the quality of physical education classroom teaching.

2.3 Strengthen the cultivation of pe teachers' internet technical knowledge

In the new era, there are internet teaching aids, which put forward new requirements for teachers. Under the background of information age, combining information technology with traditional teaching, physical education teachers should change their ideas and establish a sense of lifelong learning. Some physical education teachers in some schools have not changed their ideas and are unwilling to use the Internet to assist teaching, which has affected the promotion and development of teaching reform. Therefore, schools should do a good job in Teachers' ideological work, so that they can change their educational ideas, summarize experiences and lessons in the process of teaching practice, carry out teaching reflection, and gradually acquire the necessary Internet

application technology. In the Internet era, the emergence of new elements, such as electronic whiteboard, multimedia equipment, micro class, undoubtedly improves the requirements of teachers. In order to better play the role of the Internet, it is necessary to improve the information literacy of physical education teachers, so that they can skillfully use computers for daily teaching The processing of learning materials, the training of physical education teachers in Colleges and universities, collective teaching and research, micro class observation and learning, and the organization of experience exchange and sharing among colleges and universities, further improve the comprehensive quality of physical education teachers in Colleges and universities.

3. CONCLUSION:

Nowadays, colleges and universities generally have heavy weight and light weight. Many schools are reduced to formalism, so the physical quality of college students is poor. Now, they are ushered in the era of Internet plus. Education informatization has become an inevitable trend of educational modernization. Through the Internet Teaching in physical education, information resources can be shared quickly, and the teaching of physical education in Colleges and universities should end. Guided by the physical education thought of body learning, aiming at scientific physical training and enhancing physical and mental health, and taking improving the actual effect of physical training of students as a breakthrough, carry out efficient physical education.

Although people have ushered in new opportunities for reform, the reform is not achieved overnight. It must not be quick for quick success and instant benefit. It requires teachers' bold innovation, bold practice, frequent reflection and long-term exploration and summary to usher in a new situation of reform.

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Application Status and Research Trend of Intelligent Textiles

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Abstract: With the progress of science and technology and the development of society, the word "intelligence" has been mentioned more and more frequently. Intelligent products have been applied to all aspects of our daily production and life. This paper focuses on the application status and research development trend of intelligent textiles. The research and development of intelligent textiles began in the 1960s and 1970s. At first, it mainly combined some electronic components with textiles, which are mainly used in medical, military, aviation and other special fields. With the continuous progress of technology, intelligent textiles have made great progress in medical health care, entertainment sports, military protection, clothing consumer goods and other fields. Today is the era of Internet, with the continuous development and application of 5g technology, I believe that network technology will be greatly affected and substantially improved. Because of its huge development potential and application value, intelligent textiles will be paid more attention.

Keywords: Intelligent Textiles; Application Status; Research Trend

1. INTRODUCTION

Intelligent material refers to the material that imitates the life system and has dual functions of perception and drive. That is to say, this kind of material can not only perceive the changes of the outside world, but also have some feedback mechanism and respond to the changes of the outside world. Intelligent textile is a kind of intelligent material. We usually regard intelligent textile as an independent system, which needs sensing unit, feedback unit and response (execution) unit. Therefore, compared with intelligent fiber, intelligent clothing is easier to achieve the purpose of intelligence by integrating sensing element, feedback element and response element. The function principle of intelligent textile is that it senses the changes of the external environment through the sensing part, judges the signals generated by the changes through the information processing part and sends out instructions, and then adjusts various states of materials through the driving part to adapt to the changes of the external environment, so as to realize self-diagnosis, self-regulation, self-repair and other functions [1-3]. With the progress and development of technology, the definition of intelligent textiles is more complicated. At present, it is usually defined as a variety of textiles that do not need added value and have interactive functions to realize new or non-commercial applications. With the continuous development of intelligent textiles, the definition of intelligent textiles is also developing and improving. If intelligent textiles want to develop healthily and stably, we need to set up reasonable standards to regulate them, establish standards to regulate the quality of intelligent textiles, test the methods, quantitative indicators, evaluate safety requirements of these new value-added applications, and determine the identification of intelligent textiles used in sales and market development Better development is of great significance.

2. APPLICATION STATUS OF INTELLIGENT TEXTILES

Nowadays, the application and market of intelligent textiles are constantly improving and maturing, and consumers' acceptance of relevant products is also constantly improving. People from the past do not know about intelligent textiles, not interested in gradually changing to intelligent textiles related products can be actively tried and accepted, which has been a great encouragement and affirmation for the development and application of intelligent textiles. At present, the application fields of intelligent textiles in China are mainly medical health care, military protection, entertainment and sports, clothing consumption and so on. Next, we will analyze the application status of intelligent textiles from these specific application fields [1].

With the continuous improvement of living standards, people pay more and more attention to their own physical and mental health, and the emergence of intelligent textiles can meet people's needs in these two aspects, so as to improve the position of intelligent textiles in people's hearts and the consumption concept and popularity of intelligent textiles related products. Intelligent textiles only get people's Recognition and affirmation are the basic guarantee and key to its continuous development and progress. Compared with the developed countries, China started late in the field of intelligent textiles. At present, the research and development of intelligent textiles in China is at the initial stage and there is a big gap between China and developed countries. At present, China's intelligent textiles are mainly used in the field of clothing and home use. But I believe that with the attention and concern of the state in this regard and people's affirmation and recognition of intelligent textile related products. I believe that with the investment and progress of related technologies, intelligent textiles will surely make rapid development, and intelligent textiles will also be able to bloom in all fields of our country. In the production and development of intelligent textiles,

there are many applications of intelligent fibers and the combination of fabrics and electronic components. At present, the related products of intelligent textiles not only have the application requirements of ordinary textiles, but also have a very good display of the external environment response and automatic regulation functions. It can be said that China has entered the real sense in the related fields of intelligent textiles the age of intelligence.

3. MAIN PROBLEMS AND RESEARCH TRENDS RESTRICTING THE DEVELOPMENT OF INTELLIGENT TEXTILES

Due to the relatively late start of research and development in China's intelligent textile industry, there is a lack of a specific system to regulate and evaluate it, so the urgent problem is to establish an effective and reasonable management system to regulate the evaluation standards of intelligent textiles. The evaluation standards for intelligent textiles are mainly as follows: product standard, safety standard, method standard, laboratory certification and evaluation system approved by product quality and trade supervision departments of various countries, and identification of intelligent textiles used in sales and market development. The implementation and formulation of these standards will have a great impact on the effective circulation and trade of intelligent textiles, and also determine whether the market of intelligent textiles can guarantee the healthy and stable development [2, 3].

At present, the problems of intelligent textiles are embodied in the following two aspects: durability: related products of textiles need to be used and cleaned many times, and intelligent textiles contain many electronic components, so how to ensure the damage rate and stability of related electronic components when using and cleaning intelligent textiles is very important, which is directly related to intelligence Durability of energy textiles. According to the current standards of washing resistance, the performance of washing durability of intelligent textiles is obviously not reasonable. Therefore, how to solve the problem of poor washing resistance and folding resistance of intelligent textiles through effective methods is of great significance for the development and popularization of intelligent textiles.

The safety of intelligent textiles is also very important. The application of intelligent textiles generally has direct or indirect contact with human body. Intelligent textiles contain a large number of chips and electronic components. How to effectively reduce and avoid these electronic chips and components is also crucial to the safety of electromagnetic radiation, conductivity, skin contact, etc. Therefore, the research and manufacture of more secure electronic chips and electronic components to ensure their application in intelligent textiles is closely related to the security of intelligent textiles. Only the research and development of durable and safe intelligent textiles can guarantee its sustainable and healthy development in the future. It is hoped that intelligent textiles can occupy their own place in the future intelligent products through continuous research and development, and contribute their own strength to people's high-quality and intelligent life.

4. CONCLUSION

The development and progress of science and technology is to improve people's quality of life and provide convenience in life. Therefore, intelligent related products emerge as the times require. As an important part and branch of intelligent products, intelligent textiles will occupy a large proportion in the future demand of people, so it is of great significance to make its products more and more perfect through continuous research and development. Above from several aspects of its specific elaboration, hope that the majority of practitioners can be supplemented and learn from.

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Exploration and Research on The Construction of Incentive Mechanism for College Students' Autonomous Learning

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Abstract: Under the background of the new standard education system reform in our country, it has become the ultimate goal of teachers to mobilize the initiative and enthusiasm of College Students' self-learning, guide and cultivate students' self-learning. This paper will analyze the current learning situation of college students, their attitude towards learning and the school's incentive mechanism for students' learning.
Keywords: College Students; Autonomous Learning; Incentive Mechanism

1. INTRODUCTION

Under the past education system, most teachers adopted the "indoctrination" teaching mode, that is, the exam-oriented education mode. Students also developed the passive learning habit of learning for the purpose of examination. They lacked the habit of independent learning, and their learning thinking and creativity were greatly restricted. With the rapid development of China's economy and the change of the demand of the information economy market, it is very important to carry out the new standard education system, cultivate students' autonomous learning habits, and stimulate their creativity and self-learning awareness [1-3].

2. ANALYSIS OF THE CURRENT SITUATION OF COLLEGE STUDENTS' LEARNING

2.1 Objective Causes

First of all, the education system of our country was basically a real action exam-oriented education mode when it was confirmed in the 1870s. With the development and demand of the economic market, the education system of our country has been adjusted. The time of reform and practice is relatively late, while the teaching materials and teaching forms adopted by teachers in the early education background are relatively backward, and the demand of teachers for the whole market economy is not It is well understood that the students' educational thinking has gradually become rigid, and the content of education is outdated, which causes the overall learning quality and effectiveness of many contemporary college students to be quite backward. Secondly, since China's reform and opening up, the rapid development of economy, the weak social awareness of environmental management and control around the school, the lack of correct guidance of teachers for students' ideas, leading to some students addicted to online games and even ancient puzzles and other films and abandoned the academic industry. Finally, with the rapid development of economy, many parents are tired of going abroad to do business or engage in other industries, neglecting the company and correct teaching of students, which has a negative impact on students' mental health development and learning habits.

2.2 Subjective Causes

First of all, most of the contemporary college students are lack of understanding of the needs of market economy development, impetuous and eager for quick success and instant profit, and they only want to devote themselves to the society to earn fame and profit. At the same time, they are lack of understanding of their own ability, have high aspirations and good self-awareness. They do not recognize the impact of reserve knowledge on their work ability, resulting in blind study or unwillingness to study mixed diploma It is very difficult for students to improve their ability, reserve rich knowledge, establish good learning habits and form a modest, independent and sound personality. Moreover, due to the early top-down education concept of exam-oriented education and diploma education in China, the lack of correct guidance, leading to the lack of correct understanding of some students when choosing university majors, choosing majors they are not interested in; or blind selection of schools and majors for diploma.

3. THE SCHEME AND MECHANISM OF CULTIVATING COLLEGE STUDENTS' INDEPENDENT LEARNING

3.1 Improve and Implement the New Higher Education System

With the gradual internationalization of China's economy and market, the existing education system and concepts we have implemented greatly increase the difficulty of cultivating innovative talents required by the market, so it is extremely necessary to change the concept, content and education mode of higher education. In terms of education content, our new teaching materials also need to pay attention to the accumulation of knowledge and the cultivation of learning ability In the education mode, teachers must change the education idea in time and actively, change the former "cramming" education mode to let students be the main body of learning, encourage them to study independently and enjoy learning; change the education mode that once only paid attention to basic knowledge to cultivate moral education Finally, in the

education system or equipment, it requires the education departments and colleges to contact and cooperate to improve the situation of the lack of learning resources in the former colleges and universities, to share the effective and beneficial resources, to master the development and changes of the market economy in time, and to correctly and effectively convey or influence the students.

3.2 Guide Students to Correct Learning Attitude

As the saying goes, the most direct factor restricting learning attitude is learning motivation. If a person has a positive and correct learning motivation, he will guide his strong desire for knowledge and insist on it. On the contrary, if a person studies only for the benefit of promotion and wealth, he is extremely easy to learn and untrue and go astray. It is a correct attitude to study not by fantasy, not by affirmation or negation, not by formality and law, but by science and dialectics, not by humility and humility. Teachers and parents should make full use of this school as an educational position to cultivate successors of future social construction in our country, stimulate students' patriotic enthusiasm, take the inheritance of historical civilization as their own duty, combine personal interests with collective interests and social interests, learn from the innate worries of Mao Zedong and other outstanding historical figures in our country, and enjoy the rest of the world We should set up lofty ideals and lofty aspirations, let them learn actively and actively, and have a positive impact on the future of our country.

3.3 Guide Students' Learning Methods in An All-Round Way

First of all, teachers' guidance for students' learning is not only limited to the guidance of learning content, but also to strengthen the guidance of learning methods or other factors affecting learning results. Second, the guidance for students should not be limited to counselors, it is a comprehensive and systematic work, which requires every teacher to consciously make corresponding efforts and guidance, Moreover, teachers should enrich the guidance ways and methods of students, not limited to classroom education. According to different students' learning status and achievements, different learning guidance programs are formulated, and a stable teacher team and expert teaching plan team are established to provide systematic and comprehensive consulting services for students' learning problems, and make full use of modern education equipment to carry out online teaching or discussion groups, and regularly or irregularly verify students' learning achievements and carry out learning status Statistics of changes.

3.4 Improve the Guiding Role of Teachers for Students

In terms of the current teachers' teams who are not able to correctly perform their educational responsibilities, they can be divided into the following types: the first type is the teachers with fixed or old ideas, who are unwilling to accept new things and abandon innovative things, who are stubborn in using the original education mode and unwilling to change, and do not correctly position the development and role of students; the second type is willing to change But teachers who don't know how to change. The third type is teachers who are willing to change and know how to change correctly but are not willing to change. Such teachers violate their basic duties. Among the above three kinds of teachers, the second kind of teachers only need to have correct guidance and operation plan to bring infinite possibilities to students in the teaching and education position of teachers. Although the first and third kinds of teachers are few, their impact on students is really far-reaching and extremely needs to be avoided. Only teachers themselves pay attention to their own educational responsibilities and correctly understand the nature of education can bring correct guidance to students.

4. CONCLUSION

Under the background of the rapid development of modern economic market and the extreme lack of all-round talents, it is of great significance to improve the higher education system, guide students to study scientifically, and cultivate excellent and all-round talents. This needs the joint efforts of the society, college teachers, parents and students to be realized.

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The advantage of the Communist Youth League in the ideological and political education of College Students

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Abstract: The Communist Youth League in Colleges and universities is a common group of college students. The main content of the work of the Communist Youth League is to provide students with more professional ideological and political education, so that college students always progress in the right direction, form the correct "Three Outlooks" and moral quality, and promote their overall development. Under the background of the rapid development of the current society, college students will be affected by various factors of the society, so that their thinking and behavior will change, which requires the Communist Youth League organizations in Colleges and universities to play their own advantages, pay attention to strengthening the ideological and political education of college students, improve the professionalism and effectiveness of teaching, and promote the healthy growth of college students. Therefore, this paper will focus on the analysis of the role of the Communist Youth League in the ideological and political education of college students, and put forward feasible countermeasures to promote the role of the Communist Youth League.
Keywords: Communist Youth League; Ideological and Political Education; College Students; Exertion of Advantages

1. INTRODUCTION

The Communist Youth League in Colleges and universities is one of the main departments to carry out ideological and political education for students. Its main responsibility and obligation is to contribute to the construction of Ideological and political education in Colleges and universities, and implement the cultivation of students' moral quality, so as to form a correct "Three Outlooks", so that every student can always follow the leadership of the party, have a positive learning attitude, and promote the society We will make progress and contribute to the development of our country. Therefore, the advantages of the Communist Youth League organizations in the ideological and political education of college students mainly include the following: first, the Communist Youth League organizations in Colleges and universities can provide power for the ideological and political education of college students. During the period of College Students' study and life, the Communist Youth League can carry out various professional ideological services for all students, and implement the spirit of the party for every student to study deeply, give full play to their patriotism spirit, constantly improve themselves and improve their self-cultivation. Second, the Communist Youth League in Colleges and universities has a close relationship with college students, which can promote the ideological and political education of college students. The Communist Youth League mainly exists in students' classroom and life, and the Communist Youth League can assist the ideological and political education, make it more professional, ensure that not only students learn the truth of being human, but also the theoretical knowledge acquired is widely used in daily life and learning. For example, when students are learning Marxist spirit, they can further understand and learn various kinds of knowledge such as laws and regulations, party and government construction, which has a profound impact on the overall development of students. Third, the Communist Youth League can cultivate students' initiative. According to the analysis of the current teaching situation, most of the students will be in a passive learning state when they carry out ideological and political learning. Their thinking is too fixed and they blindly follow the teaching rhythm of the teachers to mechanized learning. In the context of the education organized by the Communist Youth League, students will play their own initiative and form a kind of subjective idea, so as to accept all kinds of things more actively, participate in the learning process actively, get a good learning experience, change their learning attitude, and finally realize the overall development of students, and become available talents to promote social progress [1].

2. COUNTERMEASURES TO PROMOTE THE SUPERIORITY OF THE COMMUNIST YOUTH LEAGUE IN COLLEGES AND UNIVERSITIES

2.1 Strengthen Ideological Guidance

First of all, in order to promote the full play of the advantages of the Communist Youth League in Colleges and universities, we should strengthen ideological guidance. For college students, it is inevitable to encounter various problems in learning and emotion, and even some students are in a confused stage, not knowing their own value and manifestation. In view of this phenomenon, the Communist Youth League organization should give correct help to college students, avoid students' misdirection, and guide students to establish confidence, let them feel the beauty of the society, have the courage to learn, so as to show their

own value. For example, we can arrange for college students to watch party and government education promotional films, so that every student has their own beliefs. Like working hard for smooth employment and social progress. At the same time, it is also necessary to carry out various practical activities, so that college students can find their own value in practical activities, such as organizing Red Cross Society, paying attention to left behind children and other activities, so that students can experience their own value in participating activities, understand their advantages and strengths, and have confidence in learning, so as to establish a correct goal [2].

2.2 Build a Perfect System

Secondly, in order to promote the advantage of the Communist Youth League in the ideological and political education of college students, we should build a perfect system. Under the background of the rapid development of the current society, various modern technologies are widely used, and the Communist Youth League organizations should also use the Internet technology to build a perfect online service system, to realize the online and offline work simultaneously, to avoid the limitation of time and space, and to implement the comprehensive help of ideological and political education for students, which requires the campus website in Colleges and universities On the establishment of the Communist Youth League service platform, and in the Communist Youth League service platform regularly update the current society of various party and government ideological construction policies. We should also actively set up an exchange platform so that every student can actively participate in the exchange and interaction, and accept the ideological education of the online Communist Youth League. Meanwhile, various service software's are constantly optimized and improved in the current society, such as Sina micro-blog, Tencent QQ and so on. Therefore, the CYL organization should establish micro-blog official account, so that students can always pay attention to all kinds of dynamic information on the official account of the Communist Youth League on the occasion of micro-blog [3].

2.3 Increase Publicity

Finally, in order to promote the Communist Youth League organizations to play an advantage in the ideological and political education of college students, we should pay more attention to propaganda. Only by strengthening the cultural propaganda of the Communist Youth League, can we enhance the attention to it, provide the power for the ideological and political education of college students, promote the students to have a detailed understanding of the work of the Communist Youth League, feel the cultural infection of the Communist Youth League, and implement and guide the students to form a good moral sentiment. Therefore, the school administrators should start from the news broadcast to regularly broadcast the contents about the inheritance and development of the ideology and culture of the Communist Youth League, so that the students can always be in a kind of Ideological and cultural edification environment of the Communist Youth League, and can also organize various activities, such as organizing students to visit the red base on the military day and the party day, so as to realize the actual situation In the international activities, the red revolutionary spirit is permeated for students, and the guiding principles for the development of the party are deeply studied, so that every student can inherit the spirit of the Red Army and never be afraid of difficulties, never give up and dare to fight hard in study and life [4].

3. CONCLUSION

Through the analysis of the above problems, we fully realize the importance of giving full play to the advantage of the Communist Youth League in the ideological and political education of college students. This requires the Communist Youth League organizations in Colleges and universities to make full use of their own advantages, actively carry out various kinds of activities of the Communist Youth League organizations, strengthen the humanistic care for college students, effectively deal with the problems existing in their daily life and study, and in this imperceptible process, it will also enhance the college students' sense of trust in the Communist Youth League organizations. At the same time, we should also actively encourage college students to actively participate in practical activities, strengthen ideological guidance in practice, establish correct "Three Outlooks" and moral quality, strengthen the construction of a perfect system and enhance publicity, give full play to the advantages of the Communist Youth League organizations in Colleges and universities, and lay a solid foundation for promoting the healthy growth and overall development of college students The foundation of.

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The Development Predicament of Green Bonds in China and The Solutions

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Abstract: With the improvement of social and economic stability in China, the development of green finance has been promoted, and its green finance plays an important role in social and economic development. As an important part of green finance, green bond plays a positive role in promoting green finance and national green economy. Therefore, the state should attach great importance to the development of green bonds and put forward measures to promote the development of bonds according to the development status of green bonds.
Keywords: Green Bond; Development Dilemma; Solutions

1. INTRODUCTION

China's green bond development is still in the initial stage, there are many problems, which have a high adverse impact on its development. Specifically, the market participation is low, most investors lack the concept of green investment, lack of professional bond certification institutions, etc. for this situation, the government needs to take targeted measures to promote the development of the industry. This paper analyzes the problems faced in the development of green bonds, and puts forward measures to promote the development of bonds.

2. PROBLEMS OF GREEN BONDS IN CHINA AT PRESENT

2.1 Low Market Participation and Lack of Green Investment Concept

At present, the development of green bonds in China is still in its infancy, and various bond systems are not perfect enough, which is not conducive to the progress and development of bonds. The green bond market in the international market has a complete structure of the main body, and the government and investors have a strong sense of participation. However, the main reason for the ineffective development of green bonds in China is the low degree of market participation and the lack of green investment concept, which is reflected in the following aspects: (1) the number of green bond issuers in China is relatively small, which has a high level of participation for issuers Requirements, and then limit the scope of the issuing subject, which ultimately leads to the failure of the green bond market to effectively expand, causing adverse effects on its development [1]. (2) The types of green bonds in China are relatively single, but in fact, they are mainly medium and long-term bonds, and the quality of bonds cannot be effectively

guaranteed. (3) Green bond participants have high investment threshold, which requires investors to have the qualification of interbank bond market access. However, the limited structure of investors is not conducive to attracting investors in many aspects and restricting the development of the bond industry. It can be seen from the above statement that the concept of green bonds in China is relatively backward, which requires higher bond investors, resulting in narrow bond investment channels and is not conducive to the development of green bonds.

2.2 Lack Of "Green Certification" Link and Environmental Information Disclosure System

Green bonds need to be certified before actual operation, and also need to be rated by bond units. The green rating of developed countries is mainly completed by third-party institutions. However, China's green bond rating agencies have low credibility and independence, which leads to a relatively thin bond certification link and has a negative impact on bond issuance. In addition, green bonds have higher requirements on projects and need to meet the requirements of environmental friendliness. Therefore, the evaluation agencies and regulatory agencies of green bonds play an important role in this development [2].

2.3 High Financing Cost of Green Bonds

The financing cost of green bonds is high, which restricts its development. The analysis is as follows: on the one hand, the issuing cost of green bonds is in a high state, and the bond issuing market has been in a buyer's market state for a long time, which is not conducive to reducing the issuing cost. Regulators have intervened in this situation, mainly to reduce bond taxes, but the overall use effect is poor. On the other hand, there are many risk factors in green bonds, and the actual investment amount of the bonds is large, and the return cycle is long. In this process, investors also need to bear the risk of capital default, construction and so on.

3. SUGGESTIONS ON PROMOTING THE DEVELOPMENT OF GREEN BONDS IN CHINA

3.1 Issue Incentive Policies to Enhance the Attraction of Green Bonds

In order to effectively promote the development of green bonds, it is necessary for the government to formulate relevant incentive policies according to the current situation of the development of bonds, attract more investors to join in the development of green bonds, and then broaden the development channels of bonds, so that they can show diversified development. The development of bond industry can be supported by reducing bond financing costs and green bond taxes. In addition, local governments can also issue policies to promote bond issuance. Incentive policies can be guarantee subsidies, investment subsidies,

etc. to create green bond guarantee funds according to the local economic development, so as to ensure the effective issuance of green bonds. Some green bonds are sustainable development projects with large investment funds and long return time. Local governments can provide price subsidies to investors according to this situation [3]. In the actual development process of green bonds, there are risks such as fund default, construction, etc. the government needs to continuously develop guarantee channels according to this situation. For example, some green income bonds meet the approval standards and requirements. In case of insufficient income, the state can subsidize the income gap according to the actual situation. Some new green bonds with low rating are considered by investors as having many risk factors and low investment value, which can be guaranteed by the government for external credit enhancement.

3.2 Build the Third-Party Evaluation and Certification Standards of Green Bonds to Improve the Market Credibility

In the actual development of green bonds, there is a lack of third-party evaluation and certification institutions, and there is no evaluation standard for different bond projects. Therefore, in order to promote the development of the green bond industry, it is necessary for the government to evaluate the bond market, formulate scientific and reasonable third-party evaluation and certification standards, and then improve the market credibility. In addition, while unifying the third-party evaluation standards, it is also necessary to create a green evaluation institution Industry Association and standardize the threshold of equity participation [4]. There are differences in the calculation models of environmental benefits of different green bond projects, which need to be measured by professional project development agencies, and finally realize the effective integration of positive and negative environmental benefits, unify the evaluation and certification methods and evaluation procedures, so as to realize the standardized management of green bonds.

3.3 Reduce the Cost of Green Bond Issuance

The investment cost of green bond project is high and there are many risk factors, which lead to the stagnation of bond development. Therefore, in order to promote the development of green bonds, it can reduce the cost of bond issuance, and constantly improve the policy support projects proposed by the government, mainly for investment subsidies, tax preferences, capital guarantees, etc., so as to attract more investors. In addition, in the early stage of the development of green bonds, local governments can reduce the interest income tax of green bonds. For projects in poor development status, subsidy policies can be used to promote the sustainable development of green bonds [5]. In addition, local governments can also create special funds for green bonds, to some extent, increase the guarantee credit of green bonds, reduce the investment risk rate, and improve the guarantee credit.

4. CONCLUSION

According to the above, green bonds play an important role in the development of national green finance. It is necessary for the state to attract investors' attention and promote the sustainable development of bond market through the introduction of incentive policies, the establishment of third-party evaluation and certification standards, and the reduction of the issuance cost of green bonds.

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On the Effective Infiltration of Intercultural Communication in College English Teaching

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Abstract: At the present stage, the new curriculum reform in our country is advancing continuously. In this process, English teaching has gradually begun to realize the importance of Cultivating College Students' English cultural learning ability. At the same time, this ability can also be regarded as the teaching goal of modern English reform. In this regard, this paper focuses on the importance of cross-cultural communication to improve students' English learning ability, in order to improve the level of English Teaching in Colleges and universities.
Keywords: Intercultural Communication; College English Teaching; Effective Infiltration

1. INTRODUCTION

At present, intercultural communication has become the main content and assessment direction in College English teaching. Therefore, in the process of teaching, College English teachers should actively study the content of the topic title and realize how to solve the problem through the examples in daily life. At the same time, college teachers should make the surrounding full of English learning atmosphere, so that students can experience the importance of English learning. Therefore, in the process of teaching, College English students should be aware of the Infiltration Strategy of cross-cultural communication, and actively realize the ability of learning English in cross-cultural communication, so as to improve the quality of teaching.

2. THE CONNOTATION OF INTERCULTURAL COMMUNICATION

For cross-cultural communication, it mainly refers to the communication and communication activities between different cultural backgrounds and recipients. Most of these are due to the large gap between people's growing environment and specific cultural background, which makes the local customs and social culture also have certain differences. Therefore, in order to reduce the gap between these cultures as much as possible, the communicators must have a certain cross-cultural communication ability, and truly understand the English cultural background and language habits, so as to form a more effective communication. At the same time, effective cultural communication is also a main carrier. In this regard, college teachers should constantly improve students' practical communication ability in the process of English teaching, and try to avoid conflicts and influences caused by cultural differences.

3. ANALYSIS OF COLLEGE STUDENTS' LEARNING PROBLEMS FROM THE PERSPECTIVE OF INTERCULTURAL COMMUNICATION

3.1 college students' barriers to English communication

3.1.1 Dare not read. Many college students are afraid to read in the process of learning, because of their own psychological obstacles. First, they can't understand the article, and feel strange and afraid. Second, they are afraid of saying something wrong or unclear, and they are laughed at by teachers and classmates. Just like this, many students dare not open their mouth to read, or the voice of the opening is smaller.

3.1.2 Do not want to read. Many college students do not want to read because of the lack of interest in English learning. Even in the process of reading articles, there are no major problems or they have a good foundation of English language learning, but they are not interested in reading [1].

3.1.3 Can't read. Many college students have the problem that they can't read. Most of them face great practical difficulties in the learning process. For example, they can't read words and sentences, can't split and translate sentences, so they dare not read. This is the main problem in practical teaching.

3.2 Bad English learning habits of College Students

3.2.1 Rote learning. At the same time, many colleges and universities use rote learning to learn English, and they all have the same learning habits. In the face of words and sentences, good articles, they are just rote learning. This kind of learning effect is not obvious, and learning efficiency is low. Especially when some students have articles, they are good at translating word for word and sentence for sentence, which makes it easy to understand the contents of the articles and lack of space to improve themselves.

3.2.2 Follow the example of others and lack of subjective thoughts

For some students with poor learning, they are often lack of subjective thoughts, which follow the old teacher's ideas and opinions, so it is difficult to form their own understanding and understanding, and they are easy to be biased by others when reading articles [2].

3.2.3 Do not love reading, do not often read

Many of the contents of English are complex and boring. Many college students are often not interested in reading extra-curricular books when they are facing the course. At this time, students should develop the habit of reading foreign books, such as foreign magazines, newspapers and masterpieces. If students are exposed to less and less

reading opportunities, their reading ability will decline in the long run, and eventually their learning ability will also decline.

3.3 Unscientific teaching methods of English teachers

3.3.1 the teaching method of duck filling and full filling. These two kinds of teaching methods are unscientific and inefficient, which will affect the interest of college students in the long run and kill their initiative in learning. In this regard, teachers should have their own teaching ideas, and gradually improve the teaching methods in the teaching process, so as to truly realize scientific teaching.

3.3.2 Do not pay attention to the cultivation of College Students' English cross-cultural learning ability.

In the current environment of examination-oriented education, many college students measure their learning level by their scores, but they lack the ability to cultivate their cross-cultural English learning, and there is no rigid requirement [3].

4. HOW TO REALIZE THE EFFECTIVE INFILTRATION OF INTERCULTURAL COMMUNICATION IN COLLEGE ENGLISH TEACHING

For the English teaching work under the cross-cultural communication in our country, we should ask students and teachers to work together to solve all kinds of teaching problems, and also explain the process of English teaching.

4.1 Help college students overcome English learning obstacles

4.1.1 Encourage college students to walk out of the comfortable area

Many college students have psychological barriers to study. At this time, teachers should encourage students to learn with perseverance, cultivate students to overcome psychological fear and speak boldly. Only in this way can English learning acquire the ability to penetrate cross-cultural communication. However, for most college students, the process of overcoming psychological barriers is very difficult. In this process, teachers should encourage students rather than threaten them. In this way, it can help students learn English better.

4.1.2 Improve college students' interest in English learning

College Students' interest in learning mainly includes two aspects: the first is their interest in speaking English. At this time, we can let students often listen to some English songs and authentic English dialogue, and really let students understand the charm of English language. Second, College English teachers should also be able to train students to read. They can make students speak English boldly and fall in love with

English through some simple and interesting English passages and funny lines. In this way, students can better understand the English language and culture.

4.2 Help college students to correct their bad study habits

4.2.1 Collect and sort out extracurricular teaching materials so that college students can jump out of textbooks and learn English

In the process of daily English teaching, teachers should help students get rid of the shackles of textbooks, let students often read some chapters of foreign customs and cultures, and according to students' learning ability, let them read encyclopedias such as the Bible, and finally let students have a deep understanding and interest in literary works. The Bible is also one of the breakthrough points of students' cross-cultural communication and learning.

4.2.2 Encourage college students to write English diaries and record what they feel and think

In the process of encouraging students to write diaries, College English teachers can constantly improve students' English writing ability, which includes language understanding ability, language silent reading skill ability, etc. Then, College English teachers should let students fully understand foreign culture in the process of writing, and cultivate students' ability of cross-cultural learning, among which watching American drama is also one of the methods. At the same time, College English teachers can also let students read some foreign magazines and newspapers, help students understand foreign culture from the daily teaching process, let students reduce the burden, really make students develop good reading habits.

5. CONCLUSION

In summary, for College English teachers, we should make the intercultural communication of teaching play an important role in the teaching process, so that students can have a certain ability of English expression and application. Intercultural communication not only needs to complete the process of language communication, but also needs to pay more attention to the understanding of cultural background. It should fully help students to realize the infiltration of intercultural communication in English teaching.

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Reform and Practice of New Energy Automobile Industry Talent Training Course System

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Abstract: Under the background of the continuous deepening of the new curriculum reform, our country pays more attention to the training of professional talents. In the rapid development of society, all walks of life have a wide range of development space. The new energy automobile industry in our country is also moving towards a more intelligent and modern direction, which puts forward new requirements for the talent training in Colleges and universities. Therefore, in the follow-up teaching work of colleges and universities, we should pay attention to the reform and innovation of the talent training course system. According to the current goal of the new energy automobile industry and the personalized demand for outstanding talents, we should determine the idea of the course system reform, so as to export more outstanding talents of the new energy automobile industry to our country. Therefore, this paper will focus on the reform and practice of the new energy automobile industry talent training curriculum system to carry out the analysis, through a detailed understanding of the main ways of the new energy automobile industry talent training curriculum system reform, and then put forward the feasible countermeasures conducive to the construction of the new energy automobile industry talent training curriculum system.

Keywords: New Energy Automobile Industry; Personnel Training Curriculum System; Reform and Practice

1. INTRODUCTION

In order to promote the reform of talent training curriculum system of new energy automobile industry, we should pay attention to the following issues. First, we should adhere to the reform approach of solid machinery and strong electricity. This requires that effective measures should be taken under the premise of stable and normal vehicle professional knowledge teaching to realize the effective integration of information technology professional teaching and students' mechanical and electrical professional teaching, and strengthen students' new energy vehicle professional skills [1]. Second, the establishment of a sound content of the school enterprise cooperation system, to provide students with a broader employment prospects and opportunities. Good

employment prospects and development space are the key issues concerned by students and all walks of life. Through the implementation of school enterprise cooperation system, students will be provided with a broader development space. In order to achieve this goal, the relevant managers and teachers are required to extend the traditional teaching content properly and integrate it into the current modern teaching content in the actual teaching work of the new energy automobile industry talent training course. Third, implement the tutorial system. Through this means, we can enrich the teaching content of the professional classroom to the greatest extent and provide professional teaching work for students. Fourthly, to achieve the effective integration of professional teaching and various disciplines, such as English, physical education, etc., teachers should reorganize the teaching courses in the follow-up teaching process to create a good learning atmosphere for students.

2. ANALYSIS OF THE FEASIBLE COUNTERMEASURES FOR THE CONSTRUCTION OF NEW ENERGY AUTOMOBILE INDUSTRY TALENT TRAINING COURSE SYSTEM

2.1 "Strong Electricity" Course

The new energy automobile industry personnel training curriculum system reform is to export more excellent talents with strong professional skills and high comprehensive quality to China. Under the background of the rapid development of the current society, all kinds of new energy vehicles have more extensive development space in the society, and the application of electronic technology in the new energy vehicle market is more and more extensive. Therefore, the demand of new energy vehicles for various electronic products shows a growing trend, which requires colleges and universities to pay attention to the rationalization of strong current courses in the follow-up teaching process, to achieve the appropriate addition of electric drive foundation, battery technology and other related courses in the context of existing electronic technology courses teaching, and also to implement the effective integration of practice and theory teaching, Pay attention to the practical teaching work of designing electrical and electronic technology training task for students [2].

2.2 Reorganize all disciplines

In order to construct the new energy automobile industry talent training course system, teachers and relevant management personnel are required to further explore and explore the teaching work of the general vehicle

professional courses, to realize the effective integration of various resources and elements in the professional courses, and also to complete the reorganization of the teaching content in the professional courses. In other words, teachers are required to systematically analyze, optimize and reconstruct the key contents of English, sports and professional basis in the actual teaching place.

All kinds of key contents in the new energy vehicle specialty should be effectively distinguished from the learning contents of the general vehicle specialty, and in the teaching of professional courses, teachers should maximize the professional characteristics of the new energy vehicle, not only to carry out the basic knowledge and professional skills teaching of the general vehicle for students, but also to reasonably carry out the new energy vehicle principles and applications for students By this way, we can expand students' vision, let students accept more professional learning, enrich professional knowledge, implement and improve professional skills, and finally realize the reform and effective practice of the new energy automobile industry talent training curriculum system. Good practical ability is the basic ability that every student needs to have, and it is also the main training content of professional skills. As a qualified teacher, we should pay attention to developing professional curriculum teaching for students, at the same time, cultivating students to form good practical ability, innovating and optimizing various practical activities, and realizing that practical activities can run through the whole professional classroom. For example, when teachers carry out professional curriculum teaching for students, they should carry out practical activities of electronic industry, new energy vehicle principle and application curriculum design. So that students can actively participate in various activities, fully express themselves, so as to communicate with other students. Gain more learning experience and exercise students' professional practical ability [3, 4].

3. ANALYSIS OF KEY MEASURES TO OPTIMIZE THE CURRICULUM SYSTEM OF TALENT TRAINING IN NEW ENERGY AUTOMOBILE INDUSTRY

Under the background of the reform and innovation of the new energy automobile industry talent training course system, the professional teaching work in Colleges and universities has achieved good teaching results, mainly reflected in the growing number of students learning and participating in various practical activities. And there are more and more types of scientific and technological practice activities in Colleges and universities. In this context, the development prospect and employment rate of students will also be improved, which shows that the innovation and reform of the new energy automobile industry talent training curriculum system is of practical significance. In order to promote the smooth development of the professional curriculum reform,

we should also focus on strengthening and improving the teaching of basic electronic knowledge in the new energy vehicle professional curriculum system, through this means to fully reflect the characteristics of the new energy professional, and implement the integration of the curriculum resource data, and finally improve the professional curriculum teaching. At the same time, for the reform and innovation of new energy major, it also puts forward new requirements for students and schools. Students should have good professional quality, while schools should actively carry out various practical activities for students. Therefore, in the process of professional development, there are still various weak links to be improved. It is necessary for educators to be able to look at the problems in a correct perspective and increase the construction efforts, so as to form a relatively complete and comprehensive professional curriculum teaching system [4].

4. CONCLUSION

Through the analysis of the above problems, we are fully aware of the importance and necessity of the reform and practice of the curriculum system of talent training in the renewable energy automobile industry. This requires relevant researchers and teachers to pay attention to the optimization and improvement of teaching methods, and appropriate addition of modern new energy courses to enrich students' learning content. Therefore, in order to improve the results of the reform, colleges and universities should adhere to the students as the main body and professional knowledge as the main teaching content to improve the comprehensive ability of students under the premise of implementing the development strategy of new energy industry. At the same time, according to the current personalized needs of social enterprises, we should improve the professional skills of students, carry out intensive training for students, and lay a solid foundation for promoting the overall development of students and building a perfect curriculum system for talent training in the new energy automobile industry.

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Methods and Strategies of innovative education in Colleges and Universities Based on Modern Educational Technology

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Abstract: In the context of rapid social development, modern education technology in China is also constantly optimized and improved. The application of various modern education technology in education will significantly improve the quality of teaching and create a good learning atmosphere for students. Modern education technology is a kind of teaching tool which is guaranteed by computer and network media and is conducive to improving the teaching quality. Under the background of the continuous deepening of the new curriculum reform, the application scope of modern education technology is more and more broad, which provides guarantee for innovative education in Colleges and universities. However, it is undeniable that there are still some hidden functions in modern educational technology that have not been fully demonstrated. How to adopt modern educational technology and how to show its strong application advantages are the main problems that are concerned and dealt with at present. Therefore, this paper will focus on the methods and Strategies of innovation education in Colleges and Universities Based on modern education technology to analyze and explore the methods and Strategies of innovation education in Colleges and universities.
Keywords: Modern Educational Technology; Innovative Education; Methods and Strategies

1. INTRODUCTION

Under the background of the current social development, various modern teaching technologies have a wide range of application space in the innovative education of colleges and universities. Colleges and universities also began to pay attention to the important transformation of traditional teaching concepts, to provide students with more professional teaching work. However, it is undeniable that there are still various problems in the application of modern educational technology to be improved, which are mainly reflected in the lack of application ideas of modern technology. Although some colleges and universities conform to the development of society, their understanding of modern educational technology is not in-depth, so that they do not achieve good application effect in the use process, and even hinder students' learning and development Exhibition.

Teachers themselves also lack professional teaching ability. Under the background of new curriculum reform, teachers begin to improve their teaching ability and gradually understand and understand various modern education technologies. However, due to the far-reaching influence of traditional education concepts, they still fail to reasonably apply new teaching technology, which makes students' thinking always in a solidified state, which is not conducive to innovation and development the teaching effect is not ideal [1].

2. INNOVATION EDUCATION IN COLLEGES AND UNIVERSITIES

2.1 Choose Reasonable Modern Educational Technology

The innovative education in Colleges and universities should insist on thinking about all kinds of problems from the perspective of students to maximize the main position of students. Through the use of modern teaching technology, the actual learning situation of students will be fed back to teachers in the first time, and teachers can make targeted teaching plans for students according to the actual situation of students. Under the background of the rapid development of the current society, modern education technology is gradually integrated into artificial intelligence. This new teaching method can help teachers to fully understand each student, and reflect the main position of students, let students actively integrate into the learning process, improve learning ability, stimulate innovative thinking, and output more excellent talents for our country. Teachers also need to have a We should try new teaching methods constantly, pay attention to the preparation of lessons before the actual teaching, and choose targeted teaching methods according to the teaching content. It should be noted that all kinds of teaching modes created should be taught with students as the main body, reflecting the interest and creativity of the teaching process, so that students can always think in an active state and have enthusiasm for learning content, so as to actively find problems, put forward questions and deal with them. Through this means, students can not only get better learning experience, but also strengthen the communication and interaction between teachers and students, enhance the feelings of teachers and students, and provide guarantee for the smooth development of follow-up work. Therefore, teachers should pay attention to reflection and summary of teaching experience, create more suitable means for modern education, and improve their own teaching strength. For

example, when teachers carry out multimedia teaching for students, they can change the traditional teaching form, make multimedia courseware for students before teaching, let students experience a variety of rich screen sense by watching movies, get more inspiration from it, and let students learn to think in the process of watching videos [2]. At this time, teachers can also rationalize the grouping of students, strengthen the interactive communication in the form of groups, promote the common progress of students, and comprehensively grasp all kinds of key knowledge. In general, students acquire knowledge by perception state, so we should make students have rich perception all the time. When teachers encounter various difficulties in teaching, they should use multimedia technology to carry out teaching, use modern teaching technology to break all the difficulties, deepen students' understanding and internalization.

2.2 Improve Teachers' Modern Educational Technology Literacy

Secondly, the innovative education in Colleges and universities should improve teachers' modern educational technology literacy. The traditional teaching methods have been gradually eliminated and updated, but for some teachers who are deeply influenced by the traditional teaching ideas, the understanding of various modern teaching technologies is still one-sided, and it is more difficult for this kind of traditional teachers to accept modern education technology. Therefore, in the process of follow-up teaching, teachers should realize the necessity of adopting modern educational technology, improve their professional ability, strengthen the training of school administrators, strengthen the training of teachers' modern educational technology, realize that teachers should use more modern teaching technology such as multi-media, make every teacher reasonably apply modern equipment, improve professional quality, and promote The teaching classroom is full of vitality, and the teaching level is finally improved [3].

2.3 Focus on Campus Network to Reflect Its Advantages

Finally, the use of campus network to reflect the advantages and values of using modern educational technology in innovative education in Colleges and universities. In the current society, information technology and network technology have wider application space. The so-called modern education technology is actually a kind of specialized teaching method which is deeply excavated and developed under the background of modern education. Using modern education technology in the current education work will significantly improve the communication effect, improve the overall teaching quality, and also promote the overall development of students Exhibition and improvement of comprehensive ability.

Teachers should gradually change the traditional teaching concept, establish equal teacher-student relationship with students, and colleges and universities also pay more attention to the use of information technology and network technology to build a campus network. Building a perfect campus network for students can not only reflect the application advantages of modern education technology, but also expand students' learning space, so that students can use the network to carry out independent learning in their spare time. In the network platform, teachers and students, students and students can also carry out in-depth communication and communication, stimulate students' thinking awareness and learning ability, and experience the joy and ease of learning in this process. Therefore, the construction of campus network is gradually valued by colleges and universities, and deeply loved by teachers and students.

3. CONCLUSION

through the analysis of the above problems, we are fully aware of the importance of paying attention to the use of modern educational technology in the work of innovative education in Colleges and universities. Teachers should pay attention to optimizing and improving the traditional forms of education, pay attention to the cultivation of students' comprehensive learning ability, fully reflect the application advantages of modern educational technology, and colleges and universities should also look at their own development with a correct perspective On the basis of our own actual situation, we should further explore and strengthen the application of modern educational technology. In order to better promote the innovative education in Colleges and universities to adopt modern educational technology, teachers are required to rationally select various educational technologies, improve their own modern educational technology literacy and pay attention to the use of campus network. Through this means, teaching quality can be improved, students can form good innovation ability, and lay a solid foundation for promoting the overall development of students.

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An Analysis of Body Language and College English Teaching

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Abstract: Body language is one of the most important means in human communication. In certain situation it is more effective than verbal and written language, and it is widely applied in intercultural communication. This paper intends to analyze its applications in college English teaching from the perspective of features and functions, and hopes to offer significant suggestions to college English teaching.
Keywords: Body language; Feature; Function; College English teaching

1. INTRODUCTION

Since ancient times, people have communicated with each other in specific forms, one of which is verbal language. In natural language communication, compared with verbal language system, there are written language system and non-verbal communication system. People usually avail of some non-verbal means such as gestures or facial expression to compensate for the inadequacy of verbal expression, so as to make verbal communication move smoothly. Non-verbal communication is roughly classified into four categories: body language, para-language, object language, and environmental language. As the most important expressing way of non-verbal communication, body language is composed of many forms, such as basic gestures, basic courtesy actions, and body movements like head and facial expression, eye contact, and so on. Thus, it is called body language, or human motion language [1-3]. Body language is closely related to the culture, belief, tradition, customs and national personality of the English-speaking nations; therefore, it is an indispensable part of English culture. This paper intends to analyze the important significance of body language to our country's college English teaching in its features and functions.

2. THE MAIN FEATURES OF BODY LANGUAGE

Body language contains a large amount of information, and can modify the information that people want to express. It is of strong communicative function, and broaden the scope of interaction. What's more, body language can reflect or conceal people's inner feelings, enrich language, make the verbal expression more vivid and concise. It has the following features:

2.1 Sociality

The implication of body language and its application vary from the communicators' age, gender, education level, and the context. In communication, women are inclined to reflect their female characters like temperament, personality, emotions by means of body language, while men hope to express their masculinity by body language. For instance, men of Han People tend to express their joys freely, and they use exaggerated facial expressions to show this sort of emotion. On the other hand, women especially adult women are gentler and more conservative, their happiness are revealed by a light smile, a soft smile or sips [4, 5].

2.2 Culture

According to the historians, culture is the form of a nation's all activities. Body language has its prominent feature of culture, reflecting a nation's character. It not only exposes a nation's historical and cultural background, but also implies people's attitude towards life. In this sense, body language is the detailed embodiment of people's life styles and thinking ways. The same body language might convey different meanings in different cultural environment. Take the gesture "smile" for example. In Southeast Asia, people are inclined to show smile to conceal their embarrassment or inner grief. Otherwise, the Vietnamese are more likely to describe how they managed to escape from their hometown, and end up with a bitter smile. Provided the audience is an American, he might be quite confused, and he cannot understand why they smile. In the view of Russian people, it is impolite to smile at the strangers, what is worse, they might think it is a doubtful behavior. On the contrary, Americans can smile at strangers casually on public occasions. If an American turns over a dish by accident while having dinner in a restaurant, the Chinese sitting nearby might give a kind simile which means it does not matter. However, the American might be irritated who supposes the Chinese made fun of him. Besides, the body language of the same semantic connotation has different expressing ways in different culture, such as the ordinary greetings like hand shaking and hugging. In western countries, people shake their hands, let go immediately, and their bodies separate from each other to indicate their politeness and rituals. For the Chinese, they first shake their hands, and then shorten their distance. On some occasions, the Chinese even grab their hands to show respect and their politeness, which is regarded as a kind of taboo in English culture. In Germany, both men and women favor hand shaking when meeting. In Islam countries, people of the same gender tend to do hugging and kissing on the forehead, nevertheless, men and women are forbidden to touch with the body of each other, and even handshaking is not allowed.

2.3 Intuitiveness

Generally speaking, verbal language exerts its function on people's listening because of its material enclosure. However, body language exerts its function on people's

sense of vision, perception, and hearing in order to achieve the purpose of conveying information, communicating thoughts, and expressing emotions by means of changes in people's movements, gesture, and facial expression. Among them, vision is the most important way to receive information, and it constitutes certain pictures and images to transfer information by a consistent series of actions, gestures, and facial expression changes. Thus, vision is much more intuitive and vivid than verbal language. For instance, when someone is asked for direction, excuse me, can you tell me the way to the library? "Of course, get along this road and turn left at the first crossroad." In order to express clearly, he is inclined to make use of necessary gestures in order to give more accurate answers.

3. THE MAJOR FUNCTIONS OF BODYLANGUAGE

Professor Birtwistle in Pennsylvania University once made an estimation on people's verbal and non-verbal behavior in the same culture. And his research shows that verbal language takes the percentage of 35 in people's interpersonal reaction, while non-verbal communication takes as much as 65%. The study from Albert Mehrabian indicates that when expressing feelings and attitudes, language just takes a proportion of 7% while intonation and facial expression takes as much as 93%. Some researchers even hold that the convey of emotion is totally expressed by non-verbal data like visual observation. Whether these surveys and statistics are accurate or not, it is no doubt that human interaction is a combination of both non-verbal communication and verbal communication. As the most significant embodiment of non-verbal language, body language is of the following functions:

3.1 The function of supplement

In communication, non-verbal language symbols like expression, gesture or intonation could make up for, increase and enrich the inadequacy or deficiency of language signs in the process of conveying information. In the famous Confucian masterpiece *The Book of Rites*, Confucius said, "if you say it, you will say it; if you say it insufficiently, you will develop it; if you say it insufficiently, you will sigh; if you sigh, you will sigh." In modern times, when a person gets a big award, his friends will deliver their warm congratulations, like "congratulations to you", meanwhile, they will give a hug or thumb to make their good wish more precise and vivid. "Come on." Girls yelled and clapped their hands. These supplementary body movements add liveliness and excitement to their language.

3.2 The function of emotional implications

Emotional expression exerts the function of repetition, exaggeration and negation on verbal language. On verbal communication occasion, body language could deeper people's understanding of semantic meaning and sense of language, and state the speakers' thoughts, feelings and attitudes. The information that the listeners get is precise and clearer from the body language, compared with just verbal language. When speaking, people make some expressions or gestures unconsciously, which is the reflection of their inner feelings. For instance, lovers who had to separate from each other for many years would be moved by tears with joy when they united. And old friends would shake hands with each other tightly when they met together many years later. The exposure of emotions is often an unconscious way to convey information or data, meanwhile, it is much more authentic and convincing than verbal language. That is the strong evidence for the saying "eyes are the window of the mind".

3.3 The Function of Adjustment

In face-to-face communication, proper body movements can adjust the conversation, encourage the speaker to continue with or repeat his conversation in order to further explain or transfer the topic. When listening to others, constant nodding or raising head to make eye contact with the speaker indicate that you are involved in the conversation attentively and attach great importance to it. On the contrary, if body movement like stretching the body or yawning reveals that you lack interest in the conversation or even get exhausted with the conversation. The adjustment function of body language actually implies both the speaker and listener to start with the conversation.

3.4 The Function of Feedback

The function of feedback indicates that the most convenient and direct way to obtain information from the students is to observe their body movements like facial expression or gestures in the classroom teaching. Body language is the main exposure and reflection of students' emotional state and willingness. When the teaching contents satisfy students' interest and requirements, they will give non-verbal signs like nodding, smile, body forward, or relaxation of their facial expression. Nevertheless, when the learning materials are quite difficult or far beyond their acceptance level, students are more likely to revel non-verbal signs unconsciously like frowning, scrambling their heads, and so on. Therefore, teachers should pay attention these body symbols and adjust their teaching contents, teaching methods and speed owing to the information reflecting by students' non-verbal language.

4. APPLICATION OF BODY LANGUAGE TO COLLEGE ENGLISH TEACHING

The target of foreign language teaching is to cultivate students' communicative ability using target language. Deng Yanchang and Liu Runqing once pointed out that people who master two languages have to transfer to another body language when transferring to another language. Therefore, to master a foreign language, the language learners should lay solid foundation, master basic skills like listening, speaking, reading, writing, and translating, as well as have a full understanding of non-verbal communication including body language, which achieve inter-cultural communication, cultivate students' cultural awareness towards target language, and assist them to build up a favorable target language communicative system.

With the reform and development of our country's

educational system, the educational target and requirements have greatly changed and perfection to ensure the improvement of college graduates' comprehensive qualities and the efficiency of educational effects. Thus, the syllabus of college English teaching attached great importance to the cultivation of students' cross-cultural communicative ability, and clarify that a task of college teaching is to promote students' cross-cultural capacity. As an important component of college English teaching, body language can improve college students' non-verbal language skills. Therefore, the emphasis on body language teaching in college English is the requirement for cultivating students' cross-cultural communicative ability, and satisfaction of college English syllabus. College English classroom is different and typical, because English is both the teaching language and teaching content.

Foreign language teaching reflects real communication, while teachers' body language is non-verbal communicative behavior. Thus, college English teachers should adopt body language into foreign language teaching and integrate it with speech act, and avail of its communicative function to serve the foreign language teaching. In college English teaching, the following measures can be adopted to enable students to comprehend and apply body language correctly and precisely.

4.1 Enhancing Teachers' Emphasis on Body Language in College English Teaching

In order to improve college English teaching effectiveness, one way is to strengthen college teachers' body language knowledge and enable them realize the importance of body language teaching. In present college English teaching, both teachers and students do not lay much emphasis on body language. Besides, the requirement for body language teaching and learning is not included in the present teaching evaluation of universities and colleges, which results in the inadequate learning and application of English body language knowledge. Consequently, in order to implement the requirement of college English syllabus, improve the teaching level, colleges and universities should think highly of teachers' understanding of non-verbal language teaching.

4.2 Learning Body Language Optionally to Promote Cultural Teaching

The essence of foreign language teaching is to cultivate students' pragmatic ability and interactive ability, while the aim of college English teaching is to enhance students' cross-cultural communication. In this sense, college English teachers should transfer views, attach importance to the study and learning of non-verbal language. And according to their personality and characteristics, teachers are voluntary to study body language from English speaking countries which are advantageous to classroom teaching, and summarize the cultural background information behind these non-verbal languages.

Meanwhile, the proper insertion of cultural knowledge into classroom learning, and sufficient opportunity to comprehend the body language culture in English speaking countries and nations are of great help to motivate students' language learning interest, and develop their non-verbal communicative ability. Teachers explain and interpret the the movement forms, connotations, and the functions of body language in the text so as to deepen their understanding of the teaching contents. Also, in the course of introducing and explaining the expressions or utterances indicating non-verbal behavior or actions, or guiding students to find out the non-verbal language symbols in the text, teachers can imply the deeper meaning behind these non-verbal languages. Finally, the organization of lectures or seminars about body language, and starting optional course concerning it are effective approaches to master veritable target body language.

4.3 Applying the Differences of Body Languae To Classroom Teaching and Overcoming Students' Interactive Obstacles

In English classroom, the teacher and students keep a comparative far distance in space because of the fixed seats. This arrangement in space reveals that the teacher is the dominant of the class rather than a communicator with equal status. In order to break this dull and unchangeable classroom layout, learning styles like group discussion and pair work are adopted to remove students' psychological pressure because improper communicative distance. Meanwhile, teachers' eye contact and gestures are also important in classroom teaching. On the one hand, teachers should look around the classroom occasionally, since it is a one-to-many interactive space, eye contact enables students to perceive teachers' attention on them, satisfy their requirements to communicate, promote their interest in participating in classroom teaching and learning. Therefore, the quality of classroom teaching is improved. College English teaching does not refer to simple repetition of sentences or teaching grammar. An excellent college English teacher should adopt different intonation and speed according to different teaching contents. And appropriate gestures should be used to encourage the conversation or communication to move on. For instance, when students reply a question, except for verbal compliments such as "A good job" or "Well done" to show appreciation, the teacher can nod his head or give an appreciative eye to indicate his attitude, which add inspiration to the classroom interaction.

4.4 Integrating Consideration and Encouragement into Classroom Body Language to Promote Emotional Teaching

Modern college students especially non-English majors are more likely to lack interest in English learning, sensitive, or high self-esteemed. Moreover, college English class requires students to speak English in the classroom, which brings them high psychological anxiety to English learning. Concerning these difficulties and problems, teachers are required to convey emotional consideration to students, especially those with poor English foundation and introverted character. Therefore, integrating sincere consideration and encouragement into classroom body language exert positive influence on English classroom

teaching. For instance, when proposing questions, the teacher can stare at the student who is less confident with big smile and encouraging eye contact. Although his or her answer is not fluent even a little stumble, the teacher should not interrupt him or her. Instead, facial expressions like anticipation, encouragement are given. Moreover, when the reply is given, the teacher gives approval and compliment with positive evaluation like "you are great" or "excellent", and offer suggestions. Then the student will get the learning motivation and assume that English learning is a sort of interest rather than a burden, which arouses his or her enthusiasm for learning and accelerates classroom efficiency. College students are diversified in character and personality. On the one hand, some of them are quite humble and sensitive. On the other hand, they are self-esteemed, eager for teachers' affirmation and encouragement. Thus, in the teaching process, appropriate body language teaching is necessary and even essential.

5. CONCLUSION

As a matter of fact, all human cultures have things in common, while differences are comparative. As the mutual communication between countries have been increasing, cross-cultural communication becomes more frequent and body language is widely applied. Although body language cannot replace verbal language teaching, it is closely related with the teaching language. Body language interaction can not only strengthen the communicative effects, preserve the integrity of communicative process, but also can compensate the deficiency of verbal communication. College English teachers should apply body language to English teaching, develop and cultivate their own non-verbal language teaching system so as to strengthen the non-verbal communication between teachers and students. Thus, the mastery and study on body language is of great theoretical and practical importance. And body language is a significant bridge and bond of cross-cultural communication.

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Evaluation and Suggestions on The Construction of E-Commerce Platform for Agricultural Products

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Abstract: In recent years, e-commerce has developed rapidly. In just a few years, e-commerce has formed a huge service system and a complete operation mode. It has not only promoted the economic development of many industries, but also provided convenience for people's daily life. You can buy your favorite goods without leaving home. Nowadays, e-commerce has become a business card of China. The construction of e-commerce platform for agricultural products ushered in the spring of development and prosperity for farmers, and countless poor people got rid of poverty and became rich, and embarked on the road of well-off. This paper will simply evaluate the construction of e-commerce platform for agricultural products based on the previous research experience, and put forward some suggestions.

Keywords: Agricultural Products; E-Commerce; Platform Construction; Evaluation and Suggestions

1. INTRODUCTION

With the continuous improvement of people's living standards, the pursuit of spiritual life has become an important symbol of this era. The high-rise buildings everywhere and the fast-paced urban life make the life of urban residents somewhat depressed. The quiet and harmonious rural life makes them full of interest, so some agricultural and sideline products ushered in vitality. The construction of e-commerce platform for agricultural products is an important hub between urban and rural economic development [1-3]. Nowadays, Informa ionization and networking are the main features of e-commerce of agricultural products, but the development of agricultural product information is relatively backward, and it still needs to be improved and developed. How to build a better e-commerce platform for agricultural products is a hot issue.

2. EVALUATION ON THE CONSTRUCTION OF E-COMMERCE PLATFORM FOR AGRICULTURAL PRODUCTS

2.1 Effectiveness Analysis

Before e-commerce services were extended to rural areas, rural information access was relatively slow and backward. The establishment of systematic information platform not only makes the national information service more comprehensive development, but also provides farmers with timely commodity demand information, which is convenient for farmers to distribute goods in a short period of time and deliver goods to customers quickly. Taobao and other shopping platforms provide detailed and comprehensive product information for buyers. To a certain extent, the introduction of colorful graphics and video promotes the promotion of agricultural products, breaking the traditional pattern of farmers selling goods in the streets and shouting. The new and unique promotion methods bring different visual experience and tactile experience to customers. This greatly saves farmers' time and energy, increases farmers' income and drives rural economic development. In the past few years, the main way to promote the development of rural economy was the labor force going out to work. When young people go out, the old and children are left behind in the village. The issue of left behind children has been controversial. After the construction of e-commerce platform for agricultural products, many migrant workers seize this opportunity to return to rural areas to develop local agricultural economy and promote agricultural development. The original quiet countryside presents a lively scene, the elderly and children also get more attention and care, the elderly enjoy the joy of their children around their knees, the children have more opportunities to get along with their parents, which is of great significance to the healthy growth of the young generation.

2.2 Problems of E-Commerce Platform for Agricultural Products

2.2.1 Incomplete Coverage

At present, information service has not spread to rural areas. In some mountainous areas, it is difficult to construct a relatively complete network system because of the long distance and inconvenient transportation, which is a great challenge to implement. Moreover, the purchase of network equipment is also a big burden for some farmers, which is the main reason that farmers cannot experience the convenience of information brought by the Internet. It's not that they don't want to contact the e-commerce service platform that can help them develop their economy, but they lack relevant technical experience and hardware support. Therefore, relevant departments should actively take measures to solve these problems, introduce some supporting policies, and reduce the price of network equipment. The government inspects the regional characteristic products, provides the technical personnel,

helps the farmer to build the agricultural product e-commerce platform, encourages them to develop the agricultural economy. So that the deep mountain of good agricultural products can appear in front of the people, so that can promote the economic development of mountain villages, reduce the gap between the rich and the poor between urban and rural areas.

2.2.2 Hidden Security Risks and Distribution Defects in Transactions

The network world is full of many unknowns and uncertainties. There are certain security risks in the online trading of agricultural products. Farmers don't know enough about information security and have weak awareness of prevention. Some illegal elements may exploit the loopholes in the network and make farmers suffer economic losses. Unlike other commercial products, agricultural products have strict trading requirements. The storage cycle of some agricultural products is short. It needs many processes from picking in the field to packing and then delivering to the buyer. This requires a strict compression of time to ensure the freshness of products. The effect of starting from transportation will be considerable, but the matching logistics transportation system is not complete, and it is difficult to achieve without the support of specialized logistics enterprises. In terms of electrical goods, the transportation system in East China is relatively complete and targeted, and the successful experience of agricultural products transportation may be used for reference.

2.2.3 Farmers don't know enough about e-commerce platform

Some farmers have old ideas. They don't believe in virtual things. They can't see or touch the Internet. They have no bottom in their mind, so they don't advocate the use of e-commerce platforms. In online transaction, the seller can't see the income immediately after the buyer sends out the order and sends the goods. The seller can receive the payment only after the buyer confirms the receipt and payment. They think that the way of selling is more reliable, and they don't fully recognize the convenience of e-commerce platform.

3. SUGGESTIONS ON THE CONSTRUCTION OF E-COMMERCE PLATFORM FOR AGRICULTURAL PRODUCTS

3.1 Innovate the Construction Mode of E-Commerce Platform for Agricultural Products and Strengthen the Foundation Consolidation

In today's society with the rapid development of information technology, new information technology is generated every day, and network technicians in various countries have new breakthroughs or discoveries every day. The Internet world and the vast universe are very broad and full of unknown. Continuous learning and research can barely catch up with its development. Updating the information system can have a positive impact on the development of information in China. A wide range of information coverage can speed up the development of science and technology in our country. The construction of e-commerce platform for agricultural products needs to be considered from many aspects, technical support and theoretical basis are issues that need to be concerned. Since we want to build a good e-commerce service platform, we should put forward enough research spirit to do a good job in theoretical basis and technical research. Timely update the concept of development, improve the level of technology, combined with multi-party research experience, to establish our own research team. Only in this way can e-commerce platform for agricultural products develop smoothly and move forward in a better direction.

3.2 Build a Perfect Service System and Do a Good Job in Platform Design

E-commerce of agricultural products is also within the scope of service industry. Platform staff need to have good service attitude and product understanding. The personal mental outlook of employees can represent the mental outlook of a company and a team. The managers of e-commerce platform for agricultural products should sell products according to the type of platform. Looking for professional training institutions, regular training courses, using professional materials for propaganda and education. To provide technical support and theoretical basis for relevant staff, to cultivate service-oriented talents suitable for the development of the platform; whether the platform function is perfect will greatly affect the transaction volume. In the modern society of Internet popularization, the network is the media of things communication. A platform with complete functions is designed, which can make users clear at a glance and reduce the trouble caused by incomplete knowledge reserve for farmers. In addition, it can also promote the communication between businesses and buyers, buyers and buyers, open and transparent information exchange system, and enable buyers to have a more systematic and comprehensive understanding of the products they buy.

4. CONCLUSION

For the better development of rural economy, agricultural development and sales of agricultural products should attract more people's attention. Building a good e-commerce platform for agricultural products is a very effective measure. I hope that more researchers will put forward more reasonable and effective suggestions to contribute their own strength to social development. To sum up, I made some objective comments and personal suggestions on the construction of e-commerce platform for agricultural products, hoping to be helpful.

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Analysis on Key Factors of Top Talent Training Performance Based on DEMATEL Method

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Abstract: To clarify the key factors that affect the training performance of top talents and to improve the training performance of top talents are the important basis of leading the reform of the training mode of top talents. In this paper, the top talent training performance evaluation index system is constructed from five dimensions: national feelings, discipline competition, scientific research and innovation, international vision, and growth and development. Using the method of decision-making experiment and Evaluation Laboratory (DEMATEL), the cause degree and centrality of the influence relationship between each index are quantitatively analyzed. The results show that: the number of SCI journal papers is an important factor, and the rate of graduate students is an important factor; three indicators of enrollment rate are the key factors affecting the cultivation of top talents.

Keywords: Top Talent; Decision Experiment and Evaluation Laboratory; Performance; Influence Relationship

1. INTRODUCTION

According to the report of the 19th National Congress of the Communist Party of China, innovation is the first driving force for leading development, and the fundamental strategy for China to respond to changes in the development environment, enhance the development momentum, grasp the development initiative, and better lead China's economic and social development in the new era. The core of innovation is talents, especially top talents. Top talents refer to the leading talents with outstanding talents and outstanding achievements, who have high visibility and agglomeration effect in their industry. Their training effect has become an important standard to test the effectiveness of a university. In 2005, Mr. Qian Xuesen, the world-famous scientist and founder of China's aerospace industry, asked with emotion: "there is no academic achievement that can be compared with the master trained in the Republic of China for so many years. Why does our school always fail to produce outstanding talents? " In order to explore the famous answer to "Qian Xuesen's question", the Ministry of education has implemented the "experimental plan for training top students in basic disciplines". Some high-level research universities

have followed up and carried out beneficial attempts to cultivate top talents, focusing on the personal factors, teaching process, system design, cultural construction and other contents of top talents' growth.

At present, the research on the training of top talents mainly focuses on the allocation of teachers, training mode, teaching scheme design, scientific research project research, school enterprise cooperation and so on. Teachers play a key and decisive role in the training of top talents, for example, Zhao Ji et al. (2018) explored the construction of the double tutor system of school enterprise cooperation to lead the top talents training system of computer application technology major [1]; Zhang Jinshan et al. (2018) explored the training mode of the four in one of undergraduate graduate doctoral tutor in accordance with the principle of centralized school resources and two-way selection [2]; Huang Lan Et al. (2017) believed that the ecological subject status of teachers should be highlighted, so as to improve the state chain of teaching students, constantly optimize the talent training mode, build a people-oriented cultural ecology, and create a humane environment full of respect for personality and humanity [3]. No matter what kind of mode is adopted to strengthen the cultivation of top-notch innovative talents, it needs to be reflected by strengthening specific teaching and scientific research links. The embodiment of teaching function is a gradual process. Ren Liying et al. (2019) emphasized the design of teaching scheme, thus proposed the training system of top talents in environmental engineering [4]. Yan Conghua (2017) further combined curriculum system design, teaching method reform, comprehensive evaluation and assessment to cultivate top talents [5]. Huang Juwen et al. (2017) focused on integrating and exploring the contribution of subject advantage resources, scientific research resources and social resources to practical teaching from the perspective of teaching security system [6]. The cultivation of scientific research and innovation ability is mainly carried out through subject competition, scientific research training, research projects and other carriers. Li Yingguang et al. (2019) formed a diversified solid solution scenario with aerospace characteristics for the cultivation of international top-level talents through immersion experience of high-level research projects [7]; Qiu Hong et al. (2017) emphasized the significant role of scientific research training in the improvement of top-level talents' ability, Through the training of students' scientific research ability and quality to cultivate top talents [8].

The growth of top talents is a complex system engineering, which requires multi-disciplinary integration and collaboration to demonstrate students' innovation ability and strong international vision. Yang zhehan et al. (2019) designed a new curriculum system and innovative experimental projects based on the establishment of top talent experimental class, strengthened the basic knowledge of disciplines, stimulated students' learning potential, enhanced students' innovation ability and improved their comprehensive quality [9]. Ma Yurui (2018) took the studio system as the carrier, organically integrated classroom teaching, topic, practice and other contents, and cultivated its systematic professional knowledge connection function [10]. To a certain extent, a single carrier strengthens the training performance of top-notch talents in a single specialty, but to achieve the cultivation of compound top-notch talents, it is necessary to achieve discipline coordination, teaching and scientific research integration, inter school integration, school enterprise integration, domestic and foreign integration, and achieve win-win results of multiple subjects [11].

On the whole, the above research literature pays attention to the construction of the training system of top talents from the aspects of curriculum training system, teachers, discipline integration, etc., but neglects the performance of top talents under various training modes, which makes it difficult to achieve the transformation and effective iteration of training mode.

According to the specific characteristics of top talents, designing their performance evaluation index system and implementing comprehensive evaluation is an important way to improve the existing top talents training mode and improve the training performance. Therefore, based on the in-depth analysis of the existing top talent training concerns, this paper analyzes the key factors that affect the training performance of top talent, and provides a good path for improving and improving the training of top talent.

2. THE DESIGN OF PERFORMANCE EVALUATION INDEX SYSTEM FOR TOP TALENT TRAINING

Since the implementation of the top talents training plan of the Ministry of education in 2009, many high-level research universities have made a lot of useful experience and training results after ten years of exploration and practice, but there is still a lack of scientific and effective evaluation means for the training performance of top talents in various universities, and a lack of scientific guidance for further deepening the reform of top talents training mode. In 2018, the Ministry of education and other six departments issued a document to implement the top student training plan 2.0 (referred to as the Everest plan) for basic disciplines, which requires the full implementation of the basic task of cultivating talents in Lide, strengthening the mission driven, focusing on the guidance of masters, promoting the integration of science and education, and deepening international cooperation, so as to lay a talent foundation for building China into a major scientific center and ideological highland in the world.

Table 1. top talent training performance indicators

Evaluation dimension	Indicators of achievement
Feelings of home and countryc_1	Annual number of college students above provincial levelc_{11}
	Number of students of the party and League congress at or above the provincial levelc_{12}
	Number of advanced class above provincial levelc_{13}
	Number of award-winning teams for social practice or voluntary service at or above the provincial levelc_{14}
Subject competitionc_2	Number of winning projects in number, science, chemistry and other competitions at or above the provincial levelc_{21}
	Number of awards in professional competitions above provincial levelc_{22}
	Number of awards of challenge cup above provincial levelc_{23}
	Number of winning entries for Internet plus competition at provincial level or abovec_{24}
Scientific research and innovationc_3	Number of SCI and other academic papers publishedc_{31}
	Number of papers in domestic core journalsc_{32}
	Number of papers in the annual meeting of Chinese Academyc_{33}
	Number of invention patentsc_{34}
	Number of excellent graduation projects or papers above provincial levelc_{35}
International Perspectivec_4	IELTS 7.0 or toel 100 + Studentsc_{41}
	Number of students exchanged with famous foreign universitiesc_{42}
	Number of international exchange students who have participated for more than one monthc_{43}
Growth and developmentc_5	Deduction and exemption of postgraduate ratec_{51}
	Study abroad ratec_{52}
	Proportion of direct studentsc_{53}

In order to design a scientific and effective performance evaluation index system for top talent training, this paper comprehensively analyzes the existing literature on top talent training mode, focusing on the

knowledge field of top talent (subject competition and scientific research innovation as the test cornerstone) and environmental factors (both internationalization and localization) [12], combining the characteristics and growth rules of top talent with knowledge and ability , interest, courage and other elements [13], design the top talent training performance index questionnaire. In order to ensure the reliability of the survey results, a questionnaire survey was carried out in 15 colleges and universities of honor in Jiangsu Province to solicit opinions, forming a performance evaluation index database for top talent training, and then by inviting experts to score and using Delphi method, the training effect of top talent was finally reflected by 19 specific indicators in 5 dimensions (see Table 1).

Feelings of home and country. Ideological and political work is the lifeline of all work in Colleges and universities. The solution to the problem of "who to train, how to train, and for whom to train" should be better reflected in the top talents, and they should be "people with great love, great virtue and great feelings" It can indirectly reflect the ideological and political quality of top-notch talents from the number of annual college students at or above the provincial level, the number of students of Party (League) congress at or above the provincial level, the number of advanced class groups at or above the provincial level, and the number of excellent social practice and volunteer service teams at or above the provincial level.

Subject competition. Encouraging students to participate in international and national competitions is an important carrier to test students' learning effectiveness and improve their comprehensive ability. At present, the competition of mathematical chemistry and other professional competitions, such as ACM, and the national "Challenge Cup" and "Internet plus" competition, have become an important comprehensive competition platform for universities.

Scientific research and innovation. Innovation consciousness and innovation ability are the characteristics of top talents. The number of high-level papers, such as SCI, Chinese core journals, academic conferences, the number of invention patents, and the number of outstanding graduation projects (Papers) above the provincial level can better reflect the scientific research and innovation literacy and potential of top talents.

International perspective. Global economic integration is an irreversible trend, and the Chinese nation is gradually approaching the center of the world stage. As a symbol of higher education in China, the top talents must have a good international vision and show outstanding competitive strength in the process of global competition. Through the number of high scores in IELTS and TOEFL examinations, the number of students who exchange semester with world-class universities, and the number of students who spend more than one month in international exchange and study, we can observe the training effect of top talents in international vision.

Growth and development. Ten years of trees, a hundred years of people! The training and development of talents need a long time to test the effectiveness. However, by considering the ratio of students' pushing and exempting postgraduates, the ratio of students' directly studying for Ph.D. and the rate of further study in world-class universities, we can predict and judge the training effect of top talents in a relatively short talent training cycle.

3. ANALYSIS OF THE RELATIONSHIP BETWEEN THE TOP TALENT TRAINING PERFORMANCE EVALUATION INDICATORS

There is a certain correlation and influence relationship between the top talent training performance indicators. Through the qualitative analysis and quantitative description of this relationship, we can help colleges and universities to find the key points of top talent training, and then improve the talent training measures from the source to achieve the accuracy and pertinence of the training measures. Based on the decision-making experiment and evaluation laboratory method (hereinafter referred to as DEMATEL) [14], aiming at 19 indicators that affect the training performance of top talents, according to the influence relationship between the influencing factors and the affected factors, the influence degree is divided into 5, 4, 3, 2, 1, and no influence is expressed as 0.

The above analysis of the relationship between the influencing factors of top talent training performance shows that: many factors influence each other and restrict each other, so it is difficult to directly determine the impact of different factors. Only knowing the impact of each factor can we formulate relevant measures to improve key performance as the starting point to reform the top talent training mode. DEMATEL method uses the influence degree and affected degree of each index to other indexes, analyzes the cause index and result index through the cause degree and center degree, so as to identify and find out the key factors, strengthen the cause factors or analyze the influencing factors with the result factors and improve them. Combined with the performance evaluation index and DEMATEL method, the following analysis steps are given:

Step 1. Determine the impact relationship between each indicator. It focuses on the analysis of the direct impact relationship between different indicators, and draws the impact relationship with arrows, If the indicator c_i On indicators c_j Influential degree 5,4,3,2,1 Characterization, If the indicator c_i On indicators c_j No impact 0 Characterization, Form a direct impact matrix $A = [a_{ij}]$.

Step 2. Normalize the direct impact matrix. Change the direct impact matrix, sum each row of, and get $\sum_i a_{ij}$, get the maximum value of the sum of each row $max \sum_i a_{ij}$, $Y_i = \frac{\sum_i a_{ij}}{max \sum_i a_{ij}}$.

Step 3. Determine the comprehensive impact matrix. In order to obtain the influence relationship between different indexes, the comprehensive influence matrix between indexes is obtained T , among $T = Y + Y^2 + \cdots + Y^n = Y(1 -$

$Y)^{-1} = (t_{ij})_{n \times n}.$

Step 4. Among them, calculate the centrality and cause degree of relevant factors. The influence degree and the affected degree can help to judge the influence degree of influencing factors on the top talent training performance. Based on the centrality index, the importance degree of influencing factors can be determined, while the cause degree index can clear the mutual influence relationship between each index. The influence degree and affected degree of each index can be calculated according to the following formula:

$$f_i = \sum_{j=1}^{n} t_{ij} \ ; e_i = \sum_{j=1}^{n} t_{ji}$$

Therefore, the centrality and cause of each index

are: $m_i = f_i + e_i; n_i = f_i - e_i.$

Step 5. Analysis based on centrality and cause degree. Each index is divided into cause factor and result factor. Based on the above calculation of centrality and cause factor, the influence order of each because factor is determined and the cause factor is strengthened. The result factors are mainly affected by the reason factors. The ranking based on the result factors can reverse the influencing factors, and then improve the top talent training based on the influencing factors to improve the training effect.

4. ANALYSIS OF INFLUENCING FACTORS OF TOP TALENT TRAINING PERFORMANCE

Based on the above data, calculate the cause degree and centrality value of each factor, and get Table 2:

Table 2. Influence matrix of each influencing factor of top talents on the overall goal

Index	f_i	e_i	m_i	n_i
Annual number of college students above provincial level c_{11}	0.712	0.629	1.341	0.083
Number of students of the party and League congress at or above the provincial level c_{12}	0.444	0.629	1.073	-0.184
Number of advanced class above provincial level c_{13}	0.000	0.037	0.037	-0.037
Number of award-winning teams for social practice or voluntary service at or above the provincial level c_{14}	0.154	0.000	0.154	0.154
Number of winning projects in number, science, chemistry and other competitions at or above the provincial level c_{21}	0.537	0.000	0.537	0.537
Number of awards in professional competitions above provincial level c_{22}	0.892	0.074	0.966	0.818
Number of awards of challenge cup above provincial level c_{23}	0.795	0.305	1.100	0.490
Number of winning entries for Internet plus competition at provincial level or above c_{24}	0.758	0.305	1.062	0.453
Number of SCI and other academic papers published c_{31}	1.272	0.000	1.272	1.272
Number of papers in domestic core journals c_{32}	0.814	0.000	0.814	0.814
Number of papers in the annual meeting c_{33}	0.198	0.000	0.198	0.198
Number of invention patents c_{34}	0.465	0.000	0.465	0.465
Number of excellent graduation projects (Papers) above provincial level c_{35}	0.111	0.630	0.741	-0.519
IELTS 7.0 or toel100 + Students c_{41}	0.580	0.000	0.580	0.580
Number of exchange students with foreign famous schools c_{42}	0.222	0.185	0.407	0.037
Number of international exchange students who have participated for more than one month c_{43}	0.111	0.185	0.296	-0.074
Deduction and exemption of postgraduate rate c_{51}	0.000	2.036	2.036	-2.036
Study abroad rate c_{52}	0.000	1.409	1.409	-1.409
Proportion of direct students c_{53}	0.000	1.642	1.642	-1.642

Based on the cause analysis. The factors that are greater than 0 are the factors, such as: SCI, the number of academic papers, the number of awards for professional competitions, the number of papers in the core journals, the number of students in IELTS 7 or TOFEL100, the number of awards for the above, the number of awards, the number of patents, the number of patents and the "Internet plus" competition at the provincial level. Number of papers in the annual academic conference, number of social practice or volunteer service award-winning teams at or above the

provincial level, number of college students at or above the provincial level, number of exchange students with foreign famous universities in the semester. If the value is less than 0, it is the result factor. According to the absolute value, the order is as follows: graduate student rate, proportion of direct students, rate of going abroad for further study, number of students in the party and League congress at or above the provincial level, number of students participating in international exchange and learning for more than one month, number of advanced class groups at or above the provincial level. The result factors are mainly affected by

the cause factors. To improve the result factors, efforts can be made to improve them by finding out the corresponding influencing factors from Table 2, so as to effectively improve the result factors.

Based on centrality Mi analysis. The overall ranking is to promote the rate of graduate students, the proportion of direct students, the rate of going abroad, the number of academic papers published by the provincial level or above, the number of academic papers published by SCI, the number of winning items in the provincial level and the number of winning items in the Internet plus competition at the provincial level or above, the number of students in the provincial Party committee and the number of awards for professional competitions at or above the provincial level. The result of centrality shows that the key factors affecting the training performance of top talents are the promotion rate of graduate students, the proportion of direct students and the rate of going abroad. We should reform and improve the training mode of top talents, firmly grasp the "bull nose" of improving the three enrollment rates to make a scientific talent training system and policy measures, attach great importance to high-level paper publishing and professional science and technology innovation competition and other factors, so as to effectively improve the training performance of top talents.

5. CONCLUSION

Based on the existing focus of top talent training, this paper designs a performance evaluation index system of top talent training, which includes 19 indexes, from five dimensions: national feelings, subject competition, scientific research innovation, international vision, growth and development. Considering the influence and affected relationship between indicators, DEMATEL method is used to analyze the influence relationship between indicators. Based on the analysis of cause degree, this paper finds out the important cause factors such as the number of SCI journal papers published and the important result factors such as the rate of pushing and exempting graduate students; based on the analysis of center degree, it finds out that the rate of pushing and exempting graduate students, the proportion of direct students and the rate of going abroad for further study are the key factors affecting the training performance of top talents. The conclusion can provide decision-making reference for further reform and improvement of the training mode of top-notch creative talents.

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The Spread of Chinese Traditional Festival Culture in TCFL

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Abstract: With the development of China's economy and the promotion of its comprehensive national strength, the country's global influence has gradually increased. More and more countries are curious and yearning for China, and there is also a wave of Chinese language in the world. Chinese traditional festival culture occupies an important position in Chinese traditional culture, which cannot be spread without the support of TCFL. Therefore, in order to It is very important for people all over the world to have a deep understanding of Chinese traditional culture and enhance the spread of Chinese traditional festival culture in TCFL. Starting from the connotation of Chinese traditional festival culture and the significance of traditional culture communication, this paper highlights its importance in teaching Chinese as a foreign language, and explores the teaching methods and suggestions of Chinese traditional festival culture communication in teaching Chinese as a foreign language for reference.

Keywords: TCFL; Traditional Festival Culture; Cultural Communication

1. INTRODUCTION

With the improvement of comprehensive strength, China's international status has been gradually improved, and its relationship with countries around the world has become increasingly close. With its unique charm, Chinese traditional culture has attracted experts and scholars from one country to another in the world to learn Chinese and Chinese traditional culture. The development of teaching Chinese as a foreign language has also become an important issue that the party and the state pay close attention to. Chinese will become the country Closely linked with the country, it is not only part of the embodiment of traditional culture itself, but also an important carrier for the spread of Chinese traditional culture around the world. Therefore, it is undoubted that strengthening the spread of Chinese traditional culture in TCFL plays an important role in the external display of Chinese cultural connotation [1].

2. THE CONNOTATION OF CHINESE TRADITIONAL FESTIVAL CULTURE

Chinese culture, broad and profound, has a long history of 5000 years in China. Through the development and inheritance of generations of ancestors, it has become a distinctive and unique traditional Chinese culture, which contains the national characteristics and features of our country, and shows the national civilization and customs to generations of future generations through different cultural forms. The traditional Chinese festival culture is One part of them is important. In the long river of Chinese traditional culture, traditional festival culture has become a unique existence with its regional and popular characteristics. At present, Chinese traditional festival culture mainly includes spring festival, Lantern Festival, Qingming Festival, Dragon Boat Festival, Mid-Autumn Festival and so on. Different festivals have formed their own distinctive celebration methods and customs because of the integration of myths and legends, historical stories, people's beliefs and other contents, which add romantic mystery to Chinese traditional culture in addition to the profound sense of history and culture We have a better vision for the people of all ethnic groups.

Chinese traditional festival culture carries the history, life, language, production and values of the past and the present. It is the image card of China's foreign exchange and an important bridge to inherit Chinese culture. The spread of Chinese traditional festival culture can make people all over the world have a correct understanding of Chinese culture, promote the diversification of world development and the promotion of Chinese culture.

Traditional festivals are the psychological habits and behavior patterns summed up by a nation in its long-term life. The spread of this culture can make people in more countries realize China's national pride and national identity. Whether it's the way of celebration of feasts and gifts or the great reunion among the people, it's the embodiment of the patriotism and the transmission of kinship of the people of all ethnic groups. This bond will bring China The people are closely linked, and the cohesion of the nation is growing.

Under the influence of economic globalization, the soft power of various cultures has transcended national boundaries and become another important factor to show the national heritage. The spread of Chinese traditional festival culture around the world has also had a more and more profound impact on our country. It is the glue of national harmony, friendship and coexistence, and it is also a way to improve the understanding of China and promote the exchange between countries and the diversification of the world Cultural labels to achieve common progress [2].

3. THE SPREAD PRINCIPLE OF CHINESE TRADITIONAL FESTIVAL CULTURE IN TCFL

There is no doubt about the spread of Chinese traditional festival culture, but how to choose more representative content in many traditional festival culture related topics to foreign teaching has become another hot issue.

3.1 Universal

Due to the influence of the differences in the acceptance of traditional culture and lifestyle between countries around the world, the topics recognized by the public should be selected in the dissemination of traditional festival culture, so as to ensure that foreign people can have a certain degree of acceptance. Therefore, the cultural characteristic of national character needs to be considered.

3.2 Interesting

Interest is the best teacher. The dissemination of traditional festival culture with interest can naturally improve its topic degree, arouse students' curiosity and curiosity, trigger students to discuss it, and then activate the classroom atmosphere, so that everyone is deeply impressed by the festival culture spread by the course.

3.3 Contemporaneity

With the development of the society and the progress of the people, the traditional festival culture is not immutable. For example, the traditional festival Spring Festival used to carry out activities such as pasting New Year pictures, pasting spring couplets, setting off firecrackers to drive away evil spirits. Now with the improvement of people's living standards and the strengthening of the awareness of green environmental protection, many families also go to hotels for dinner, and the setting off of firecrackers has also been changed into interesting stepping on them Balloons and other more environmentally-friendly ways to represent, in addition, the previous New Year's Day was usually a visit with gifts, now there are many people used to call or video to celebrate, these celebrations and festival content are improved with the development of the times, giving people a closer feeling of life.

4. METHODS AND SUGGESTIONS ON STRENGTHENING THE SPREAD OF CHINESE TRADITIONAL FESTIVAL CULTURE IN TCFL

4.1 Timely communication

In TCFL, on the basis of not delaying the teaching progress, traditional festival culture can be extended and introduced from the right time. For example, in the lesson "I want to eat dumplings" in the experience Chinese course, dumplings, a representative food of the festival, can be introduced into the traditional festival culture of the Spring Festival. This process can integrate language teaching and cultural communication Students unconsciously infiltrate traditional festival culture knowledge [3].

4.2 Comparative communication

Chinese learners come from all over the world, and there are more or less cultural differences. These differences are also important factors to distinguish the traditional festival cultures of different countries. Therefore, we can use comparison to highlight the characteristics of Chinese traditional festival cultures, so that Chinese traditional festival cultures can be deeply rooted in people's hearts. Taking the Dragon Boat Festival in China and South Korea as an example, China's main behaviors include eating zongzi, racing dragon boat, hanging wormwood, etc However, South Korea is a place of sacrifice, swing and wrestling. Although it is influenced by Chinese customs, it has to be said that some local activities of its development better reflect the values and concepts of the Korean people, which shows that differences can help students better understand and distinguish culture.

4.3 Lecture communication

We can set up various kinds of special knowledge lectures to subdivide Chinese traditional festival culture, such as from the perspectives of diet, custom, etiquette, etc., and focus on the characteristics of each traditional festival, which has a strong impact on the expansion of Chinese traditional culture knowledge of Chinese scholars.

4.4 Experience practice

Theoretical communication can only make students' brains understand traditional festival culture, while practical activities can make students feel Chinese traditional festival culture more intuitively, for example, cultural communication on Spring Festival, can organize a dumpling making activity, let students have a sense of participation, mobilize the enthusiasm of learning, so that students can think, trigger feelings, and increase the interest of the classroom [4].

5. CONCLUSION

the long history of Chinese civilization has left us a lot of wonderful and valuable spiritual wealth, which is the symbol of our country and the significance of life inheritance. Teaching Chinese as a foreign language is an important medium to carry forward Chinese traditional culture. Teaching Chinese as a foreign language is a long way to go, hoping that it can better substitute the essence of Chinese traditional festival culture into teaching Chinese as a foreign language To let people all over the world feel the beauty of Chinese culture and culture, and promote the common development and progress of the country.

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Effective Implementation of Health Policy for Adolescents under the Background of Healthy China

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Abstract: This paper adopts the methods of literature review, historical comparison and logical analysis to analyze the main problems existing in the implementation of the physical health policy for Chinese youth based on the realistic background of the healthy China strategy. It is found that although the physical health policy for Chinese teenagers has been implemented for many years, there are many problems, such as the policy implementation is restricted by the education system, serious "formalization" in the implementation process, and insufficient execution driving force. Based on the actual implementation of China's youth physical health policy, this paper proposes the effective implementation path of China's youth physical health policy, such as reforming the exam-oriented education system, advocating healthy lifestyle, and optimizing policy implementation environment.
Keywords: Healthy China; Adolescents; Physical Health Policy; Implementation

1. INTRODUCTION

The report to the 19th National Congress of the Communist Party of China stated that "the health of the people is an important symbol of the prosperity of the nation and the strength of the country", and the strategy of a healthy China should be further promoted. There are more than 510,000 schools in China, with 260 million students. The young people are the hope of the motherland, the builders and successors of socialism. The health of the young people is closely related to the future of the country and the rise and fall of the nation. To improve the physical health quality of Chinese youth is an important part of implementing the strategy of building a healthy China. According to relevant data surveys, the physical health status of Chinese teenagers is not optimistic in the 30-year period from 1985 to 2014. Especially in recent years, the popularity and application of the Internet and smart phones have led to the serious situation that teenagers are addicted to mobile phones and computer games [1-3]. There is a general situation that teenagers are increasingly reluctant to move and lack adequate activities. The relevant government departments formulate and promulgate the policies on the physical health of teenagers, focusing on the overall situation of the optimization of the national education and the training of the future builders of the motherland, which is the main push to improve the physical health quality of teenagers. However, the successive implementation of various policy documents has not had the proper effect on preventing the serious situation of the decline of physical health status of Chinese teenagers in the past 30 years. Some problems discovered in the implementation of China's current policy on physical health of adolescents need to be solved urgently, which requires strong promotion and supervision, as well as the joint efforts of the society, schools, families and adolescents themselves to improve the existing bad situation [4-6]. This research tries to start from the perspective of public policy, and to analyze the effective implementation path of China's adolescent health policy with the policy implementation as the starting point.

2. CONNOTATION, EVOLUTION AND DEVELOPMENT OF CHINA'S PHYSICAL HEALTH POLICY OF ADOLESCENTS

2.1 The connotation of physical health policy of adolescents
As a kind of public policy, China's sports policy is a policy formulated by the party and the state in a certain historical period to ensure the development of China's sports undertakings in accordance with a certain line. In different historical stages, there are great differences in the sports policies implemented in China, which have played a positive role in promoting the development of sports in China. Adolescent physical health policy is such kind policy which is a reasonable maintenance to youth's sports rights and interests, realize common strengthen physical health level of teenagers, to train qualified socialist builders and successors of the all-round development for the purpose, by the state encourages and supports, sports, education department, school, family and social forces to participate in, through scientific and systematic learning sports basic skills and basic knowledge, to inspire potential, cultivate character and lifelong sports habits, and to promote youth's all-round development of body and mind. Physical health policy is one of the sports policies.

2.2 The evolution and development of physical health policy of adolescents in China
From the establishment of the Preparatory Committee of the All-China Sports Federation in October 1949, to March 2016, the National People's Congress and the National

People's Congress formally defined "healthy China" as a national strategy, and the report of the 19th National Congress of the Party in 2017 pointed out that "people's health It is an important symbol of prosperity of the nation and prosperity of the country ", which reflects the continuous deepening of our party's understanding of the positive significance of people's health and reaching unprecedented heights. Safeguarding the physical health of young people is to ensure the filling of the follow-up strength of the national talent reserve. This is the government's duty and mission. Promoting the health of young people depends on the guarantee of relevant policies. In four different periods, the value orientation, policy guidance, policy objectives, and main policy measures of the adolescents 'physical health policies in China are significantly different. Since the founding of the People's Republic of China, China's society has undergone various changes. The economic system has changed from a highly concentrated planned economic system to a socialist market economic system, from a simple social class structure to a multiple and complex social class structure. The constant changes in the social environment have created many difficulties and challenges in maintaining and promoting the healthy development of the people 's physiques, which means that major and long-term issues related to people 's health need to be coordinated and resolved from the national strategic level. The development of adolescents 'physical health has always been the object of common concern and support by the state, the government, and the society. This has determined the status of adolescents' physical health education from a policy perspective. In particular, the Central Committee of the Communist Party of China puts forward: "Strengthen physical education and extra-curricular exercises to promote the physical and mental health of young people and strengthen their physical fitness." At the same time, it also clearly pointed out that it is necessary to implement a nationwide fitness strategy nationwide and strive to improve the health monitoring system for adolescents; The state takes the "Healthy China" construction plan as a national-level special plan during the "Thirteenth Five-Year Plan" period, and put forward in the "Thirteenth Five-Year Plan" of sports development in China: Promote young people to develop physical exercise habits, vigorously promote the construction of young people's off-campus sports activities, and develop sports equipment, exercise programs and fitness methods suitable for young people's characteristics.

3. THE STATUS AND DILEMMA OF THE IMPLEMENTATION OF PHYSICAL HEALTH POLICY OF ADOLESCENTS

3.1 The implementation status of physical health policies of adolescents

At present, the implementation status of the policy on the physical health of adolescents is not optimistic. Its effective implementation is affected by many factors such as the social level, school level, family level, and adolescents themselves, and the effect of the policy implementation is obviously lagging behind the actual development needs. In accordance with the overall situation of socialist construction, the party and the state have issued a series of general plans and policy requirements centering on the healthy development of young people. The current college entrance examination system also affects the effective implementation of health policies for adolescents to a certain extent. There are regional differences in the implementation of policies in urban and rural areas. Young people's sports values, lifestyles and social environment also have a negative impact on policy implementation.

3.2 The implementation and dilemma of the physical health policy of adolescents

3.2.1 The implementation of physical health policy of adolescents is restricted by the exam-oriented education system

The implementation of the policy is influenced and restricted by the social environment in which it is located, and the social environment other than sports also affects the effective implementation of the policy on the physical health of adolescents. The traditional exam-oriented education system makes the graduation rate an important criterion to evaluate whether students are excellent or not, whether schools are good or not, and whether the performance of education departments at all levels is high or low. In the process of pursuing high-quality educational resources, parents and students are trapped in the dilemma of competition under the guiding principle of "score first". Students' life is full of study, training and neglect of physical exercise. Under the current talent selection system, the promotion policy often plays the role of a baton, and the current promotion policy is score-oriented, so it can be said that the current promotion policy in China plays a negative role in weakening the physical exercise of teenagers. Compared with other disciplines, physical education has obviously fallen in status, giving way to other disciplines and even becoming a decoration. The extracurricular time is still occupied by homework and extracurricular training, which leads to the decline of physical health level of teenagers in the long run. In a word, if the examination-oriented education system does not change, it is difficult to fundamentally reverse the passive implementation of the health policy.

3.2.2 The deviation between the implementation and the objectives of the physical health policy of adolescents

The purpose of the new curriculum reform and the original in many schools are not thoroughly implement and carry out, many schools to promote adolescent physical health of the sports teaching the "interest" as the concept of "happy sports", excessive pursuit of sports interest, some of the games, manual into classroom teaching of sports, but these activities often did not reflect the movement of the body, more be intellectual interest activities, lost the P.E. teaching objective; Many improper teacher of physical education teaching methods, the sense of responsibility is not strong, the class without the guidance of a specific project, the

students are not learning, seem to exercise the students' autonomous learning, is actually a "sheep" education, physical education class seems to be busy, in fact is not due to physical exercise, sports teaching goal difficult to achieve, adolescents' physical health level in physical education teaching is difficult to get promoted. In national students physical health test, and test the test-centering student physique continued to fall after the case was stem, obviously a lot of parents and students test scores, which pay more attention to sports school sports teaching content to the response of policy also, but most schools use physical education to carry out examination of sports training, rather than to improve the students' physical health quality and comprehensive training of sports, this also appeared deviation and policy target.

3.2.3 Insufficient resources for implementing of physical health policy of adolescents

At present, in a considerable number of areas, physical education is taught concurrently by teachers of other disciplines in primary schools. These teachers do not have professional skills in physical education teaching and competitive training, and there are generally limited and insufficient physical education teachers. In schools with sufficient physical education teachers, due to the influence of the traditional idea of valuing literature over martial arts and the pursuit of graduation rate, schools do not pay enough attention to physical education, which leads to the slow development of physical education in schools. Physical education teachers have little chance to receive re-education and training, and their teaching skills cannot be updated and improved. In addition, the lack of sports facilities and funds have seriously affected the enthusiasm of young students to participate in physical exercise. Large number of base in China, the unbalanced regional economic development, sports but also has the characteristic of high consumption, in this context, backward area schools and even there is no guarantee that the basic sports venues and facilities, more don't have enough money to buy and maintain physical health monitoring equipment, therefore, PE teacher is very difficult to stimulate students' interest and passion to participate in sports, also limits the PE teachers' initiative and enthusiasm of the work, will affect the effective implementation of the youth physical health policy.

3.2.4 Improper family education has a negative impact on the implementation of physical health policies of adolescents

The influence of parents on the group values and lifestyle of teenagers should not be ignored, including the parents' words and behaviors, which will also have a long-term impact on teenagers' outlook on life. Under the exam-oriented system, many parents only focus on students' cultural course learning, focus on student performance ranking, on academic classes at all costs, is keen on all kinds of training, sprint class, advance the marketability the knowledge structure and

ability of students, in the "high", "hope a less-pressured" state of mind, ignoring the physical exercise and exercise habits, excessive doting on the next generation, many parents in children in daily life lack of life and physical exercise, and due to the material life level on the diet excessive intake of nutrition and unreasonable, Such family education method and family environment are not conducive to the cultivation of teenagers' consciousness of exercise, and the formation of good habits of teenagers lacks the necessary environment and impetus.

3.2.5 Lack of self-motivation in implementing the policy on physical health of adolescents

During the four decades of reform and opening up, science and technology promoted the development of productive forces, physical labor gradually weakened, and people's physical activities also gradually decreased. With the progress and development of science and technology, even daily travel has become dependent on elevators, vehicles, subways and other means of transportation. In addition, the constant innovation of household appliances has also reduced the daily physical labor. In particular, the emergence of smart phones has completely changed the lifestyle of teenagers. Many teenagers are addicted to games, chatting and the Internet, and the amount of exercise in all aspects is greatly reduced. As the main body of the implementation of the health policy, the teenagers' attitude and behavior determine whether the policy can be implemented effectively. As teenagers are in a special stage of growth, their world outlook, outlook on life and values have not yet been fully formed, so they cannot deeply realize the significance of physical health to individuals and society. The importance of mass media to physical health and the insufficient dissemination of relevant sports policies and knowledge are also the reasons for the limited cognition of physical health and the weak awareness of physical exercise among teenagers. Even though they are aware of the physical and mental development benefits of participating in physical activities, the academic pressure, the attraction of new electronic products and their own inertia lead to a lack of enthusiasm for participating in physical exercise and a serious lack of self-motivation to implement physical health policies.

4. OPTIMIZE THE EFFECTIVE PATH FOR THE IMPLEMENTATION OF PHYSICAL HEALTH POLICY OF ADOLESCENTS

4.1 Reform the exam-oriented education system to create a good environment of physical health policy of adolescents

The improvement of the physical quality of teenagers is influenced by the society, school and family, especially the current exam-oriented education system is deeply rooted in our society. Under the examination-oriented education system, strengthening the physical exercise of teenagers and improving their physical quality will become an empty talk. To ensure that young people have adequate time for physical activity, the academic burden must be reduced and extracurricular sports activities, physical training and athletic competition results must be incorporated into physical education in schools. The traditional mechanism of evaluating students' excellence based on academic scores

should be fundamentally changed to guide students to create the first healthy concept. It is necessary to reform and improve the physical examination system, and to strengthen the proportion of the physical health examination while emphasizing the skill examination. We will further promote quality-oriented education, return physical activities and physical education to their essence, and create a good situation in which the whole nation care about and pays attention to the health of minors.

4.2 Strengthen the maneuverability of the physical health policy of adolescents

Teenagers need to spend most of their time on campus in the process of growing up, and the policies on teenagers' physical health are mainly transmitted and implemented on students through the campus. Therefore, campus sports activities should focus on the implementation of physical health policy for teenagers, give full play to the main role of physical education to promote, take the reform of quality education as an opportunity to strengthen the construction of physical culture on campus, optimize the classroom teaching content, improve the campus sports facilities, so as to make the vigorous development of physical education for teenagers. PE teachers should pay special attention to their aptitude, according to the student region characteristic, national culture, gender, age, different characteristics of the psychological level, flexible sports teaching activity, deepen teaching reform and innovation, the formation of class curriculum structure of internal and external linkage, and create good conditions for the broad masses of young students physical fitness, to attract the students actively take part in physical exercise, continuously improve the body quality. Physical education teachers should constantly bring forth new ideas and apply the latest achievements to the classroom, so as to ensure that students can get adequate exercise and at the same time enhance their participation in the classroom sports activities. In view of the students' outstanding problems such as overweight, myopia and weak upper limb strength, it is necessary to guide and intervene, increase physical education theory teaching, and advocate healthy diet and lifestyle of teenagers.

4.3 Integrate the policy implementation resources to improve the physical health quality of adolescents

Adequate provision of public services for youth sports is a necessary prerequisite to ensure the effective implementation of policies on the physical health of youth. In the process of implementing the policy on the physical health of adolescents, we should not only ensure the effective supply of policy resources, promote the orderly matching between the supply of resources and the demand for implementation, pay attention to improving the utilization rate of resources, and actively develop new resources to provide adequate resources reserve for policy implementation. We should also fully rely on government allocation, social fund-raising and school fund-raising to open up diversified channels of capital investment and change the traditional single source of capital channels. Finally, schools should reasonably allocate funds, increase the share of sports expenditure in school expenditure, and optimize sports venues and hardware facilities. Only in strict accordance with the provisions of the physical education teachers' resources, improve the number and quality of physical education teachers, strengthen the professional training and continuing education of physical education teachers, in order to effectively implement the physical health policy and steadily improve the physical health level of adolescents.

4.4 Give positive role play to family education to help adolescents form a healthy lifestyle

The concept of family education and adolescent lifestyle are the main factors affecting the physical health level of adolescents, adolescents have a healthy body is very important, physical health, to do everything else well. Therefore, parents should pay attention to and guide their children's all-round development of morality, intelligence and body. In life, parents to follow their own example, develop a love of exercise, good exercise good habits. In the spare time to lead children to participate in some outdoor activities, such as mountaineering, boating, outing, etc. Children are encouraged to do what they can, and teenagers are encouraged to walk or bike to and from school instead of taking a motor vehicle.

4.5 Strengthen the concept education of physical health of adolescents and improve the driving force of policy implementation

Under the pressure of school selection, class placement and ranking, it is particularly important to strengthen the concept education on the importance of physical health of teenagers. This kind of education can make young people gradually realize the importance of having a healthy body, promote and enhance physical exercise, significantly improve and improve the mental health of teenagers, and contribute to having a sunny attitude towards life in adulthood. Youth as a new force in the construction of the motherland, the future to the society, in line with the world environment, this requires the youth to set up lofty social ideals, keep a strong body, for the country's development savings. Therefore, the news media should give full play to the advantages of communication, publicize the importance of daily physical exercise from multiple angles and channels, and form a strong atmosphere in the society that pays attention to health and attaches importance to sports, so as to make teenagers like sports and keep sports habit fully. Teenagers themselves should change their ideas, turn passivity into initiative, set up the concept of sports and life, and integrate physical exercise into daily life. Now many sports facilities and equipment have been into the community, the streets, coupled with the full use of school sports facilities, to ensure that the daily physical exercise of teenagers is not difficult.

5. CONCLUSION

In the context of healthy China, improving the health quality of minors has become a national strategy. As far as the realization of policy objectives is concerned, the

implementation is more important than the policy itself. In view of the physical health of teenagers in China policy on the problems existing in the execution plan, should reform the exam-oriented education system, in the process of the implementation of school sports feet on the ground, put an end to any "formal" style of work, integrate development policies execution resources, attaches great importance to the family plays an important part in adolescent health life habit, at the same time, strengthen the consciousness of minors themselves healthy and identification of adolescent physical health policy. Effective implementation of adolescent health policy is a long and comprehensive project, relying on the right values of leadership, school education and family supervision, there is a long way to go.

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Research on The Teaching Mode of The Course Complex Function Theory in The Applied Undergraduate College

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Abstract: The Application-oriented Undergraduate Colleges and universities have played a positive role in promoting the economic and social development and the popularization of higher education. In order to meet the social needs, the corresponding curriculum and teaching mode have also been greatly adjusted. The course of complex function theory has a strong theoretical nature, is the core main course of mathematics major, and is the basis of learning follow-up professional courses. At present, there are many problems in teaching content and teaching mode. According to the requirements of application-oriented talents training objectives, this paper puts forward some existing teaching methods in terms of revising teaching content, exploring new teaching methods, and improving students' interest in learning proposal.
Keywords: Applied undergraduate course; Teaching mode; Complex function theory

1. INTRODUCTION

At present, in order to meet the needs of local economic development, most local colleges and universities are transforming into application-oriented technology, which will inevitably lead to the change of curriculum and teaching methods. However, mathematics teaching in local colleges and universities has always been bound by traditional teaching ideas, and still continues the cramming teaching method, which can't meet the needs of students and adapt to the development of the times [1-3]. As an important basic course of mathematics major, complex function theory course is not only the basis of mathematical equation, functional analysis and other courses, but also the follow-up course of mathematical analysis, which plays a very important role in the whole course system. This paper will explore how to master the content of complex function theory, how to use modern educational technology, how to reform teaching methods and how to improve students' interest in learning, so as to provide reference for improving the teaching effect of the course.

2. THE CHARACTERISTICS OF THE COURSE COMPLEX FUNCTION THEORY IN APPLIED UNDERGRADUATE COLLEGES

In 2014, the Ministry of education clearly put forward that more than 600 universities will gradually transform into application-oriented universities, accounting for 50% of the total number of universities. The talent training requirements should be guided by the talent concept, quality concept and education concept that reflect the spirit of the times and social development requirements, and build the discipline direction and specialty that meet and adapt to the needs of economic and social development under the new situation of higher vocational education Industry structure, curriculum system, update teaching content, teaching links, teaching methods and teaching means, etc., comprehensively improve the level of education and teaching, explore the development law of application-oriented undergraduate colleges, build a scientific application-oriented undergraduate talent training system, ensure and promote the coordinated development of students' knowledge, ability and quality, Promote the overall improvement of the training quality of application-oriented undergraduate talents, and cultivate high-quality application-oriented talents with strong social adaptability and competitiveness [4-6].

The basic courses of mathematics and linear algebra in the talent training plan of application-oriented undergraduate colleges are often separated from the new concepts and knowledge of middle school knowledge in the learning process, while in the training process of application-oriented talents, complex function theory course is produced and developed on the basis of real function, which plays a role of connecting the past and the future in the learning task, and its teaching theory occurs Obvious changes have been made, and the focus of the course has shifted from theory to application, teaching students to use complex function method to solve practical problems in engineering. Through the study of complex function theory, students can enhance their mathematical quality, improve their mathematical knowledge accomplishment, exercise their logical thinking ability, and lay a good foundation for their subsequent course learning. As the main analytical method of differential equation, singular integral equation and other mathematical branches, the course of complex function theory provides a wide range of geometric qualitative research methods for aerodynamics, hydrodynamics, elasticity and thermodynamics. Therefore, this course plays a very important role in professional theoretical research and practical application.

3. PROBLEMS IN THE TEACHING OF COMPLEX FUNCTION THEORY IN CURRENT APPLIED UNDERGRADUATE COLLEGES

With the continuous promotion of education reform, higher

requirements are put forward for the teaching content, teaching methods and teaching methods of the complex variable function course. There are still some problems in the teaching process of the complex variable function of mathematics major.

3.1 Less class hours and more teaching contents. For the application-oriented undergraduate college, with the acceleration of the teaching reform process, the class hours of each mathematics course are continuously compressed to increase the practical class hours and meet the teaching needs. Most of the weekly class hours of the complex function course are now 3 class hours, which makes it difficult for teachers to complete the specified teaching plan. Only by compressing the knowledge content and improving the teaching speed can the teaching tasks be completed, which greatly limits the class hours the development of Cheng.

3.2 Contradiction between teaching materials and teaching contents. With the development of transformation and the deepening of the reform of application-oriented undergraduate colleges, the original teaching materials are highly theoretical and disconnected from the teaching contents and views of application-oriented colleges, which leads to the low learning level of students, the lack of learning atmosphere, the lack of learning motivation, and the difficulty of students integrating into the teaching process, which leads to the decrease of students' learning enthusiasm.

3.3 Serious disconnection between theory and application. For application-oriented undergraduate colleges, the application of knowledge is very important, but because teachers know little about related subjects, only pay attention to the teaching of theoretical knowledge, and mention less about the application of complex functions, so that students' ability to solve practical problems is weak, so that the depth of theory and the breadth of application can't be well combined. In fact, complex functions are better than other disciplines more important applications.

3.4 The teaching methods are relatively single. In recent years, classroom teaching is the main way of teaching, but the use of multimedia, MOOC and other teaching methods and teaching methods isn't widespread, the contradiction between teaching and learning is more prominent, the lack of physical background materials, and the lack of an effective evaluation system, which leads to teachers' lack of learning and flexible use of teaching methods.

4. THE MODE OF TEACHING REFORM OF COMPLEX FUNCTION THEORY IN APPLIED UNDERGRADUATE COLLEGES

4.1 Optimize Teaching Materials and Enrich Teaching Contents
Most of the teaching materials of complex function theory used by application-oriented undergraduate colleges are still those used by ordinary universities, which are rich in teaching content, but the combination of theory and practice is not enough, and lack of innovation. In order to meet the needs of the society in college students, teachers should eat through the teaching materials, combine the teaching content, enrich some knowledge points appropriately, cut branches and strength, expand students' knowledge vision, and learn more knowledge in an effective time. Teachers can combine their own teaching and scientific research work experience, and properly introduce the cutting-edge achievements of the subject and the practical application of related academic fields to students. When explaining the definition of meromorphic function, by introducing the famous mathematicians Yang Le and Zhang Guanghou who have made outstanding contributions, they can promote students' interest in learning the course and set up their lofty academic aspirations.

4.2 Update Ideas and Spread Mathematical Culture
The traditional mathematics teaching mode brings students dry and formal abstract theory, which can't arouse students' interest in learning. They think that learning mathematics is equal to solving problems, and students can't get the aesthetic education and cultural education they should have. In the course of classroom teaching, the course of complex function theory should be combined with related subjects and practical application, that is, the concept of science, technology and social education should be integrated into classroom teaching. For example, the practical problems solved by harmonic function in electronic engineering, a complex variable function can represent a plane vector field, which makes students more impressed in the course of complex variable function theory. In the teaching process of the course, in order to promote students' understanding and understanding of the concept, we can combine the development history of mathematics, the background and application of the concept, stimulate students' interest in learning, mobilize the enthusiasm and interest of the classroom, and feel the charm of mathematical culture.

4.3 Integrate Modeling and Reform Teaching Methods
The application of mathematical modeling can scientifically and reasonably guide people's social production and life, integrate the idea of mathematical modeling into the teaching of complex function, describe the objective laws of practical problems with mathematical methods and theories, stimulate students' interest in learning, mobilize their initiative in learning, and build their confidence in the subject. At the same time, we can combine the characteristics of MATLAB software in calculation, drawing and other aspects, combined with practical cases, to study the application of complex function in teaching, in order to enhance students' enthusiasm for learning. For some students with weak foundation, it is easy to be troubled by the complex function course with strong theory. In the classroom teaching, teachers should fully consider the individual differences of students, weaken the influence of foundation on the course learning, explain relevant knowledge points with intuitive application, and reduce the difficulty of understanding.

4.4 Improve Assessment and Broaden Teaching Methods
For the course of complex function theory with strong

theory and abstract concept, the examination is mainly carried out through written examination, through usual performance and final examination, etc. in practice, students can also understand the mastery and application of knowledge by writing small papers. Let students combine the characteristics of the major, summarize the connection and difference between complex function and real function, sort out the knowledge points learned, and broaden the thinking of solving problems. In terms of teaching methods, classroom teaching is the main method, combined with multimedia teaching methods, and online and offline combination is adopted to let students actively participate in the teaching process, realize the interaction between teachers and students, and improve learning interest and learning efficiency. Experts and scholars at home and abroad can also be invited to make a report on the course for students, so that students can understand the progress of modern mathematics, enrich teaching content and improve teaching efficiency.

5. CONCLUSION

Therefore, in the context of talent training in applied undergraduate colleges, this paper combines the actual situation of the school with the actual needs of the students, through the complex function theory course teaching reform attempt, so that the students can master the basic theoretical knowledge and skills of mathematics, improve the level of integrating theory with practice, enhance the students' innovation awareness and ability, and meet the needs of further sustainable development of students It is satisfied. The teaching reform of the course complex function theory is a systematic project, which requires teachers to work hard on the teaching content, teaching methods and teaching methods, and constantly develop and improve in the teaching practice, so as to improve the teaching effect and enhance students' interest and motivation in learning.

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The Effective Implementation of Stratified English Reading Teaching in Junior Middle School Under the New Curriculum

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Abstract: Under the guidance of the new teaching concept, junior high school English teaching is no longer limited to the traditional teaching mode, but uses a variety of teaching modes. Compared with other teaching methods, layered teaching has been widely used in today's classroom teaching. This model takes students as the core of the classroom and helps students improve their English ability. This paper analyzes how to use layered teaching to carry out English reading, so as to help students learn to use English better and make the whole English classroom leap forward in quality.

Keywords: Junior High School English; English Teaching; Stratified Reading; Strategies

1. INTRODUCTION

Junior high school English education should pay attention to the improvement of students' learning ability. Good learning habits can affect students in all aspects. Junior middle school English teachers should pay attention to the embodiment of layered teaching in English teaching, so that students can cultivate English learning habits earlier, and provide continuous impetus for future English learning. Therefore, teachers should use the concept of stratified teaching in the teaching process, and take students' interests as the starting point to improve students' enthusiasm for English exploration and make students happy to learn English, especially in English reading teaching, which can greatly improve students' enthusiasm for learning [1-3].

2. THE SIGNIFICANCE OF STRATIFIED TEACHING OF ENGLISH READING

To a certain extent, layered teaching can solve the problems encountered in teaching. Teachers can design English assignments with increasing difficulty level by level, gradually overcome the key and difficult points in English learning, and connect the learning process of students. In view of the personality characteristics of junior middle school students, teachers should create a lively, brisk and gentle English classroom. As a guide, teachers should constantly cultivate students' thinking ability in the process of learning English knowledge. For the explanation of English knowledge, teachers should pay more patience and care. They should carefully design the curriculum to make students easy to understand and adopt stratification It can not only reduce the difficulty of teaching, but also improve the acceptance of students

3. THE REASONS FOR CARRYING OUT STRATIFIED TEACHING OF ENGLISH READING IN JUNIOR MIDDLE SCHOOL

3.1 It Is Difficult for Students to Learn English

Some students with poor foundation are hard to learn English. For such students, the English homework assigned by the teachers is very difficult. Even if they listen carefully in class, they will have many questions when finishing the homework. They can't finish the homework well, so the learning of English knowledge can't be consolidated and their ability can't be improved. So, on Vicious circle, students' enthusiasm for learning is getting worse.

3.2 There Are Individual Differences in Student Groups and Different Mastery Levels

Because the population base of our country is too large, resulting in the situation that the number of each class is relatively large, it is difficult for teachers to make a teaching plan suitable for the development of all people. If we make a teaching method of teaching according to their aptitude, the workload of teachers will have a serious load. Students have individual differences, different interests and hobbies, and different fields they are good at. Different students deal with homework in different ways and with different results. However, when teachers grade homework, they ignore the students' personal characteristics and mistakenly think that students do not complete the homework seriously, which is easy to hit the enthusiasm of students, and the teaching preciseness of teachers will also be reduced.

4. THE APPLICATION MEASURES OF STRATIFIED TEACHING IN JUNIOR MIDDLE SCHOOL ENGLISH READING TEACHING

4.1 Class Stratification of English Reading Teaching in Junior Middle School

According to the above problems, we can know that when teaching in different levels in the classroom content, students are regarded as the center of the classroom, and the actual level of students is comprehensively considered to make a reasonable grouping. Therefore, different levels of students, according to the different teaching content of different students to carry out certain guidance, so that students can better integrate into, and then realize the effective classroom stratification. For example, each unit has a certain theme, about hobbies, about stamp collecting and so on. When teaching, teachers can divide the class into

several parts, one is to teach students the most basic knowledge, one is the key knowledge, the other is to expand knowledge. The expansion of knowledge is aimed at students with strong learning ability, and the teaching of key knowledge and basic knowledge is more focused on general students. This kind of teaching stratification can better help students learn step by step, and then improve their own ability and basic literacy.

4.2 Stratification of Key and Difficult Points in English Reading Teaching in Junior Middle School

Each class hour will have corresponding key points and difficulties. At this time, in order to enable students to master better, teachers need to be able to carry out certain stratification of the key and difficult points in the textbook. Layered teaching can let students overcome one by one, and then achieve unexpected results. Therefore, students can adapt to the different difficulty of English reading, and lay the foundation for their English learning. For example, each class hour is divided into section A and section B. This is a simple section a that teachers can now talk about, and it is also the focus of teaching, to help learning in hierarchical teaching can be clearer about learning objectives. At the same time, we can learn some new words and their usage. Different levels of students can learn some knowledge in this process, which is very helpful to the whole learning classroom. Section B is relatively difficult, so this part of teachers can choose to let those students who have better English learning learn more, and gradually guide others to understand.

4.3 Using Information Technology to Assist Layering

Nowadays, information technology has been widely used in many places, and it is no exception in the field of education. It can help teachers to divide English reading into different levels. For those students whose learning ability is not very strong, what the English teacher says in class is very difficult to understand, and even makes the students feel very headache. The use of information technology can greatly solve such problems and help teachers to carry out stratification, which is the key and difficult point in the teaching content to be solved, and students can also use it with ease. For example, when learning keeping health, it is difficult for students with poor learning ability to understand the article, so teachers can use information technology to present the content through PPT, video and other forms. On the one hand, it can help students master certain English knowledge and understand the content; on the other hand, it can also make students bring up interest and put it into the classroom.

4.4 Use Group Cooperation for Stratification

Many English teaching classes need a variety of teaching methods for continuous optimization, teachers need to combine the personal situation of students to make certain adjustments. Group learning is a way of reading teaching. Teachers can assign students' reading ability to some extent. So that the strength of each group is relatively average. In this way, students can communicate and cooperate with each other and learn from each other. To a certain extent, it can also help students to achieve the overall teaching objectives. For example, when learning unit 1 playing sports, teachers can arrange some small problems for students to learn, help students develop the awareness and habits of cooperative learning, and then promote the improvement of the overall English reading level.

4.5 Stratification of English Reading Assignments in Junior Middle School

In general, when teachers assign English reading assignments, they arrange them according to the content of the class. According to the above content, teachers need to arrange different levels of homework according to the differences of students. Then it can help students gain more knowledge and improve their comprehensive ability. And different assignments can also make students better absorb and master, and promote the overall improvement.

5. CONCLUSION

To sum up, the concept of stratified teaching is of great help to the promotion of junior high school English teaching. Teachers should master the development of students, and make every student get a proper development through the stratification of teaching, students and homework, so as to help students have a good beginning of English learning and lay a good foundation for their future English learning.

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Investigation and Analysis of Health Literacy Related to First Aid for Taxi Drivers

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Abstract: Through understanding the first aid health literacy of taxi drivers who are often in contact with or at the scene of traffic accidents, this paper provides basic information for improving the health literacy related to first aid of taxi drivers. In this paper, 107 taxi drivers in Baishan city and Siping city of Jilin province were investigated by means of convenient sampling. Results: 3.7% of taxi drivers have health knowledge related to first aid, and 1.9% of taxi drivers have basic first aid knowledge and concept. The main content of the training is traffic safety knowledge, rules and regulations, the use of the call for help, rarely give them hand cardiopulmonary resuscitation, disaster emergency measures training. The differences in health literacy level, self-efficacy and training experience were statistically significant. The four factors of class and self-efficacy can be entered into the regression equation, which can predict 39.1% of the changes in taxi drivers' health literacy level related to first aid.

Keywords: Health Literacy; Pre-Hospital; Emergency Taxi Driver

1. INTRODUCTION

According to the report, in 2016, 63093 people died and 226430 people were injured in the reported road traffic accidents in China, which directly brought property loss of 1.21 billion yuan and showed an increasing trend year by year [1]. According to the figures of the Ministry of health, the success rate of first aid for cardiac arrest in the world is more than 2%, while that in China is less than 1%, and that in some western developed countries is more than 60% [1]. Therefore, domestic experts and scholars call for first aid should start from the scene, and the whole people should vigorously popularize the knowledge of safety first aid, first of all, pay attention to the training of special people who are often in the first scene, and take the lead in popularizing it Knowledge of on-site trauma rescue technology and hand cardiopulmonary resuscitation [2]. Foreign research shows that up to 94% of critical patients have been rescued by the police, family members and drivers [3-6], while taxi is the first choice for most people to travel, and drivers are often the first target for accidental injuries such as natural disasters, sudden diseases, traffic accidents, etc. if the drivers have first-aid related health literacy, they can be used in the golden moment of saving lives Taking correct emergency measures can effectively shorten the emergency response time, save many precious lives, and effectively reduce the incidence of disability and serious sequelae. Pre hospital first aid training for drivers and other special groups abroad

In China, the research direction for taxi drivers is mostly to standardize driving behavior and driving safety, lacking knowledge of first aid Analysis of the current situation of skills and related research of training. Therefore, this study aims to investigate the status quo of the first aid related health literacy of taxi drivers, so as to provide reference for further improving the intervention strategies and related research on the first aid related health literacy of taxi drivers.

2. OBJECT AND METHOD

2.1 Object

Under the unified organization of Jilin health education center, 22 subjects were randomly selected by convenient sampling method in Siping City, Liaoyuan City, Baishan City, Baicheng city and border Korean Autonomous Prefecture. In this study, 110 questionnaires were sent out, and 107 valid questionnaires were collected, with an effective rate of 97.3%.

2.2 Research Methods

2.2.1 Data Collection and Quality Control

Jilin Provincial Health Education Center organized relevant experts to develop the questionnaire of drivers first aid related health literacy according to the relevant knowledge, behavior and skills, referring to the relevant items of critical care science [5] and 66 items of residents' health literacy. After strict training, researchers participate in the investigation to ensure strict quality control in every link of the whole investigation process.

2.2.2 Research Content and Tools

2.2.2.1 Basic Information

General sociodemographic data, including general characteristics (age, gender), work income, etc; Basic information of drivers, including types of vehicles, daily working hours, working shifts, working years of drivers, types of first aid knowledge and skills training and first aid experience during the period of being a driver, etc.

2.2.2.2 Self Efficacy

The scale was developed by the subject expert group to measure the individual's competence and self-confidence in the implementation of first aid related behaviors, with a total score of 1-30 points, including 6 items, using Likert 5-level scoring method, which represents 5 levels (1-5 points)

of absolute lack of self-confidence, lack of self-confidence, general, confident and very confident. The higher the score is, the stronger the sense of self-efficacy is, that is, the more confident the subjects are in implementing the rescue behavior, and the Cronbach a coefficient of the scale is 0.794.

2.2.2.3 Health Literacy

There are three dimensions. Basic knowledge and concept: including 11 items, including Heidrick, CPR, hemostasis, bandaging, fixation and transportation of patients and other basic first aid knowledge; Healthy lifestyle and behavior: including 5 items, including specific first-aid measures and methods; Basic skills: including 4 items, mainly related skills of making emergency call in critical situation. The higher the total score is, the higher the level of first aid related health literacy is. Cronbach a coefficient of each dimension is 0.750, 0.752 and 0.723, respectively.

The total score of health literacy tool is 20 points. According to the classification method of 66 items of resident's health literacy, those who answer the overall score items ≥ 80% (16 points) are considered to have health literacy.

2.3 Statistical Methods

Epidata3.0 was used for data double entry, spss19.0 was used for statistical analysis, social demographic characteristics, training experience, rescue experience and first aid related health literacy level were used for descriptive analysis; the difference between social demographic characteristics and first aid related health literacy score was analyzed by single factor ANOVA, and multiple linear regression was used for influencing factors of first aid related health literacy Regression analysis.

3. RESULT

3.1 Subjects Health Literacy Related to First Aid

The subjects with first-aid related health literacy accounted for 3.74% (9.21±3.61 points), including 1.9% (3.34±2.66 points) with basic first-aid knowledge and concept, 31.8% (2.36±1.59 points) with healthy lifestyle and actors, 91.6% (3.52±0.87 points) with basic skills of making first-aid calls, accounting for the largest proportion in the three dimensions.

3.2 The Way for The Subjects to Acquire First Aid Related Knowledge and Skills

3.2.1 First Aid Related Experience and Training

The results showed that 70.1% of the subjects had first aid experience, mainly for calling for help, 81.3% of the drivers had received training, the main contents were traffic safety knowledge (61.7%), knowledge sources were TV (47.7%), training (14.9%), professional books (11.2%), Internet (4.7%), and very few of the subjects participated in CPR and fracture fixation See Table 1 for rescue and training.

Table 1. Distribution of first aid experience and training of subjects (n = 107)

project		Number	Percentage (%)
First aid experience	Yes (multiple choices available)		
	Call first aid	50	46.7
	Hemostasis after trauma	27	25.2
	Carrying the injured	26	24.3
	Artificial respiration	2	1.9
	Chest compression	1	0.9
	Nothing	32	29.9
Training experience	Yes (multiple choices available)		
	Common sense and system of traffic safety	66	61.7
	Use help phone	44	41.1
	Trauma management	22	20.6
	Disaster emergency measures and methods	18	16.8
	Psychological adjustment	6	5.6
	Cardiopulmonary resuscitation with bare hands	5	4.7
	Heimlik	1	0.9
	Nothing	20	18.7

3.3 Influencing Factors of First Aid Related Health Literacy

3.3.1 Sociodemographic Characteristics and First Aid Related Health Literacy

Table 2. A comparative study of the differences between the sociodemographic characteristics and the scores of first aid related health literacy (n = 107, X ± s)

variable	classification	frequency	Scores of first aid related health literacy	T/F value	P value
Class species	Day shift	72	9.41±3.31		
	Night shift	22	7.00±2.83	7.039	0.000
	Unfixed	11	12.55±3.64		
Training experience	nothing	19	7.42±3.27	5.951	0.016
	Yes	88	9.60±3.58		
Types of training	0 kinds	19	7.42±3.27		
	1-4 kinds	74	9.14±3.56	7.272	0.001
	5-8 kinds	14	12.00±2.77		
Self-efficacy	1~10	18	6.67±2.81		
	11~20	77	9.51±3.46	7.228	0.001
	21~30	12	11.17±3.99		

The results show that there is statistical significance (P≤0.05) in the scores of first aid health literacy among

different classes, training experiences and self-efficacy. See Table 2 for details.

3.3.2 Analysis on The Influencing Factors of First Aid Related Health Literacy

Multiple linear regression analysis was carried out for the above four factors, i.e. training experience. The results showed that all four factors could enter the regression equation, and they jointly predicted 39.1% variation of driver's first aid related health literacy level. See Table 3 for details.

Table 3. regression analysis of health literacy factors related to first aid

variable	R^2	ΔR^2	F	ß	t	*P*	F(*P*)
Class species	0.004	-0.006	0.373	0.285	0.611	0.543	0.543
Training experience	0.120	0.112	14.352	0.634	3.788	0.000	0.000
Types of training	0.118	0.109	13.991	2.230	3.740	0.000	0.000
Self-efficacy	0.149	0.141	18.378	0.276	4.2878	0.000	0.000

4. DISCUSSION

4.1 Driver's First Aid Related Health Literacy Level Needs to Be Improved

The results of this study show that only 3.74% of taxi drivers have first aid related health literacy, and the overall level is much lower than that of 45.09% in 2017 residents' health literacy survey report [6-8]. This may be due to the fact that this study is aimed at the special group of drivers, and the health literacy extends to trauma bandaging, patient transport, fracture fixation, freehand cardiopulmonary resuscitation and another professional knowledge. The survey results show that most of the subjects have only received the training on standardized driving and traffic safety knowledge, and only 4.7% and 0.9% of the drivers have received the training on hand cardiopulmonary resuscitation and airway foreign body obstruction, which is similar to the research results of Ma Su and Xiao jiangqin [7-9]. The subjects had a good command of the knowledge and behavior related to making emergency call, nearly 1 / 5 of the subjects had participated in carrying patients or bandaging hemostasis, but they did not have a good command of the necessary emergency knowledge and behavior skills in the first scene, such as freehand cardiopulmonary resuscitation and trauma treatment. Li Yumei et al. [9] investigated the pre hospital first-aid ability of Tangshan motor vehicle drivers, police and other special groups, and found that the special groups had a high awareness rate of first-aid knowledge such as making emergency call, fire escape and other self-rescue, but a low awareness rate of trauma hemostasis and bandaging, freehand cardiopulmonary resuscitation and patient handling, which was similar to the results of this study. It can be seen that the level of safety-first aid literacy of drivers needs to be improved, and the mastery of first aid knowledge and skills is not optimistic.

4.2 Strengthening Professional First Aid Training Is an Effective Way to Improve the First Aid Literacy of Drivers and The Level of Pre-Hospital First Aid in China

The survey found that the main way to obtain first aid knowledge is television, accounting for 47.7%, only 14.9% of drivers obtained through training, and most of the training content is traffic safety knowledge and legal knowledge related to driving school examination. The driver has been working in all directions in our country for a long time, and naturally becomes the first witness of the emergency. Many people have the internal driving force of rescue - willing to rescue. However, due to the lack of systematic and professional first aid knowledge and skills training, they do not have the conditions for travel, that is, to master the skills of first aid before hospital [10]. Therefore, they do not want to rescue, but do not know how the situation of rescue, thus losing the best time for rescue. At present, there are two widely recognized modes of pre hospital first aid in the world, namely fire rescue mode and medical first aid mode. The former is also known as the British American mode [11]. This mode encourages and pays attention to the participation of special groups in pre hospital first aid, and carries out layered training for them. Primary first aid workers need to be trained for nearly 140 hours and master basic life support techniques, including CPR and Heim Ricker and other technologies, at the same time, master the on-site wound bandaging, hemostasis and fixation technology, and study in stages, which lasts for several months, and can take up the post with certificate after passing the formal training qualification certification [2]. This study shows that training experience, classes, self-efficacy and other four factors directly affect the level of first-aid related health literacy, which jointly predict 39.1% of the total variation of safety first-aid literacy. Li Yumei's research shows that self-efficacy can affect an individual's attitude and behavior in a difficult situation, reflecting the ability of an individual to exert his or her potential [9-15]. Therefore, we should attach importance to stimulating the individual's potential, and improve the self-efficacy level of drivers, self-confidence and high-quality implementation of pre hospital rescue through professional standardized training of first aid knowledge and skills. Some foreign research reports also pointed out that the first-aid ability of drivers is related to training experience, first-aid experience, psychological endurance and other factors [12]. Xiao jiangqin [13] trained 486 taxi and bus drivers with professional cardiopulmonary resuscitation. The results showed that the theoretical level and first-aid skill level of drivers were significantly improved, and after the training of drivers with different ages and education background, the palms and lungs recovered the difference of Su knowledge was statistically significant. It can be seen that it is urgent to strengthen the health literacy level related to

first aid for special groups of people, especially the driver training often at the first sight scene. It is suggested that the relevant social departments establish a standardized pre hospital training system for first aid talents, adopt a professional training mechanism, not only publicize first aid knowledge through television, radio, driving license examination and other ways, and focus on the formulation of unified first aid knowledge The teaching materials and assessment methods of pre hospital first aid can unify and standardize the knowledge and skills of first aid, and the training can be carried out in modules and grades, and the assessment process can be repeated regularly, so as to promote the steady improvement of the cause of pre hospital first aid in China.

4.3 Clarify Legal Responsibility, Improve Administrative Supervision Mechanism and Protect Rescuers

It is found that few drivers have participated in fracture fixation and bare-handed cardiopulmonary resuscitation operation. On the one hand, they lack professional training for fear of secondary injury to patients, and on the other hand, due to the lack of relevant laws and regulations to protect and encourage rescuers, their enthusiasm for rescue has decreased. In contemporary society, compared with other means of control, legal regulation is the most effective, so different conflicts of interest can be coordinated through legislation. The most appropriate way to solve the problem is to improve the legal system of pre hospital emergency management [14]. China should further improve the administrative supervision system, draw lessons from the successful experience of foreign pre hospital emergency training [15] and combine with China's national conditions, formulate corresponding laws and regulations, encourage and support social forces to participate in emergency training, especially pay attention to the emergency level of drivers, police, subway staff, etc. who are often the first witnesses, and strictly assess them according to the emergency skills they have mastered the type and proficiency shall be clearly defined? For example, the primary first aider is only allowed to bandage trauma, the intermediate first aider is allowed to perform CPR and fracture fixation, etc. the qualified person shall be issued with the corresponding grade certificate, and his emergency rescue behavior on site shall be protected by law, not bear legal responsibility, and enjoy corresponding material rewards and special social welfare. For example, the person who rescues others in the Within the time limit (1-2 years), discount will be given to vehicles such as trains, high-speed trains and airplanes. In order to improve the enthusiasm of drivers and other citizens to participate in the pre hospital first aid, leave a reassurance for the rescuers, and steadily improve the quality level of the pre hospital first aid team in China.

In a word, the research on the first aid health literacy of drivers in China is just in its infancy. The standardized training of first aid skills, the construction of professional first aid theory, the legal and administrative supervision mechanism and other aspects need to be explored. Based on the actual situation of China, we should learn from the excellent training experience at home and abroad, and give priority to the popularization of first aid knowledge and skills among taxi drivers, So that they can play a greater role in all-round traffic, and open more green channels of life at the golden moment of saving lives.

5. CONCLUSION

The health literacy level of taxi drivers in Jilin Province is low, and the ability of pre hospital first aid is deficient. It is suggested that the relevant departments carry out professional first aid knowledge and skills training for taxi drivers, which is of far-reaching significance to reduce the pre hospital mortality.

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Experimental Teaching of Environmental Toxicology Based on Innovation and Quality Education

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Abstract: The development of the course environmental toxicology can make students understand the theory and methods of environmental toxicology more comprehensively and deeply, understand the nature of environmental pollution in a correct way, and know how to deal with environmental problems in a targeted way. However, it is undeniable that there are still various problems to be improved in the experimental teaching of environmental toxicology, which requires teachers to set up and optimize the practical teaching content of environmental toxicology, pay attention to innovation, and lay a solid foundation for training more excellent talents with strong comprehensive quality and innovative consciousness. Therefore, this paper will focus on the experimental teaching of environmental toxicology based on innovation and quality education as the theme to carry out the analysis, through a detailed understanding of the value and role of the practical teaching of environmental toxicology, and then put forward the feasible countermeasures to promote the smooth development of the practical teaching of environmental toxicology based on innovation and quality education.

Keywords: Innovation and Quality Education; Environmental Toxicology Course; Experimental Teaching Discussion

1. INTRODUCTION

The so-called environmental toxicology is actually an interdisciplinary subject formed by environmental science and toxicology. It is a key subject that uses the means and methods of toxicology to realize the in-depth study of various harmful substances in the environment, especially the various damage effects of various chemical pollutants on biological organisms. In order to promote the smooth development of the teaching of environmental toxicology, Teachers should meet the requirements of the new curriculum reform, conform to the development of society, keep up with the trend of social development, optimize the experimental teaching content, improve the assessment system and improve various experimental conditions, and carry out innovation and quality education for students.

2. DISCUSSION ON THE EXPERIMENTAL

TEACHING VALUE OF ENVIRONMENTAL TOXICOLOGY BASED ON INNOVATION AND QUALITY EDUCATION

In the context of rapid social development, China pays more attention to quality education. The experimental teaching of environmental toxicology is the main teaching content, which is a bridge to transform theoretical knowledge into practice, so that students can apply the theoretical knowledge they have mastered to practice, and cultivate their innovation ability and practical ability [1]. The experimental teaching of environmental toxicology is mainly based on the in-depth study of animal experiments. By observing the biological reactions of experimental animals after being exposed and polluted in various ways, and the experimental animals are required to be mammals, vertebrate insects and micro-organisms can also be used for experiments, and the detailed and comprehensive view of animal experiments can be implemented It is of practical significance to investigate the toxic effects of environmental pollutants on organism. The conditions are controllable, the results are comprehensive and clear, and it is more convenient for comprehensive analysis. It is one of the key means to assess the harm of environmental pollutants. It should be noted that there are objective differences between animals and human bodies, so the results of animal experiments cannot be directly extrapolated to human beings. Therefore, it is necessary to carry out a systematic evaluation of animal toxicity experiment, and then further integrate the data of environmental epidemiological investigation and research, in order to achieve a more comprehensive evaluation. By attaching importance to the teaching reform and establishing a perfect experiment of environmental toxicology for the students, we will carry out more professional practical teaching for the students, let the students improve their innovation ability and practical ability, and become a high-quality talent. In the experiment of this course, we should adhere to the basic service of theoretical teaching content, and further set up non independent practical teaching units for students. In the experiment teaching work, students should be able to fully understand various conventional operation means of environmental toxicology experiment, such as the selection and grasping of experimental animals, various conventional poisoning and rational collection of biological materials [2].

3. FOCUSING ON INNOVATION AND

OPTIMIZATION OF EXPERIMENTAL TEACHING CONTENTS AND FORMS OF ENVIRONMENTAL TOXICOLOGY

3.1 Innovation and Optimization of Teaching Content

In order to promote the innovation of experimental teaching of environmental toxicology and develop more professional quality education for students, teachers should pay attention to the optimization and improvement of teaching content. For the content construction of the experiment course, it should be the responsibility of the teachers of environmental toxicology theory course, and directly participate in the experimental teaching and the formulation of the theoretical syllabus. When carrying out various experimental projects for students, we should reflect the design and comprehensiveness of the experiment, and arrange the experimental projects reasonably according to the students' grades. For the students of grade one and two, we should pay attention to developing basic experimental skills for students; for the students of grade three and four, we should appropriately let students design experiments independently, and let students directly participate through this means In order to meet the goal of higher education training and the purpose of law, teachers should build a design type experimental teaching form for students, and this teaching mode will also improve students' practical ability and innovative quality. Under the background of the rapid development of the current society, various colleges and universities have begun to open a variety of teaching content to achieve the innovation and optimization of teaching content. For example, for the environmental biology major of Environmental College of Nanjing University, two courses of environmental toxicology theory and environmental toxicology experiment are offered for students, and the experimental projects carried out also have diversified characteristics, mainly including basic learning experiment, elective experiment and independent innovation experiment [3].

3.2 Carry Out Independent Innovation Experiment

Students are in a passive learning state in the actual learning process of basic experimental projects. They can follow the rhythm of teachers to acquire learning content and master operation skills. By implementing independent innovation experiments for students, students will be motivated to learn actively and actively, and actively integrate into the learning process experiment. They can also design their own experiments to deal with the problems encountered in the experiment All kinds of problems have a far-reaching impact on improving students' practical ability and problem-solving ability, so as to achieve the purpose of testing the previous experimental teaching effect. In the actual independent innovation experiment work, as a teacher, according to the cutting-edge problems of scientific research, he should propose for students the independent experiment projects that meet the students' cognitive conditions and are innovative, and also can propose the interesting topics for students. Then, according to the number of students, he can design the experiment content reasonably, so that students can complete the experiment topics independently under the guidance of teachers Design and operation, draw correct conclusions, and finally provide experimental results to teachers in the form of experimental reports. Through this kind of teaching method, not only can students' main position be reflected to the maximum extent, but also can students get good experimental experience, comprehensive understanding of various theoretical knowledge, and put it into practice.

It should be noted that the environmental toxicology experiment carried out in the environmental college should be designed for the students in a reasonable period of independent experiment after they have completed all the basic experimental projects, so as to help the students consolidate the theoretical knowledge and improve the experimental skills. However, it is undeniable that the classroom experiment teaching will be limited by the teaching time and space. In general, it is designed by special teachers to complete the pre experiment, and then carry out professional demonstration operations for students, so as to make students effectively simulate. In this teaching background, students lack initiative and thinking space. The implementation of appropriate assistance and guidance from teachers and the independent completion of independent experiments by students will effectively make up for the defects in the above experimental teaching work and improve students' comprehensive experimental skills [4].

3.3 Establish and Improve the Assessment System

The establishment of a complete assessment system is the prerequisite guarantee for the reform and innovation of experimental teaching of environmental toxicology. In order to evaluate the students' mastery and operation ability of various theoretical knowledge of environmental toxicology in a more comprehensive and professional way, teachers should change the traditional teaching concept, abandon the assessment method based on the results of experimental reports, and reasonably divide the results of experimental courses into two parts The main experimental results, peacetime results and experimental reports let the students take a correct view of the weak links in the experimental teaching of environmental toxicology course, and improve the professionalism and effectiveness of the experiment under the professional guidance of teachers.

In addition, the teaching of environmental toxicology should actively hold various activities and competitions, actively encourage students to participate, and invite teachers as expert judges. In addition, in order to let students, have the enthusiasm to participate in the competition activities, it is necessary to set up various rewards. The ultimate goal analysis of the innovation and entrepreneurship training plan for college students is to effectively change the traditional teaching concept of colleges and universities, focus on strengthening the teaching of students' innovation and entrepreneurship ability, and finally cultivate students to become an

innovative and entrepreneurial talents who can promote social development [5].

4. DISCUSSION ON THE IMPROVEMENT OF EXPERIMENTAL TEACHING CONDITIONS AND METHODS OF ENVIRONMENTAL TOXICOLOGY

4.1 Implementation of Information Construction

Under the background of quality education, the experimental teaching of environmental toxicology has been paid more and more attention. In the current society, information technology has a broader application space. In the experimental teaching of environmental toxicology, information construction should be effectively implemented. For the current experimental teaching of environmental toxicology in some colleges and universities, there is still a lack of diversity in teaching forms, and the students' autonomy is not fully reflected. This requires that managers and teachers in Colleges and universities should give full play to the application advantages of information technology to realize the sharing and opening of various experimental teaching resources. The main content of the construction of information resources is to provide a variety of video materials, image materials and audio materials, while the curriculum resources are mainly micro courses and MOOC courses. In the follow-up experimental teaching of environmental toxicology, teachers should strengthen cooperation and communication with professional film and television shooting enterprises according to the actual needs of the course, so as to make the shooting process of the experimental project more standardized and realize the production of the experimental teaching work into a commentary video. Through this means, students can understand the key points and precautions in the experiment more intuitively and comprehensively, which can significantly improve the overall teaching efficiency.

At the same time, the electronic communication technology in our country is also constantly optimized and improved. Teachers should also master the application skills of various modern technologies in time, realize the establishment of WeChat group for experimental courses together with students, facilitate the online and offline communication, release various experimental notices, answer various questions for students, realize mobile learning and fragment learning, and more conveniently enter Communication and contact. In addition, virtual simulation experiment is the key to innovate the experimental teaching of environmental toxicology. Developing new virtual simulation experiment will enable students to achieve autonomy, research and repeated learning, get rid of the background of time and space to carry out various experiments, and maximize the breadth and depth of experimental teaching. It should be noted that the simulation time of virtual simulation cannot completely replace the conventional operational physical environmental toxicology experiment [6].

The multimedia micro interactive laboratory of the center has a far-reaching impact on promoting the development of environmental toxicology experiment teaching. For example, when teachers carry out "micronucleus detection technology of Vicia faba root tip and micronucleus experiment of mammalian bone marrow cells" for students, only reasonable use of microscope can promote the development of experimental work, and this system will assist The teacher terminal will display the standard micronucleus image on the student screen more intuitively, and when the visual mirror observed by the student under the mirror is effectively collected, it will also be shared with other students and teachers. Finally, the teacher machine is used to complete the task submission. This learning process greatly reduces the disadvantages of teachers guiding students one by one, makes full use of teaching time, improves teaching efficiency, and enables students to have more time to carry out independent inquiry learning and strengthen consolidation.

4.2 Building Open Experimental Teaching

In order to promote the development of students' independent experimental work, teachers should build an open laboratory and innovation and entrepreneurship laboratory, and use various functions and resources in the laboratory through this means, and provide students with various instruments and equipment to ensure the orderly development of various experimental operations. In addition, it is necessary to effectively integrate the open laboratory and the student innovation training program, so that students can enhance their experience and master the process of scientific research, stimulate their learning awareness and interest in scientific research [7].

5. DISCUSSION ON ORGANIZING A TEACHING TEAM WITH STRONG TEACHERS BASED ON INNOVATION AND QUALITY EDUCATION

Teachers' professional skills and comprehensive quality will directly affect the overall quality of the experimental teaching of environmental toxicology. In order to innovate the experimental teaching of environmental toxicology, teachers are required to improve their teaching quality and provide more professional teaching work for students. As a qualified teacher, we should break through the traditional knowledge transmission and simulation teaching form for the weak link in the current practical teaching work, and realize that while carrying out experimental teaching for students, we should let students master learning skills, which puts forward higher requirements for teachers' comprehensive quality of teaching and learning ability and knowledge reserve. In order to improve the experimental teaching quality of environmental toxicology, the administrators in Colleges and universities should let the teachers have a more in-depth and comprehensive understanding of the experimental projects and pay attention to the latest research progress. Therefore, it is very important to carry out teacher training. It is necessary to carry out regular training for teachers, strengthen the contact with professional environmental toxicology experts in the society, provide a place for mutual exchange and communication for academic exchange, acquire more

teaching experience, and improve teaching strength. Teachers themselves should also have a sense of lifelong learning, strengthen learning and summarize teaching experience, broaden their horizons, carefully observe the latest scientific research results, and finally improve the scientific research level of the teaching team of environmental toxicology, so as to lay a solid foundation for promoting the smooth development of experimental teaching of environmental toxicology [8].

6. CONCLUSION

Through the analysis of the above problems, we fully realize the importance and necessity of experimental teaching in the teaching of environmental toxicology. Under the background of the rapid development of the current society, the teaching work in our country is constantly optimized and optimized, especially in the experimental teaching of environmental toxicology, we pay more attention to the innovation and implementation of quality education. This requires teachers to pay attention to the innovation and optimization of teaching content, carry out independent innovation experiments, establish a perfect assessment system, implement the construction of information platform and improve the experimental teaching center in the subsequent experimental teaching of environmental toxicology. As a qualified experimental teaching teacher of environmental toxicology course, he should also have a lifelong learning awareness, improve teaching quality, and promote to provide more professional and systematic teaching work for students, so as to significantly improve the total physical capacity and efficiency of experimental teaching of environmental toxicology course, and export more outstanding talents with innovative awareness and strong comprehensive ability for China Lay a solid foundation.

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