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CONTENTS

Analysis On Task-Driven Teaching of Analog Electronic Technology Course

Wujun Zeng
College of Mechanical Engineering, Hunan University of Arts and Science, Changde, Hunan, China

Abstract: In order to solve the problems brought by the traditional teaching model in the simulation of electronic technology course teaching as soon as possible, task-driven teaching can be applied in the simulation of electronic technology course, so as to better play the advantages of task-driven teaching, motivate students to play the subjective initiative, improve learning enthusiasm, and ensure the ideal classroom teaching effect. Based on this, this paper introduces the concept and characteristics of task-driven, and specifically discusses the application of task-driven in the teaching of analog electronic technology courses for reference.

Keywords: Analog electronic Technology course: Task-driven: Teaching

1. INTRODUCTION

The characteristic of higher vocational colleges is to help students lay a solid theoretical foundation and cultivate high quality skills applied talents. the course of analog electronic technology is a required course for college students majoring in electronic information, mechanical and electrical engineering, automation, etc. It puts forward high requirements for students' practical ability. It is a technical professional course, and it is also an important subject for students to learn digital electronic technology and sensor technology in the future. Under the influence of the traditional teaching mode, teachers generally adopt the cramming teaching mode to constantly instill theoretical knowledge to students, and at the same time, it is difficult to mobilize the enthusiasm of students to learn, resulting in the inability of students to digest new knowledge.

2. PROPOSE TASKS

In the course of analog electronic technology, most teachers believe that learning is closely related to "situation". As the course of analog electronic technology is a technical and operational professional subject, it is necessary to present all the key knowledge in front of students through the integration of vivid professional theory and experiment with the assistance of the situation, effectively exert students' imagination and innovation ability, and quickly master new knowledge. In the specific teaching process of simulated electronic technology courses, teachers focus on relevant characteristics, combine the key and difficult points and objectives of teaching, timely create the corresponding teaching situation, correctly guide gradually into the learning situation, and discuss knowledge with peers, making the learning atmosphere more intuitive and vivid [1].

3. DESIGN TASKS

Under the task-driven teaching model, the teaching objective design of the simulation electronic technology course is directly related to the teaching quality and effect. Through the creation of the scene, combined with the teaching content and teaching objectives of the course, set specific learning tasks, according to the design of tasks to truly grasp the students' current learning situation, and tell the students to learn today's new knowledge and a certain stage of knowledge formation, effectively stimulate students' interest in learning, greatly improve the quality of classroom teaching. the complete processing of tasks is conducive to expanding the scope of students' knowledge, further encouraging them to exert their subjective initiative, take the initiative to explore problems, think about what they have learned, accumulate practical experience, and achieve the effect of knowledge consolidation. In order to let students quickly understand new knowledge, organize them to work together in a group to analyze problems and cultivate their problem-solving ability. Therefore, problem solving becomes the key step to realize the connection between old and new knowledge, which can enrich students' knowledge system.

4. ANALYZE THE TASK AND PUT FORWARD THE PLAN

In the process of analyzing learning tasks, teachers give full play to the real guiding role. Taking students as the main body of the class, teachers organize students to carry out activities such as group cooperative learning and independent learning, so as to further mobilize students' learning enthusiasm and improve their learning level. In the process of explaining knowledge in detail, if teachers cannot directly tell students how to solve problems, they should provide students with corresponding learning tasks, let students take the initiative to collect relevant resources, cultivate their abilities of independent learning and problem solving, and enhance their learning awareness. Not only can the communication distance between students be narrowed, but also the role of task-driven teaching can be demonstrated to quickly complete the learning task. At this time, the teacher divides the students into several cooperative learning groups, which are mainly based on the students' academic performance and practical ability as the reference, so as to reasonably match the students and ensure the unified level of each group member. Normally, it is reasonable to have 3-4 people in each study group, and a responsible group leader is selected to be responsible for clear division of labor, comprehensive implementation of learning tasks, and

statistics of learning progress. Group members work separately according to the assigned learning tasks, such as collecting materials, analyzing and screening valuable information together with group members, and timely formulating specific solutions to tasks to improve learning efficiency [2].

Taking "Design of DC regulated power Supply" as an example, each learning group can make the following detailed work in the process of analyzing the task: (1) Clearly identify diodes, determine diode polarity, identify and detect special diodes; ② Detect and analyze the application circuit of diode, select and detect the specific value of current limiting circuit, rectifier circuit and filter circuit; ③ the selection and test analysis of the components of the voltage regulator circuit. Then, the above three small tasks are reasonably allocated to each group for targeted analysis, and finally the corresponding solution is formulated. During the analysis task, teachers assigned consolidation tasks to students in advance, focusing on reviewing knowledge related to diodes, such as diode classification, discrimination and other knowledge, and mastering new knowledge on this basis. Such as the classification of the rectifier circuit, the composition and principle of the rectifier circuit, the analysis and calculation of the finishing circuit, the common form of the filter circuit, the common application type of the integrated voltage regulator circuit, etc.

5. IMPLEMENTATION PLAN AND COMPLETION OF TASKS

In the specific implementation of the task, the teacher organized students in advance to discuss the task solutions formulated by each group as a unit, and found obvious negligence or problems in the content in time. the focus was on whether the forward voltage applied on the diode of the test diode voltammetry characteristics exceeded 1V; In the process of testing and analyzing the circuit where the diode is located, the problems such as whether 220V AC should be added to the circuit and whether transformer voltage reduction should be used for comprehensive analysis and discussion, timely induction of the correct solution to the problem, from the fundamental avoidance of emergencies in the implementation of tasks, to improve the safety of experimental testing. In addition, the students were instructed to carry out the corresponding tasks in accordance with the original planning process. If students find problems in the process of implementing tasks, teachers should provide sufficient thinking space for students to solve independently, further develop problem-solving ability, establish learning confidence,

and take the initiative to participate in class activities. For frequently occurring problems, teachers should give targeted explanations to help students complete the task quickly. Finally, to a certain extent, teachers can guide students, specifically using the position rotation system, so that each student in the class can quickly absorb new knowledge, improve practical operation ability, and form a good relationship of solidarity and cooperation. the ultimate goal of task implementation is to deepen students' knowledge impression, shape perfect comprehensive quality, and achieve the ideal knowledge consolidation effect. Therefore, when students participate in task implementation activities, they can use their knowledge of previous students to complete tasks, which can not only improve the utilization rate of knowledge, but also cultivate more practical skills for students, constantly improve themselves in one task after another, and expand their learning horizon [3].

6. CONCLUSION

To sum up, task-driven is usually integrated with scattered knowledge according to the types of tasks set by teachers, so that students can quickly master key knowledge and practical skills in the specific implementation of tasks, greatly improve students' professional quality, stimulate students' interest in learning, and enhance students' professional skills. In spite of this, there are still many problems in the application of task-driven teaching in analog electronic technology courses, which need to be studied and analyzed continuously by relevant researchers in future teaching, so as to further improve the task-driven teaching method.

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Some Thoughts on Practical Teaching Reform of the New Course of Ideological and Political Science in Higher Vocational Colleges

Na Chen
Zibo Vocational Institute, Zibo, Shandong, China

Abstract: The new course of ideological and political science in higher vocational colleges plays an important role in cultivating students' good values and assisting students to improve their ideological and political literacy, which has a key impact. Attention has been paid to the practical teaching of the new ideological and political curriculum and the reform of the practical teaching has been gradually strengthened. In higher vocational colleges, the practical teaching reform of the ideological and political curriculum should be deepened. For this, this paper analyzes and discusses the relevant contents of the practical teaching reform of the new ideological and political curriculum in higher vocational colleges, so as to provide reference for the relevant personnel.
Keywords: Higher vocational education; Ideology and politics; A new curriculum; Practical; Teaching reform

1. INTRODUCTION

The content related to the implementation of ideological and political theory course in the new curriculum is relatively complicated, and practical teaching reform has certain requirements for both teachers and students. Based on the analysis of the actual situation, the teaching quality of ideological and political courses in some higher vocational colleges is not ideal, the teaching mode adopted by teachers is relatively backward, and the teaching concept is relatively traditional, which will hinder the reform and innovation of the new ideological and political courses. Teachers should, based on the future development of the school and considering the individual development of students, strengthen the in-depth exploration of ideological and political course teaching reform, and should introduce advanced, scientific, perfect, feasible and standardized mechanisms, so as to effectively carry out the teaching of ideological and political courses in higher vocational colleges, improve students' comprehensive quality and ability, and improve students' ideological and political literacy.

2. THE IMPORTANCE OF REFORMING THE PRACTICAL TEACHING OF THE NEW COURSE OF IDEOLOGICAL AND POLITICAL SCIENCE IN HIGHER VOCATIONAL COLLEGES

Practical teaching focuses on practical application. Practical teaching mode is an innovative and creative teaching mode, which is widely applied to different subjects in the process of promoting the reform of new curriculum and deepening the implementation of quality education. In higher education, the reform of practical teaching of the new course of ideological and political education should be further explored in consideration of the requirements, demands and objectives of the teaching of humanities and social sciences [1].

Currently, some higher vocational colleges have gradually implemented the teaching plan and teaching strategy of the new course of ideological and political theory. Through the analysis of the concrete implementation, we can see that although some new ideas have been put forward in the practical teaching of ideological and political theory, the research in many aspects mainly focuses on the value and significance, and the importance of the effective implementation of the practical teaching method should be realized.

Practical teaching of ideological and political theory courses is difficult to achieve breakthrough development, and the current theoretical teaching has some deficiencies, so in order to guide students based on ideological and political education, teachers need to strengthen practical teaching in the implementation of specific new curriculum teaching plans.

In addition, the reform of ideological and political practical teaching is the relevant requirement of social development and social practice. In the reform of teaching, the development of modern education should be taken as the main goal, and the teaching content should be innovated based on the demand of talents for the development of the Times. Therefore, in the context of the deepening of the teaching model, in order to ensure the integration of students into the society, it is necessary to assist students to form a correct outlook on life, world view and values. Ideological and political courses in higher vocational colleges should break through the limitations of traditional teaching concepts and teaching models, make up for the deficiencies and loopholes in teaching models, combine teaching activities to promote the integration of theory and practice, assist students to give full play to their own subjective initiative, and cultivate students' good imagination, innovation and creativity. By implementing practical teaching, students can be promoted to achieve good development [2].

3. EFFECTIVE STRATEGIES FOR PRACTICAL TEACHING REFORM OF THE NEW COURSE OF IDEOLOGICAL AND POLITICAL SCIENCE IN HIGHER VOCATIONAL COLLEGES

3.1 Establish a complete practical teaching system

In promoting the ideological and political reform of the new curriculum, the practical work should be carried out to establish a perfect practical teaching system, to provide support for the construction of the new curriculum and lay a foundation. Based on the analysis of the current situation of practical teaching, it can be seen that teachers often cannot help students to give play to their own subjective initiative in teaching, but generally explain the requirements of the teaching syllabus, which cannot guarantee the efficiency and quality of practical teaching, but also makes teachers unable to clarify the teaching purpose in teaching, and the teaching methods can not meet the learning needs of students.

In addition, teachers lack corresponding standards for teaching. In order to avoid these problems, teachers should make in-depth analysis of ideological and political courses, assist in formulating teaching syllabi conducive to the development of the school, organically combine ideological and political theory courses with practical courses, and strengthen the depth of the teaching system by adopting this way [3].

3.2 Teachers actively change their teaching concepts
Ideological and political education occupies an important position in the work of education in our country and is an important component. In some higher vocational colleges, some students will not actively choose this course, and students majoring in ideological and political science study this course at the theoretical level. This problem is widespread, which will affect the effective development and implementation of ideological and political education. In view of this, teachers in higher vocational colleges should play an exemplary role, optimize teaching ideas, strengthen practical teaching, in order to change students' wrong and one-sided understanding, and enhance the power of ideological and political courses teaching.

3.3 Optimize and innovate practical teaching mode.
Based on the analysis of the current actual situation, it can be seen that the content of ideological and political practical teaching mode in colleges and universities is relatively complicated, and the teaching process is also tedious. Teachers should realize the importance of reflecting students' subjectivity in teaching, guide students and encourage them to actively learn, so that teachers can improve teaching efficiency and quality on the basis of stimulating students' interest in learning [4]. Secondly, in the implementation of practical teaching, teachers should optimize and innovate practical teaching methods, organically combine experiential teaching methods, perceptive teaching methods and question teaching methods, so that students can actively participate in the learning experience, perception and exploration of problems, so as to improve students' practical ability.

3.4 Establish practical teaching evaluation system
The practical teaching of the new course of ideological and political science in higher vocational colleges focuses on practical ability, so there are certain requirements for students' practical ability. Teachers should actively establish a practical teaching evaluation system, conduct scientific and objective evaluation based on students' performance, combine teaching evaluation methods, teaching evaluation content and teaching evaluation mode so as to obtain feedback on students' performance and results in the practical learning process of ideological and political courses, and understand some gaps in students' learning. It provides important reference and strong support for the development and implementation of practical teaching in the next step.

In the evaluation of practical teaching, teachers should avoid paying attention to the results of evaluation, and should fully understand the understanding, attitude, ability, habit and behavior of students in the learning process. Teachers should assist students in learning and improve their comprehensive ability, so that students can achieve all-round and personalized development.

4. CONCLUSION
To sum up, the reform of the practical teaching of the new course of ideological and political science in higher vocational colleges needs to be paid attention to and valued by relevant personnel, and the importance of reforming the practical teaching of the new course of ideological and political science in higher vocational colleges should be recognized. On this basis, effective strategies should be adopted to promote the reform and innovation of the practical teaching of the new course of ideological and political science in higher vocational colleges, including establishing and perfecting the practical teaching system, actively changing the teaching concept of teachers, optimizing and innovating the practical teaching model, and establishing the practical teaching evaluation system. In this way, practical teaching content, teaching mode, teaching methods and teaching objectives of the new ideological and political course can be fundamentally optimized, which is conducive to improving students' practical ability, enhancing students' ideological and political accomplishment, and promoting students to achieve all-round development. It is of great significance for students' future learning and development and has a key influence.

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Exploration on Teaching Reform of New Energy Vehicle Major Based on Vocational Skill Competition

Jianwei Li
Zibo Vocational Institute, Zibo, Shandong, China

Abstract: With the continuous reform and development of the Chinese times, our country has ushered in the new economic era, under the background of the new economic times, the human demand for the use of new energy is more and more large. As for the new energy automobile industry, it needs a large number of professional and technical talents. At present, professional talents of new energy automobile in higher vocational colleges can no longer meet the market demand of the new energy automobile industry. Relevant automobile enterprises have higher and higher requirements for the recruitment of professional talents, and they require training professional talents with skill competition as the main direction. Therefore, higher vocational colleges should timely reform and optimize the teaching of new energy vehicles, and cultivate professional talents to meet the needs of the automobile industry.

Keywords: Skill competition; New energy vehicle; Teaching reform

1. INTRODUCTION

Skilled talents should not only have strong professional ability, but also innovative consciousness and practical level. Based on the environment of higher vocational skills competition, carrying out vocational skills competition can improve the level of vocational skills education and encourage the career development of relevant skills talents. Vocational skills competition has a very important influence and significance on the training of high-quality new energy automobile professionals. Therefore, for higher vocational colleges, if they want to improve their reputation, the key is to reform and improve the mode of training high-quality skilled talents, promote the cooperation between schools and enterprises, improve the quality of training professional talents, so that the cultivated automotive professionals can meet the requirements of the development of the automobile industry, and promote the students of new energy automobile major to develop better for the future automotive field.

2. EXISTING PROBLEMS IN THE CURRENT TEACHING REFORM OF THE NEW ENERGY VEHICLE MAJOR

2.1 Unclear orientation of talent training objectives

Through the survey data of the automobile manufacturing market, it can be concluded that vocational colleges have not formulated teaching programs for talents majoring in new energy vehicles in accordance with the actual demand of the automobile market, and the teaching mode is inconsistent with the actual jobs needed in the automobile industry. As a result, even though students learn the knowledge of new energy vehicles in school, they are still not qualified for relevant jobs in the automobile industry after graduation. It is difficult to adapt to the new energy vehicle industry because it does not have the technical ability to detect new energy vehicles, and also lacks certain innovative ideas and independent learning ability. At present, the use of new energy vehicles in our country is increasingly extensive, and maintain the aspects of new energy vehicles. Lack of personnel with strong professional competence. In the maintenance of new energy vehicles, only through the traditional vehicle maintenance personnel to carry out the maintenance work of new energy vehicles. Therefore, it is difficult to recruit maintenance personnel with strong technical skills for new energy vehicles, and students majoring in new energy vehicles in higher vocational colleges cannot quickly adapt to jobs [1].

2.2 Lack of effective practical teaching platform

In the practice teaching of new energy vehicles in vocational skills competition, most of the higher vocational colleges lack the equipment used in the teaching of new energy vehicles, and the standards of technical configuration are old and still stay in the traditional technical configuration standards, which is not consistent with the modern automobile jobs. Due to the fact that there are few actual training teachers of new energy vehicles and there are not enough training positions to be allocated, the teaching mode of new energy vehicles major in higher vocational colleges is still in the previous teaching mode, and the teaching equipment is relatively outdated, which has a great impact on the innovation of teaching mode. Even if vocational colleges carry out practical skills training for students, it is difficult for students to carry out innovative activities independently, thus hindering the improvement of students' professional skills and innovation level.

2.3 Lack of professional and skilled teachers

For the new energy vehicle major in the current vocational skills competition, there is still a lack of teachers with strong professional ability. Most teachers still use the traditional teaching mode of automobile maintenance in the teaching process. In the process of teacher recruitment, some higher vocational colleges still pay more attention to the introduction of college

teachers, but ignore the introduction of social enterprises and talents with rich practical experience. the introduced teaching team is usually highly educated graduates, such as master's degree. However, the introduced teaching team lacks certain teaching experience and vocational education, as well as the actual understanding and understanding of the new energy vehicle industry, and the relevant practical ability and operational ability, so it is difficult to improve the teaching effect in the teaching process.

3. TEACHING REFORM PATH OF NEW ENERGY VEHICLE MAJOR

3.1 Formulating personnel training programs based on vocational skill competitions

Based on the background of vocational skills competition, in the process of formulating the plan for the training of new energy automobile professionals, vocational colleges should focus on the direction of the actual demands of the automobile industry, combine the skills competition with the training of new energy automobile professionals, reform and adjust the teaching plan for the training of new energy automobile professionals. Teachers can also investigate and understand automobile enterprises, clarify the current job requirements of automobile enterprises, analyze the professional ability required for new energy vehicle maintenance, and then sort out and summarize the analysis and investigation results, so as to develop a sound and scientific talent training program for new energy vehicle professionals [2].

3.2 Build an effective practical teaching platform

In the teaching process of new energy vehicle major in higher vocational colleges, the application of test equipment is very crucial. In order to carry out teaching activities effectively, higher vocational colleges must have a scientific practical teaching platform, which can not only promote the implementation of teaching activities, but also ensure the normal operation of technical software. Vocational colleges can build an efficient practical teaching platform for the new energy vehicle major through vocational skills competition, and purchase relevant equipment for the automobile major. In the process of practical teaching for new energy vehicles, practical teaching tasks are set up according to actual cases and situations, so that students can improve their practical ability and practical operation ability in the practice process.

3.3 To build a high level of dual-structured teaching staff

In the teaching of new energy vehicle for higher vocational skills competition, teachers should not only have strong professional teaching ability and practical operation ability, but also have a certain sense of innovation and innovative ideas. First of all, when recruiting professional teachers, vocational colleges can recruit globally, hire innovative and artisan professionals at home and abroad, and provide teachers with training and guidance on the teaching of new energy vehicles, so as to strengthen teachers' practical and operational ability. Secondly, higher vocational colleges should cooperate with automobile enterprises, jointly build scientific practical teaching sites, and select professional teachers to take temporary positions in enterprises and participate in enterprise practice. Finally, vocational colleges should pay attention to regular training of teachers' teaching level and strengthen their teaching level and ability. In addition, teachers can be encouraged to participate in relevant academic discussions and conferences to improve their professional level and professionalism through communication and learning [3].

4. CONCLUSION

The training of new energy automobile professionals in higher vocational colleges plays an indispensable role in the development of the automobile industry. Skills competition in higher vocational colleges can not only test the teaching quality of teachers, but also test the running ability of higher vocational colleges. Therefore, in order to effectively train new energy automobile professionals in higher vocational colleges, teachers must change the traditional teaching mode, apply innovative teaching concepts, and introduce experienced teachers to train technical talents to meet the requirements of the automobile industry.

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Analysis Of Bonsai Art Course Reform Based on Loose-Leaf Textbook Development

Shoutian Li, Songqin Wu, Guohai Gu
Suzhou Polytechnic Institute of Agriculture, Suzhou, Jiangsu, China

Abstract: Loose-leaf teaching materials are the main teaching materials under the dual system vocational education model. New teaching materials are designed on the basis of training vocational ability, which can help teachers carry out teaching smoothly. In the analysis of this paper, the author mainly expounds the course reform method of Bonsai Art based on the development of loose-leaf textbook, hoping to provide some reference for the relevant teaching staff.
Keywords: Loose-leaf type; Dual system; Vocational education

1. INTRODUCTION
In the process of teaching, the use of dual system of teaching can effectively improve the efficiency of teaching and improve the pertinence of teaching. In the course of "Bonsai Art", it is necessary to actively use the loose-leaf textbook content, comprehensively improve the teaching guidance ability and effect, especially to strengthen the teaching content, so as to meet the actual needs of people.

2. CONSTRUCTION OF LOOSE-LEAF TEACHING MATERIALS
2.1 Integrate ideological and political thinking into the curriculum
Vocational education is a type of education, the teaching goal is to provide professional and technical talents for the society. However, in the teaching process, it is necessary to take moral cultivation as an important teaching task, so teachers are required to realize a high degree of integration of professional skills and professional spirit in the teaching process. In the actual process of writing loose-leaf courses, in order to improve the teaching effect, professional education should be well integrated with ideological and political education, and then students should be helped to give play to their good spirit of education in the process of skill learning [1].

2.2 Apply to the actual situation of the enterprise
In the process of developing loose-leaf teaching materials, it is necessary to combine the characteristics of regional economic development, form close communication and exchange between local colleges and enterprises, and strengthen the analysis and investigation of market development. In this way, the difficulty of knowledge can be properly reduced, and emphasis should be placed on the cultivation of students' practice and vocational ability [2].

2.3 Job-oriented ability
The development of vocational education curriculum involves knowledge objectives, skill objectives, quality objectives and various teaching contents and requirements. In the use of teaching materials, it is always necessary to form a clear list of professional abilities in the face of job requirements from a systematic perspective. In the process of teaching organization, timely feedback and processing of teaching contents are also necessary, so as to timely update and use of some obsolete contents, so as to form scientific and reasonable evaluation and processing, which is in line with the improvement of teaching effect.

2.4 Building digital resources
At present, multimedia resources are abundant in vocational teaching, so it is necessary to attach importance to the use of multimedia technology in loose-leaf textbooks by actively combining the current teaching situation in the teaching process. For example, we should actively develop some teaching materials and teaching resources with rich content, and attach importance to the use and development of digital resources, which can well help the further improvement of teaching content. In addition, only by setting up scientific evaluation system and carrying out individualized teaching of teaching platform can we meet the teaching needs.

3. COURSE REFORM OF BONSAI ART BASED ON LOOSE-LEAF TEXTBOOK DEVELOPMENT
3.1 Integration of ideological and political elements
Bonsai is a kind of traditional cultural creation form originated from China, is also an important part of Chinese traditional culture. At present, in the development and inheritance of garden art, bonsai making course is a good path. In the course setting of bonsai making, ideological and political education should always take cultural confidence as the main goal, cultivate students' identification with Chinese traditional culture, and strengthen national pride. In this way, students can build their ideas and cognition of bonsai culture, and firm the direction of cultural learning. In this way, they can have independent thinking and creation in the learning process. And improve students' cognition.

Bonsai is a kind of artistic expression technique, so the establishment of Bonsai Art course in higher vocational schools needs to not only stay on the theoretical level, but also needs to actively guide students to improve their artistic cognition and aesthetic appreciation in operation and learning. In the specific teaching development, the use of loose-leaf teaching materials requires teachers to further explore the connotation and quality of teaching materials, and fully combine the course content and professional characteristics to carry out teaching. For

example, a detailed introduction of various schools of bonsai art can be carried out, so that students can gradually be guided to have a deep understanding of bonsai production, and a good atmosphere can be formed in the subsequent operation of bonsai.

3.2 Task extraction

The use of loose-leaf teaching materials attaches great importance to the communication and cooperation between colleges and enterprises. Based on the typical production tasks of enterprises, they are incorporated into the fields of new production technologies and new processes of enterprises. the setting of the curriculum system should be fully combined with the new production technology and new process of the enterprise for targeted treatment. Secondly, in the setting of the curriculum system, on the one hand, we need to actively improve the production mode of college landscape, but also need to conduct demand analysis from the perspective of employment. For example, in the teaching and development of higher vocational colleges, basically all the posts are front-line production. In order to make the teaching design, it is necessary to combine the basic process of bonsai production, and actively meet the needs of the market. Secondly, to rationalize the teaching content, such as increasing the bonsai production of commodities, and teaching design for bonsai sales, in order to meet the requirements of professional technology.

3.3 Design of loose-leaf textbooks

In the course of bonsai art, curriculum knowledge should be regarded as the main teaching content of the characteristics and techniques of bonsai modeling, and students' knowledge of bonsai aesthetics and cognition of bonsai making should be strengthened. In teaching development, targeted teaching should be carried out in combination with typical local characteristic modeling design, production of commercial bonsai and landscape bonsai, and combined with conservation technology.

The use of loose-leaf teaching materials should be based on different teaching function modules, and the content should be designed as the teaching methods of learning objectives, task introduction, task implementation and effect evaluation. the setting of learning objectives is mainly the rationalization design of the overall learning objectives of the course. Secondly, in the elaboration of teaching, it is necessary to actively introduce some teaching content and provide theoretical knowledge in

teaching development, so as to well meet the needs of professionalism in teaching development. Secondly, some short and concise courses can be used in teaching to meet the needs of vocational learning. The teaching development and arrangement of tasks, on the one hand, need to combine students' learning content, on the other hand, need to strengthen the comprehensive design in teaching development, and scientific and reasonable guide students based on the plan, technical route and other aspects, so as to improve the overall level of teaching in the teaching process, and meet students' learning needs for bonsai making. It should be noted that teachers should also provide targeted teaching guidance based on students' learning conditions in the arrangement of teaching plans, so as to help students master the technical points of bonsai production and provide good help for their subsequent entry into the job, especially for the creation and concept cognition of bonsai art. All of them need to be carried out smoothly by loose-leaf teaching in the learning stage to further improve their own level.

4. CONCLUSION

To sum up, in the teaching and development of loose-leaf textbooks, it is necessary to combine the course content of Bonsai Art to carry out teaching in a scientific and reasonable way, to help students improve their cognition of bonsai technology and art, so that they can give play to their own technical ability after the subsequent work.

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Analysis On the Construction of Innovation and Entrepreneurship Education Resource Bank in Higher Vocational Colleges

Liang Liang
Zibo Vocational College, Zibo, Shandong, China

Abstract: Innovation and entrepreneurship education in higher vocational education has been widely recognized by higher education workers in China. the research and construction of the construction of innovation and entrepreneurship teaching resource bank is an important measure to further promote innovation and entrepreneurship education and improve the effect of innovation and entrepreneurship education, and also an important content of deepening the reform of innovation and entrepreneurship education in vocational colleges.
Keywords: Innovation and entrepreneurship education; Talent training; Curriculum system; Resource database construction

1. INTRODUCTION

The cultivation of college students' innovation and entrepreneurship ability is an important measure for higher education to face the society and market economy. the 18th CPC National Congress made a major deployment to implement the innovation-driven development strategy, and the State Council issued a call for "mass entrepreneurship and innovation". As the cradle and position of cultivating high-quality technical and skilled talents, it is imperative for higher vocational colleges to deepen the reform of innovation and entrepreneurship education.

2. INNOVATION AND ENTREPRENEURSHIP EDUCATION AND PROFESSIONAL EDUCATION IN VOCATIONAL COLLEGES

Innovation and entrepreneurship education refers to a teaching concept and model that aims to meet the needs of social development and national strategic planning and cultivate innovative and entrepreneurial talents. It is an educational concept put forward by western countries in the 1970s. After decades of development, the innovation and entrepreneurship education system has formed a relatively standard and perfect model in the West. Over the years, China's higher education has focused on professional education and trained a large number of specialized talents for all walks of life. Professional education has been standardized and developed, forming a relatively systematic and complete professional education system. However, the goal orientation of innovation and entrepreneurship education in most higher vocational colleges in China is not clear enough. They pay attention to professional disciplines, employment education, and despise entrepreneurship and entrepreneurship education. the performance is as follows: (1) the curriculum of innovation and entrepreneurship education has not been formally incorporated into the compulsory curriculum of the school; (2) the conditions for teachers of innovation and entrepreneurship education are limited, and some vocational colleges' innovation and entrepreneurship education is even limited to the employment guidance department; (3) the practice of innovation and entrepreneurship education is limited to entrepreneurship competitions, business model competitions and other forms. Innovation and entrepreneurship education and professional education are inseparable, and they are interrelated, complementary, penetrating and complementary. Innovation and entrepreneurship education can be fully integrated into the existing professional teaching system. Take the classroom teaching of basic knowledge and professional knowledge as the implementation carrier, infiltrate the consciousness of innovation and entrepreneurship in professional teaching, train students' comprehensive ability, improve students' overall quality, and achieve the best effect of higher education.

3. THE SIGNIFICANCE OF THE CONSTRUCTION OF INNOVATION AND ENTREPRENEURSHIP EDUCATION RESOURCE BANK IN VOCATIONAL COLLEGES

The professional teaching resource database is the core content of education informatization and an important part of teaching reform in higher vocational colleges. Innovation and entrepreneurship education is based on innovation, entrepreneurship and education. Compared with traditional education, it has its own characteristics in resource demand. As an important part of the construction of innovation and entrepreneurship education system, the construction of innovation and entrepreneurship teaching resource library is an important measure to further deepen the reform of innovation and entrepreneurship education and improve the quality of innovation and entrepreneurship talent training. Innovation and entrepreneurship education is different from traditional education in terms of curriculum system, curriculum effectiveness and teaching methods.

4. ANALYSIS ON THE CONSTRUCTION OF TEACHING RESOURCE BANK OF INNOVATION AND ENTREPRENEURSHIP EDUCATION IN HIGHER VOCATIONAL COLLEGES

Construction objectives and ideas: the overall goal of innovation and entrepreneurship education in China's higher vocational colleges should be to cultivate the good quality of college students to adapt to the changing and developing social needs. the construction goal of the teaching resource base of innovation and entrepreneurship education in higher vocational colleges should be centered on the strategic goal of national mass entrepreneurship and mass innovation, and the purpose of serving the training of innovation and entrepreneurship talents and the lifelong education of innovation and entrepreneurship personnel in China, integrate and gather innovation and entrepreneurship education resources, and build a digital resource platform that meets the needs of students, teachers, innovation and entrepreneurship both inside and outside the school, classroom teaching, independent learning, innovation practice, professional guidance A platform of innovation and entrepreneurship education with higher vocational characteristics that integrates cultural guidance.

5. CONSTRUCTION CONTENT

5.1 Build a curriculum system of "three platforms, five modules and multiple choices"

The teaching resource library of innovation and entrepreneurship education should take the high-quality innovation and entrepreneurship courses as the core, build the innovation and entrepreneurship curriculum system, make the basic resources fragmented, structured and systematized, facilitate users to retrieve resources according to their needs, learn and extract resources quickly and conveniently, fully and systematically understand the curriculum resources, and freely combine the curriculum microstructure to achieve the availability, popularity, usability and creativity of resources. According to the training objectives of innovative and entrepreneurial talents in vocational education, break the original segmented teaching mode, realize the internal integration of the curriculum plan, increase the proportion of class hours of cross-integrated courses, reflect the cross-penetration of multiple disciplines, and realize the integration of knowledge. the course is divided into three platforms: basic, professional and expansion, and five modules are set up: basic course, professional basic course, professional core course, professional expansion course and ability expansion course, so as to realize the multi-directional selection of compulsory and optional courses. Higher vocational students have completed basic and professional courses in school for two and a half years, and have gone deep into enterprise practice in the last half of the year.

5.2 Build high-quality resources and build a hierarchical and classified content platform

Centering on innovation and entrepreneurship, according to the characteristics of vocational education, the curriculum system including universal education, knowledge and skills education, practical education, innovation and entrepreneurship and professional integration education is constructed by means of production, introduction, integration and other ways to realize the innovative and entrepreneurial technical and skilled personnel training mode integrating innovation and entrepreneurship, entrepreneurship and specialty, theory and practice. Taking innovation and entrepreneurship as the main line, and taking popularization, specialty, practical operation, mass entrepreneurship and innovation and professional integration as the type, build a professional resource library of entrepreneurship education composed of materials, modules and courses at different levels, including text materials, graphic materials, audio materials, video materials, animation materials and virtual simulation materials, to achieve layering Classifies and runs through diversified types of resources from innovation to entrepreneurship.

5.3 Deepen school-enterprise integration and realize resource sharing

Innovation and entrepreneurship education is the only way to improve college students' social adaptation and sustainable development ability. It requires colleges and universities to cooperate with the society to create a mechanism of mutual benefit, resource sharing and complementary advantages, and jointly create a good environment conducive to the cultivation of innovation and entrepreneurship talents. During the construction of the teaching resource database of innovation and entrepreneurship education, various standards should be strictly followed to realize the basis of extensive sharing, including sharing standards, data standards, resource quality standards, resource evaluation standards, etc. On the basis of resource sharing, expand the function and role of innovation and entrepreneurship education teaching resource library in socialized and socialized learning, help the creativity and entrepreneurship needs inside and outside the school be supported by the platform, connect the links, meet the personalized needs of communication, guidance and consultation, project cooperation and publicity, and build a deepening platform for the intercommunication of creativity and entrepreneurship ideas and projects inside and outside the school.

5.4 Ensure continuous updating and iterative optimization of teaching resources

To build an open and shared teaching resource library of innovation and entrepreneurship education with the characteristics of higher vocational education and rich forms of expression, we should integrate domestic and foreign innovation and entrepreneurship education resources through system design, advanced technology support, open management, network operation and continuous updating. In accordance with the principle of co-building and sharing, building while using, we will create a resource library platform operation management and update maintenance mechanism, ensure that teaching resources are continuously updated, meet the needs of teaching needs and technological development, launch the resources and functions that users most urgently need, and implement iterative upgrading from time to time, and finally use big data to

carry out entrepreneurship education cloud construction and realize intelligence.

Innovation and entrepreneurship education requires educators to further change their educational concepts, constantly strengthen the reform of teaching content and teaching methods. the construction of innovation and entrepreneurship teaching resource library in vocational colleges is an important way to achieve the internal integration and three-dimensional teaching of the curriculum, deeply integrate innovation and entrepreneurship education with professional education, strengthen the practical training of innovation and entrepreneurship, provide excellent innovation and entrepreneurship development space for college students, promote student knowledge the comprehensive and coordinated development of ability

and quality is the necessity of the reform and development of innovation and entrepreneurship education.

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A Study on Ways and Approaches to Enhance the International Image of Cities ---- Take Wenzhou as An Example

Guanqun Lin[1], Fei Pan[2]
[1]Wenzhou Polytechnic, Wenzhou, Zhejiang, China;
[2]College Of Chemistry and Materials Engineering, Wenzhou University, Wenzhou, Zhejiang, China

Abstract: Wenzhou is one of the most distinctive cities in China. However, the international status of Wenzhou city needs to be further improved. It is necessary to strengthen the translation of urban tourism English, strengthen the visit of international guests, strengthen the tourism promotion of overseas key media and do a good job in the promotion of foreign important activities, which can improve the international image of Wenzhou city.

Keywords: International image of city; To promote; Way

1. THE GENERATION AND ANALYSIS OF THE PROBLEM

The business and economic development of the Wenzhou area has been the focus of the domestic and international community for more than 30 years, while the image of Wenzhou on a global scale is quite bipolar and one-sided. "There is no other brand or regional segment in China like Wenzhou: extremely sacred and extremely demonized. " Chen Lisi collated 438 People's Daily news reports on Wenzhou from 1948 to 2011 and found that half were neutral and half were negative. Among them, 322 were economic, accounting for 75.23%; Yang Xiangyin reviewed 276 reports on Wenzhou from 1981 to 2012, including the New York Times, the Washington Post, the Guardian, the Nikkei Weekly and the Straits Times. 42.8% of them focused on economy and business. However, in the past 30 years, there have been few reports on Wenzhou's long culture, history and culture. Although Wenzhou has made a lot of efforts, the western mainstream media still have a lot of misunderstandings about Wenzhou tourism. For example, the 2007 issue of "LonelyPlanetChina" positioning Wenzhou tourism as "although there are still some scenic spots to visit in Wenzhou, most people still think Wenzhou is a boring place". And the 2013 issue of "LonelyPlanetChina" did not even take Wenzhou as the target of the article or introduction, that is, completely ignored Wenzhou; "Let's Go Travelguidechina, " described by the New York Times as "My old grandfather's travel budget guide, " has been poured into places like Ningbo, Taizhou and Fujian, but not a single word is uttered in Wenzhou; the 2013 edition of TheroughguidetoChina, hailed by the Financial Times as "the best travel guide yet", only briefly presents Wenzhou as a successful business city. From one aspect, there are still some problems in the external publicity of Wenzhou's tourism industry [1]. In this sense, the translation of Wenzhou tourism culture has great historical significance, that is, to break the inherent stereotype of the west. Therefore, it is necessary to strengthen the overall interpretation of tourism environment in the interior and improve its translation level; Internationally, we should keep in touch with Western mainstream media and choose representative news.

2. THE WAY AND METHOD OF WENZHOU'S INTERNATIONAL IMAGE ENHANCEMENT

Beijing and Shanghai are often mentioned in many Western news reports compared to the natural charm of the metropolises, and upgrading the international image of a third-tier or prefecture-level city is a very tedious project. However, through the services provided by Western travelers, a city's international status can also be gradually improved, from the level of English translation of foreign guests to improve their travel experience and feelings, finally, in key activities, positive public relations operations is an effective way to improve the city's international status.

2.1 To provide quality services for western travelers and enhance the internationalization of Chinese tourism industry

Developing foreign tourism is an important means to display regional culture and spread regional image. the data of Zhejiang Provincial Tourism Bureau shows that there are 911, 000 tourists in Hangzhou and Ningbo on average every year, accounting for 9.7% of the 9.31 million person-times in the country every year, an increase of 19.1% over last year. Among them, the foreign exchange income of overseas tourism is 481.32 million US dollars, a year-on-year increase of 15.6%. Wenzhou's tourism industry is showing a growing trend. According to the composition of foreign tourists, 53.21% came from Europe, 25.27% from Asia, 13.41% from the Americas, 4.29% from Africa and 3.82% from Oceania. From the perspective of the number of foreign tourists and the composition of tourist sources, the Western tourists Wenzhou has can influence its international status to a certain extent. As Western travel habits change, Wenzhou should focus on English-language services, or hostels that are as cheap, clean and hygienic as those for young people around the world. At present, the number of international hotels in Wenzhou has reached the third place in the province, but there is a big gap in the number of international tourists. Wenzhou

University now has more than 80, 000 students, who can provide English services to foreign tourists from Wenzhou. Secondly, you can also take the initiative to contact some foreign travel book publishers and "LonelyPlanetChina", "Let's Travel Guide China", "TheroughguidetoChina", to introduce the scenery and culture of Wenzhou to them. New tourist rental agencies such as Wenzhou Travel Agency, European and American hotels and Airbnb provide advanced, fashionable and comfortable accommodation and reception services for domestic and foreign tourists, and improve the appearance of Wenzhou bit by bit from the perspective of travelers.

2.2 Strengthening the construction of foreign-related environmental protection systems and strengthening publicity work

The English translation of tourist attractions and shopping centers should not only solve the problem of cohesion between English and Chinese, but also solve the problem of running-in between the two nationalities. In addition, the translation of tourism culture also includes the continuous development of the environmental interpretation system [2]. Wu Zhonghong pointed out that the tour guide system is a key link among all factors of tourist attractions, and it is an essential basis for realizing the functions of education, service and use. This paper starts with the translation of foreign-related information in Wenzhou and studies it, including the study of environmental interpretation. It is a kind of education and communication service in scenic spots, and the main form of environmental education in scenic spots to urge tourists to travel responsibly. Through the interpretation of Wenzhou, not only to let foreign friends more deeply understand the beautiful city of Wenzhou, but also to stimulate their love for Wenzhou and conscious publicity. Secondly, formulate English standards for the city's tourist attractions, key business districts and other destinations for foreign-related tourists, reduce the error rate of translation, and face their differences in information needs, psychological habits, thinking and language in the process of tourism, so as to pave the way for the profound history and culture of Wenzhou and provide better experience for Westerners.

2.3 Strengthen public relations and cooperation with foreign major news media to build a positive image of Wenzhou as an international city

Due to the restriction of various ideas, in some aspects, the Western news media often view China's development with "colored glasses". However, with the rapid development of China, especially the large number of Wenzhou products exported to Europe and the United States, Wenzhou businessmen travel to Europe and the United States between the honest operation. In the eyes of Westerners, the image of Wenzhou people is also gradually changing. the Guardian, the New York Times, the Globe and Mail of Canada, and the Straits Times of Singapore have all

made extensive reports on the development of Wenzhou. It is worth noting that Wenzhou has the largest number of overseas Chinese in China, with 68.8900 overseas Chinese, accounting for 34.1% of the country, more than 80% are from Europe and the United States, and overseas Chinese are the main force driving the development of inbound tourism in Wenzhou, Wenzhou can make full use of overseas Chinese in Europe, especially the resources of Wenzhou Chamber of Commerce. Through the state and non-governmental organizations special financial support, further increase the promotion of Wenzhou.

3. CONCLUSION

As a prefecture-level city, Wenzhou lacks certain strength in the process of shaping and improving internationalization. However, the spirit of Wenzhou people, the unique position of Wenzhou in the process of China's economic system reform, and the travel of Wenzhou entrepreneurs around the world are the basis for improving Wenzhou's internationalization. the transformation of foreign reception equipment and the interpretation of Wenzhou's regional tourism landscape from the western perspective will make foreign friends more understanding and recognition. Under the joint promotion of Wenzhou people around the world, the international image of Wenzhou will certainly be improved.

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On the Influence of English Animation in English Teaching

Junyu Liu
Zibo Vocational College, Zibo, Shandong, China

Abstract: In view of the characteristics of students in higher vocational colleges, such as poor English foundation, active thinking and high sensitivity to new things, change the traditional single teaching mode, give full play to the unique cultural and educational connotation of English cartoons and the simple and practical language features, and use the teaching and learning mode of classroom+extracurricular, teaching+self-study to enhance students' enthusiasm in learning English and strengthen the training of practical English, Effectively improve students' English application ability, thus improving teaching efficiency.
Keywords: English cartoon; English teaching; Classroom teaching; Extracurricular self-study

1. INTRODUCTION

How to enable students in higher vocational colleges to overcome the obstacles of English learning and better connect English teaching with students' practical application ability is an important topic that colleges are exploring at present. Introducing English films into English teaching, changing the traditional teaching mode, and strengthening students' interest in learning and improving students' English application ability through the new mode of combining in-class and extracurricular activities are the empirical research of the author's school on this subject, thus exploring the multi-media and diversified English teaching mode.

2. PROBLEMS IN CURRENT ENGLISH TEACHING

2.1 Poor English foundation and uneven level

Students in general vocational colleges have many levels, generally poor English foundation, and uneven English proficiency, especially limited reception and expression ability in listening and speaking. Students often have resistance to English.

2.2 Lack of English thinking and poor application ability

Traditional English teaching often emphasizes teachers' teaching and does not pay attention to the establishment of students' English thinking and the application of actual language learning. For cramming teaching, students often cannot keep up with the progress of teachers, and the actual information received is little and difficult to apply.

2.3 Lack of interest and confidence in English

Due to the deviation of students' understanding of English, their interest in English learning is poor, and they cannot find the internal motivation. They regard English learning as a burden, lack confidence in learning, and have a strong fear of difficulty and rejection.

English learning is mostly the victim of a vicious circle of learning.

3. ADVANTAGES OF ENGLISH CARTOON TEACHING

In response to the above problems, many colleges and universities have introduced English films, which are multi-media input English learning materials, into teaching. To some extent, they have stimulated students' interest in learning and improved their learning ability. the introduction of English cartoons into teaching has its unique advantages.

3.1 Be concise and straightforward. Most cartoons have simple dialogue and slow speaking speed. the daily conversational language is easy for students to appreciate and imitate. At the same time, cartoons have certain educational and enlightening significance, which can stimulate students' self-confidence and enterprising spirit psychologically, and facilitate teachers to explain in class and train students' listening and speaking ability.

3.2 Combine education with pleasure and enjoy both refined and popular tastes. English cartoons are mostly aimed at educating children, integrating knowledge into films, and expressing western cultural concepts and humanistic concepts with simple events. Take "The Lion King" as an example, use the image of the lion as the king in the eyes of Westerners to publicize the brave spirit in English culture, so that students can understand the cultural connotation more deeply while appreciating. At the same time, this kind of English has simple plot and fresh and upward content. Students can learn language in a natural situation like native speakers.

3.3 Rich cultural connotation is conducive to cultivating students' sentiment

Many English cartoons contain rich western culture. Through their distinctive characters, they embody the truth of dealing with people and things, reflecting the pursuit of democracy, freedom and unrestrained, and the advocacy of pioneering and competitive spirit. Through watching such films, students can have a deeper understanding of British and American culture and understand more about life.

4. CLASSROOM TEACHING+EXTRACURRICULAR SELF-STUDY

No matter what form of English teaching, it needs a certain teaching model and reasonable evaluation criteria, so that this teaching method can be extended and developed. Therefore, in actual teaching, we should reasonably arrange the teaching content, form a set of comprehensive and operational teaching methods, expand the teaching evaluation system, and increase the

effect of English learning.

4.1 In terms of teaching content and means, use network multimedia, select appropriate cartoons as models, and carry out listening and speaking training, vocabulary learning, and basic knowledge memory and use on this basis. At the same time, the purpose of training students' thinking is achieved through imitation, reasoning and other means.

4.2 In the teaching mode, teachers have changed from traditional knowledge professors to learning instructors, organizers and appraisers. Through the combination of classroom teaching and extracurricular self-study, the teacher will show the relevant film information knowledge to the students in advance, for example, the introduction of the film, relevant vocabulary, cultural background and connotation will be presented to the students in the form of loose-leaf handouts before class, and the students will be asked to find the relevant information to prepare for watching the film.

4.3 Diversified teaching evaluation system. the new teaching mode and teaching content need a corresponding evaluation system to better stimulate the internal motivation of students' learning. It is particularly important to establish a diversified evaluation system. First of all, the method of combining formative evaluation and summative evaluation is adopted in teaching, and the form of combining dynamic evaluation and static evaluation is adopted to evaluate students' ability, so as to guide students to pay attention to the learning process. the second is the diversification of evaluation subjects. the main body of evaluation is composed of teachers, student teams and students. Thirdly, the evaluation means are diversified. Evaluation means include assessment, on-site observation, record inspection, etc. Finally, the evaluation criteria are diversified. the evaluation criteria include language use, teamwork, comprehensive quality, etc.

5. CREATING ENGLISH THINKING IN CULTURE TEACHING

A person's thinking, language and behavior are affected by his/her cultural environment. Therefore, when learning English, we should not only learn the language itself, but also be familiar with and understand its cultural background. In the absence of language environment, by introducing English cartoons into English classes, students can experience different ways of expressing the same meaning under specific circumstances, strengthen their understanding of cultural differences, and create realistic language learning environment and opportunities for students to identify with culture.

6. CONCLUSION

In English teaching, teachers play the role of guides and organizers, while students are the main body of learning. In the process of organizing and appreciating English cartoons, teachers should pay attention to giving full play to students' initiative in learning, and flexibly use multimedia and other teaching methods to guide and help students learn independently. Only by combining animation teaching with normal college English teaching, mainly teaching English language knowledge, supplemented by animation English learning, can we receive good teaching results and promote students to better carry out independent English learning.

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On "Feeling" And "Sound" In Vocal Music Singing

Kegang Lu
School Of Music, Weinan Normal University, Weinan, Shaan, China

Abstract: Vocal music singing is a kind of artistic expression form, the singer can convey the emotion and thought to the audience through the voice, so in a way, vocal music singing is still a way of emotion expression, for example, our country minorities retain the love songs singing customs, which is enough to prove the role of emotional communication. In this paper, the "feeling" and "sound" in vocal music singing are analyzed and explored in detail, in order to share and communicate with people in the industry.

Keywords: Artistic expression form; Vocal singing; With love and sound; Speak with your voice

1. INTRODUCTION

"love" and "sound" is the basic elements of vocal music singing, in the voice of the voice can deepen the love, in the mood of the voice can be optimized, so the singer in vocal music singing should coordinate the relationship between "love" and "sound", so as to improve the effect of vocal music singing and singing level. the essence of vocal singing is the expression of emotion, if the singer only has skilled vocal skills, singing technology, but can not integrate the emotion into the voice, it is difficult to infect the audience through the song and can not form emotional resonance with the audience, this vocal singing is a failure. On the contrary, if the singer can melt the emotion into the voice, it can be the icing on the cake for vocal singing, so as to soak the listener's heart and form emotional integration with the listener. This paper first summarizes the basic content of vocal singing, then analyzes the importance of "feeling" and "sound" in vocal singing, and finally puts forward the transformation method of "feeling" and "sound" in vocal singing.

2. A BASIC OVERVIEW OF VOCAL SINGING

The so-called vocal singing mainly refers to the form of music sung by human voice. Usually, it is mainly based on human vocal cords, with the use of oral cavity, nasal cavity, tongue, abdomen and other organs, to emit a continuous, pleasant and rhythmic sound. According to different timbre and range, vocal music can be divided into soprano, tenor, mezzo-soprano, baritone, contralto and bass. Each tone and range has different characteristics and can bring different auditory feelings to the audience [1]. In addition, according to the mode of vocal singing, it can also be called singing, which can be divided into Bel canto singing, national singing, popular singing, etc., specifically: Bel Canto singing emerged in Italy in the 17th century. This singing style is famous for its rich, round and smooth tone. Its representative works include "Hymn to Heroes", "Song of the Yangtze River", "Ode to the Yellow River", "Beautiful Mind", "Sea, Hometown", etc. Folk singing is a form of singing popular among the Chinese people. It is a singing method full of ethnic characteristics. the representative works include Xintian You, Jasmine Flower, Mountain Climbing Tune, Gusu Scenery, etc. Pop singing is short for the method of singing popular songs, which can also be called pop singing. This kind of singing has certain profit attributes, while the marketability of pop singing is higher than the artistry. the representative works include "I am ugly, but I am gentle", "In the Water Side", "Sister, you boldly Go forward" and so on.

3. THE IMPORTANCE OF "FEELING" AND "SOUND" IN VOCAL SINGING

"Feeling" and "sound" skills and other elements together constitute a beautiful vocal singing, if vocal singing is compared to human, skills are equivalent to human bones, "feeling" and "sound" are equivalent to human blood and flesh, it can be seen that "feeling" and "sound" have vital significance and value for vocal singing. In reality, if the singer can move the audience to tears through the voice, it can be shown that the singer integrates emotion into the voice, which reflects that "love" gives life to the music [2]. In addition, from the perspective of "sound", if the singer pays attention to the integration and display of emotion, it can give the voice stronger appeal and penetration, can make the audience and the singer form emotional resonance, which means that "sound" improves the vitality of the music. For example, when singing our national anthem "March of the Volunteers", if the singer understands the difficulties and dangers of our revolutionary course, he will be able to have a deeper understanding of the lyrics and melody. At this time, the singing of the national anthem will naturally be full of deep feeling, and the singer can feel the emotion of excitement, excitement and grandeur in the voice. Therefore, whenever singing "March of the Volunteers", the heart can always stir up passionate feelings, this is the importance of emotion to vocal music singing. From the perspective of vocal singing effect to look at "feeling" and "sound", we can find that the singing into the emotion, is conducive to improving the degree of singing and pleasing to the ear, in this case the singer is easier to get the audience's recognition.

4. VOCAL SINGING "LOVE" AND "SOUND" DISPLAY METHOD

Based on the importance of "love" and "sound" to vocal music singing, the singing field needs to research and explore the presentation methods of "love" and "sound", so as to promote the development of vocal music singing

level. the following will put forward some ideas from three aspects: voice with emotion, voice with emotion and voice with emotion:

4.1 Love with voice

Vocal singing in the field of singing into the emotion, is the aesthetic requirements of the singer, but also judge the singer's level of the scale, singing without emotion even if the voice is no longer beautiful and no appeal, so emotion is an important condition for vocal singing. the so-called love with voice is to show the emotion through the voice, in order to do this requirement, it needs the singer to do the following work: the singer can not only pay attention to improve their singing skills, but to spend time to understand and explore the emotions of vocal music works, the detailed experience of vocal music works in the historical background and creative situation, so as to feel the feelings of the works, to know how to sing this work. For example, in singing "embroidered gold plaque" song, through understanding that this is a song to praise the premier of Zhou, the singer at this time can understand the premier of Zhou's life experience in detail, especially after the founding of the Premier of Zhou selfless work deeds. When the singer feel Premier Zhou's noble quality, turn to see "gold plaque" songs can be emotional repertoire common, especially in singing "dedication for the people, we love you" the lyrics, the eyes will be imperceptibly moist, the heart has a kind of depressed, reluctant to give up the feeling, this kind of emotional state of voice, can deeply move every audience.

4.2 Convey affection by voice

Vocal singing is a human voice to show the emotional art, mainly through the voice to express thoughts and emotions, so singing is a more vivid image of the way to describe, and the singer to achieve singing emotion has a certain degree of difficulty, must have good singing skills, which requires the singer to constantly improve their singing technology, mainly including breathing, resonance, voice, run cavity and language.

Take the popular song "Praying for Buddha" as an example, the singer can convey the thoughts and feelings of hope and despair to the audience through the voice, especially in the singing "I have been struggling for thousands of years in front of the Buddha, willing to use several generations for our love" the lyrics, the singer's trembling voice can give the audience a kind of emotional shock, which is enough to show that the voice can play a good emotional effect. For another example, Chinese ethnic minorities retain the custom of emotional duet singing, the man and the woman express emotion through singing, so voice is a vocal singing "love" and "voice" display method.

4.3 Both voice and emotion

"Love" can be expressed through "sound", "sound" can be sublimated through "love", both in vocal singing is indispensable, so the singer needs to do both sound and emotion. Based on this, the singer needs to constantly improve their own singing quality and ability, but also from the perspective of the creation of vocal music works, analyze the emotion contained in the works, so as to achieve the vocal music singing purpose.

5. CONCLUSION

To sum up, "feeling" and "sound" occupy a very important position in vocal music singing, which is the main standard to highlight the vocal music singing level, so coordinating the relationship between "feeling" and "sound" has very important significance and value.

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Research On the Cultivation and Innovation of Young Marxists in Colleges and Universities in the New Era

Xia Mao
School Of Economics and Management, Chongqing Normal University, Chongqing, China

Abstract: How to train a group of firm Marxists for the Party in the youth, especially in colleges and universities, is an important political issue facing the Communist Youth League in colleges and universities at present. This paper finds out the problems existing in the cultivation of Marxism among young people in colleges and universities through investigation, and suggests a series of measures such as establishing belief consciousness, strengthening emotional identification, improving training system and strengthening theoretical research, so as to train a large number of young Marxists who truly learn, truly understand, truly apply and truly believe for the Party and the people.
Keywords: Colleges and universities; Young Marxists; Cultivate; Innovation

1. INTRODUCTION

The report emphasized that "When the young generation has ideals, ability and responsibility, the country has a future and the nation has hope. After more than ten years of exploration and practice, relying on the "Training Project of Young Marxists "(" Qingma Project "), the Communist Youth League of Colleges and universities focuses on ideological guidance, guides the majority of young students to firm their ideals and beliefs, and develops excellent qualities, and has achieved good results. However, with the development of the Times, the Party and the state put forward higher requirements and expectations for the training of young Marxists in colleges and universities, and the problems existing in the original training methods and training systems have become increasingly prominent. It is urgent to strengthen the innovative research on the training of "Qingma Project" in colleges and universities.

2. THE MAIN PROBLEMS EXISTING IN THE TRAINING OF YOUNG MARXISTS IN COLLEGES AND UNIVERSITIES IN THE NEW ERA

At present, all colleges and universities have made certain achievements in the training of young Marxists, but under the background of new requirements and new missions in the new era, there are still some problems in the Qingma Project of colleges and universities. Focusing on the problems and analyzing the reasons through research is of great significance for further strengthening and improving the Qingma Project of colleges and universities and improving the quality and level of training young Marxists in colleges and universities.

2.1 The training system is not scientific and systematic enough

First, in the training system of Qingma in some colleges and universities, the curriculum setting can not be well connected with the reality. There is no top-level design embedded in talent training, lack of training objectives, emphasis on training over training, some colleges and universities have not formed a top-down, bottom-up, top-down combination of systematic training system. Secondly, the training of young Marxists in some colleges and universities is arbitrary, which shows that the training of young Marxists at the university level has a specific training system, while the training of young Marxists at the department level is often mixed with the training of student cadres and league classes, which lacks the pertinency of the training of young Marxists.

2.2 The technical innovation of training means is not enough

First, in the training of green horses in colleges and universities, the phenomenon of simple training means and single way is more prominent. At present, the training of green horse in most colleges and universities is mainly taught in class, and there is a lack of training methods such as practical research, experiential teaching, situational teaching and integrated discussion, which leads to poor effect of students' active learning. Second, in order to make up for the lack of training time, some colleges and universities adopt new media technologies such as network classes and smart phone apps to make up for the problems such as the small number of class hours in centralized teaching and the time conflict with the first class. However, due to the lack of sound feedback, supervision and evaluation mechanisms, the effect cannot be evaluated.

2.3 The professional stability of training teachers is not enough

First, the teaching methods of some Qingma teachers are backward. the Qingma Project in most colleges and universities is still dominated by classroom theoretical education, and the whole teaching process presents a unilateral static trend, with less active participation of young students and less in-depth discussion and communication. Second, due to various institutional reforms in colleges and universities, most colleges and universities have not clearly defined the workload of teachers in Qingma Project training, which is not clearly reflected in teacher evaluation, post and rank promotion, and professional title evaluation, leading to the lack of

enthusiasm and stability of teachers in Qingma Project training.

2.4 The synergy of the cultivation mechanism is not enough

First, there is no coordination among functional departments such as Party building system, teaching system and student work system in colleges and universities. Second, the selection and evaluation system of Tsing Ma students is not perfect. Building a scientific evaluation system is an important guarantee to mobilize and stimulate the enthusiasm of the trainees, ensure the training effect and achieve the training objectives of the green horse.

3. COUNTERMEASURES AND SUGGESTIONS FOR TRAINING YOUNG MARXISTS IN COLLEGES AND UNIVERSITIES IN THE NEW ERA

3.1 Improving the training system, allowing Marxism to grow from "planting" to "growing ", and training" true learning "young Marxists in colleges and universities

The National Conference on Ideological and Political Work of Colleges and universities requires colleges and universities to build a "big ideological and political" pattern of full personnel education under the unified leadership of the Party Committee. First, strengthen the construction of Qingma teaching staff. Invite Marxist experts and scholars, domestic and foreign experts in ideological and political education to form a team of Qingma project tutors with high theoretical level and strong sense of responsibility. In strengthening the construction of ideological and political education team, universities clearly give Qingma teachers incentive policies in the aspects of workload accounting, job promotion, scientific research and teaching. Second, based on the law of young students' growth and development, a spiral and progressive coupling training system inside and outside the school is established to highlight the systematic, phased and sustainable training of talents.

3.2 Strengthen emotional identification, transform Marxism from "meaningful" to "interesting", and cultivate "truly knowledgeable" young Marxists in colleges and universities.

The long-term systematic theoretical study can enhance the political theoretical literacy of young students in colleges and universities. Meanwhile, it is necessary to combine theory with practice so that students in Qingma can truly learn and understand Marxism. Only by organically combining theoretical armament with practical education and effectively connecting the "main channel" and "main front" of ideological and political education in colleges and universities can we improve the effectiveness of education. One is to select and establish a "Young Students' Red Culture Research Group" among young Marxists to carry out red research experience, seek out the touching stories of predecessors, and inherit red culture. the second is to promote the development of online quality course system, develop the Qingma micro-course group that students "love to listen to", "truly believe" and "interesting", do a good job in the development of new media networked courses, and enhance students' emotional identification.

3.3 Establish self-consciousness of belief, let Marxism develop from "campus" to "society ", and train" practical "college Marxists.

The training of young Marxists in colleges and universities is a complex systematic project. According to the requirements of the development of the new era and the new mission, only when all the employees of Qingma Project are covered well, no matter their professional status or social class should have the opportunity to contact and learn Marxism, can the belief be internalized into practical actions and put into the historical tide of the construction of socialism with Chinese characteristics.

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Study On the Times Value and Practice Path of Integrating Craftsman Spirit into Ideological and Political Education in Higher Vocational Colleges

Nan Ning
Zibo Vocational Institute, Zibo, Shandong, China

Abstract: Integrating the craftsman spirit into the ideological and political education in higher vocational colleges can supplement the content of ideological and political education, improve the level of ideological and political education, and input more high-quality talents for the development of society. Therefore, relevant personnel should pay more attention to the craftsman spirit and ensure that the craftsman spirit can be connected with ideological and political education in higher vocational colleges in an orderly manner. This article briefly introduces the Times value of integrating the craftsman spirit into the ideological and political education in higher vocational colleges, and puts forward the practical path, hoping to provide reference for the smooth development of ideological and political education in higher vocational colleges.
Keywords: Craftsman spirit; Higher vocational colleges; Ideological and political education; the value of the Times; practice

1. INTRODUCTION

The craftsman spirit focuses on striving for perfection. Workers working under the guidance of the craftsman spirit can effectively improve their dedication to their jobs and become talents with higher ideological and moral cultivation and professional quality, which is also the new requirements for workers in the new era. Therefore, as an important place for talent training, higher vocational colleges must pay more attention to the craftsman spirit, combine the craftsman spirit with ideological and political education, and provide high-quality talents for social development.

2. THE VALUE OF INTEGRATING THE CRAFTSMAN SPIRIT INTO THE IDEOLOGICAL AND POLITICAL EDUCATION OF HIGHER VOCATIONAL COLLEGES

2.1 It can promote industrial transformation

With the further deepening of the world economic integration process, labor has become a key factor in the competition between countries. As the main place to train workers with craftsman spirit, higher vocational colleges play an important role. Moreover, ideological and political education is an important way of moral education. If it is integrated with the spirit of craftsman, the training of students can make them more focused and serious and responsible for their work, so as to provide more high-quality talents for the manufacturing industry and ensure that they can become high-quality workers to improve our brand awareness.

2.2 To promote cultural confidence

Culture is an important driving force for the development of a country and a nation. If we want to achieve the goal of national rejuvenation, we must have the support of national culture. the craftsman spirit has a long history in our country, which runs through the people's life from ancient times to present, is the unity of the Times and national spirit. Therefore, relevant personnel should pay more attention to the craftsman spirit, take it as the key basis of ideological and political education, help higher vocational students improve their understanding of craftsman, and ensure that higher vocational students can realize that labor is the most glorious, Consciously inherit and carry forward the excellent traditional culture [1].

2.3 Promoting the reform of higher vocational colleges

Although vocational education and general education are different, they both play a crucial role in the education industry. Therefore, all sectors of society must pay more attention to vocational education and promote the development of higher vocational colleges. In this case, vocational colleges also need to realize the importance of talent training, integrate the craftsman spirit into the ideological and political education, carry out reform, make the teaching carried out by vocational colleges more connotation, and provide support for the further development of vocational colleges. In addition, there are still some problems in the process of education and management system reform in higher vocational colleges, and the spirit of excellence, common struggle and selfless dedication in the spirit of craftsman can provide spiritual support for the reform and innovation of higher vocational colleges. Only by adhering to the craftsman spirit can we carry out reform, improve students' professional quality and provide high-quality talents for social development.

2.4 Improving the quality of ideological and political education

First, integrating the spirit of craftsman into the ideological and political education of higher vocational colleges can improve students' sense of identity with their major and make them more consciously participate in professional learning. Under the guidance of hard

work, diligence and practice, various technologies can be carefully researched and developed to improve the technical quality of staff. Second, it can enhance students' humanistic quality. the combination of humanistic spirit and artisan spirit can show the cultural characteristics of higher vocational colleges, and then create professional talents with strong overall strength to meet the needs of social development. At present, students in higher vocational colleges come from different sources, have different life experiences, and have different views on their careers. Only with the help of craftsman spirit can students form a correct understanding of labor, so that students can have a strong sense of professional identity and belonging, and obtain spiritual satisfaction [2].

3. INTEGRATE THE SPIRIT OF CRAFTSMAN INTO THE PRACTICE PATH OF IDEOLOGICAL AND POLITICAL EDUCATION IN HIGHER VOCATIONAL COLLEGES

3.1 To provide students with practical opportunities

Only by applying the spirit of craftsman into practice can higher vocational students improve their ability to understand the spirit of craftsman and get better development. Therefore, higher vocational colleges should improve the opportunities for students to practice when integrating the craftsman spirit into ideological and political education. First, we should expand the types of social practice activities, carry out a variety of different practices, and lead students to the countryside to learn about the successful experience of the craftsmen around them, so as to ensure that students can deepen the impression of the craftsman spirit through practice, realize that labor is glorious and love labor. Secondly, it is necessary to provide opportunities for students to compete in skills and ensure that students can show themselves with the help of skills. From a certain point of view, this can help students establish clear career ideals, strengthen their understanding of professional spirit and better adapt to their future jobs. In addition, it is also necessary to deepen school-enterprise cooperation, make full use of campus and enterprise resources, and achieve the goal of collaborative education.

3.2 Build a distinctive campus culture brand

Cultural brand can reflect the values and habits of higher vocational colleges to a certain extent, and has become a key way to carry out ideological and political education. Therefore, relevant personnel should combine the craftsman spirit with campus cultural activities, build the campus characteristic brand, and improve the appeal of the craftsman spirit. First, the craftsman spirit should be associated with the cultural brand construction, and the characteristic resources in each specialty should be deeply explored to ensure that the brand built is of significant advantages. Second, we should hire local model workers and excellent alumni to give lectures and share successful experiences, so as to create a suitable environment for labor glory in our school.

3.3 To build a team of double-qualified teachers

Double-qualified teachers can provide support for the smooth development of personnel training in higher vocational colleges and directly affect the effect of ideological and political education. Therefore, colleges and universities must strengthen efforts to build a double - qualified teacher team. First, it is necessary to establish cooperation with enterprises to provide opportunities for teachers to carry out practice, to ensure that teachers can combine the theoretical knowledge they have mastered with practice, and to guarantee teaching quality. In this process, teachers also need to be strict with themselves and play an exemplary role [3]. Second, we should attract more excellent technical staff to teach in higher vocational colleges, help students understand the professional work content, relevant standards and industry regulations, improve students' enthusiasm for learning, and make students become skilled talents. In addition, it is also necessary to combine the cultivation of craftsman spirit with the salary and remuneration of teachers, so as to make teachers more actively participate in the cultivation of craftsman spirit and achieve the common development goal of teachers and students.

4. CONCLUSION

According to the foregoing analysis, craftsman spirit is not only excellent traditional culture in our country, but also the true reflection of labor practices, which is very important for social development. When carrying out the teaching of higher vocational colleges, integrating the craftsman spirit into the ideological and political education can not only show that the ideological and political education of higher vocational colleges is advancing with the Times, but also improve the effect of talent training, so as to provide more skilled talents for the development of society and meet the needs of social development.

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On the Effective Combination of Craftsman Spirit Training and Ideological and Political Education in Higher Vocational Colleges

Wei Ning
Zibo Vocational Institute, Zibo, Shandong, China

Abstract: With the construction and development of higher vocational colleges, the enrollment scale is expanding day by day. In order to cultivate more high-quality talents, we need to strengthen the emphasis on ideological and political education, and achieve the teaching goal by cultivating students' craftsman spirit. Therefore, we should pay attention to the effective combination between the cultivation of craftsman spirit and ideological and political education. This paper will discuss the effective combination of the cultivation of craftsman spirit and ideological and political education in higher vocational schools.
Keywords: Craftsman spirit training; Ideological and political education in higher vocational colleges; Combine

1. INTRODUCTION

The cultivation of craftsman spirit refers to innovation and dedication, which is also the basic quality that modern people should have. In the current competitive environment, if we want to better adapt to social development, we need to have the spirit of craftsman. Therefore, higher vocational colleges should pay attention to the innovation and development of ideological and political education, through the effective combination of the cultivation of the spirit of craftsman and ideological and political education, so as to meet the actual demand of the current "spirit of craftsman" and send more professional talents to various fields of society. In this regard, higher vocational colleges need to pay more attention to the cultivation of craftsman spirit, adopt personalized teaching methods, constantly innovate the form of ideological and political education, integrate ideological and political education into it, pay attention to the cultivation of students' ideological and moral aspects, and ensure that they can play an effective role in education, so as to achieve an effective combination with ideological and political education.

2. THE IMPORTANCE OF INTEGRATING THE CRAFTSMAN SPIRIT INTO HIGHER VOCATIONAL IDEOLOGICAL AND POLITICAL EDUCATION

With the arrival of the new era, the cultivation of craftsman spirit refers to the cultivation of students' values, so that students can unconsciously form a hard-working and down-to-earth character, learn to make their own contributions to social construction, and thus enhance their own social competitiveness. In the current era, only with good character and quality can we have competitive advantages. Vocational colleges should recognize the development and changes of the Times, adhere to the idea of keeping pace with the Times, integrate the spirit of craftsmanship through ideological and political education, and encourage students to constantly improve their comprehensive ability and truly realize their healthy development [1].

For the development of society, high-quality vocational education is of great significance. Only by attaching more importance to ideological and political education can we promote the healthy development of both body and mind of students and grow into high-quality talents in the learning process. As a traditional group of the society, craftsmen have been gradually forgotten by the society, because many modern equipment has replaced their handicraft industry. In order to change this situation, we should pay more attention to the spirit of craftsmen, cultivate the spirit of craftsmen by carrying out ideological and political education, guide students to establish correct cognition of craftsmen, and lay a solid foundation for future development. Higher vocational colleges need to innovate the cultivation of craftsman spirit and combine it with ideological and political education, so that students can realize the craftsman spirit while learning ideological and political knowledge, gradually form good behavior habits, and lay a solid foundation for future growth and development [2].

3. THE EFFECTIVE COMBINATION OF CRAFTSMAN SPIRIT TRAINING AND IDEOLOGICAL AND POLITICAL EDUCATION IN HIGHER VOCATIONAL COLLEGES

In order to cultivate students' craftsman spirit, higher vocational colleges should strengthen the innovation of ideological and political education, effectively combine the two, so as to develop targeted training programs to ensure that students can constantly improve their own quality and ability, so as to grow into comprehensive talents. To this end, this paper will put forward the following combined strategies:

3.1 Transforming the function of ideological and political education in higher vocational colleges

Influenced by traditional ideas of ideological and political education, vocational colleges focus on cultivating students' theoretical knowledge while ignoring the cultivation of students' craftsman spirit. As a result, many vocational students lack the craftsman spirit and do not understand what the craftsman spirit is, which has an adverse impact on their future

development. In the context of the new era, most higher vocational students have come of age, which is an important stage for cultivating their ideological quality. Therefore, higher vocational colleges should timely change the function of ideological and political education, so as to innovate the teaching mode and lay a solid foundation for improving students' craftsman spirit awareness [3].

At the same time, teachers should also give full play to their own guiding role, strengthen the attention to and encouragement of students, encourage students to stimulate their own career exploration, master theoretical knowledge and have a strong craftsman spirit, so as to enhance their own social competitive advantages.

3.2 Strengthen teachers' awareness of craftsman spirit

When carrying out ideological and political education in higher vocational colleges, in order to better integrate the craftsman spirit, it is necessary to strengthen teachers' awareness of the craftsman spirit, ensure that teachers can have a correct understanding of the craftsman spirit, and then combine the ideological and political education content to develop educational programs, which is conducive to enhancing the effect of ideological and political education, so as to cultivate students' craftsman spirit. Teachers need to deeply analyze the connotation of craftsman spirit, combine it with ideological and political education, think about whether there are similarities and differences between the two, and then integrate the craftsman spirit into the ideological and political education content, so as to strengthen students' craftsman spirit.

3.3 Adopt personalized integration

Vocational colleges should pay attention to the cultivation of students' craftsman spirit, so that they can become down-to-earth and hard-working talents, and lay a good foundation for entering the society in the future. In this regard, we should timely innovate the past training methods, adopt the form of personalized integration to implement education work, promote the ideological and political education content more effective, so as to meet the integration needs of craftsman spirit in the new era. When carrying out ideological and political education, teachers should choose appropriate educational content and integrate the spirit of craftsman into it, so as to give full play to the effect of getting twice the result with half the effort, which is conducive to improving the overall quality of students and enabling them to master the ideological and political content as well as professional spirit.

What should be noted here is that the integration of craftsman spirit is subtle and cannot be implemented overnight. By cultivating students' overall professional quality to strengthen their sense of responsibility, students can standardize their own behavior, learn to face difficulties and challenges, and then grow into high-quality and high-quality social talents.

3.4 Create a good atmosphere

In order to better combine the craftsman spirit, higher vocational colleges need to create a good learning atmosphere for students, make them feel the importance of the craftsman spirit, and then build up their confidence in learning, which is conducive to the formation of correct values and outlook on life. There are obvious differences among students. In order to cultivate high-quality talents needed by the country, schools need to combine their own actual situation, consider students' psychological and physiological characteristics, and adopt educational methods suitable for their personalities, which can achieve twice the result with half the effort. For example, the school can put the propaganda of craftsman spirit on the campus bulletin board, so that every student can see it in their spare time, which is conducive to a subtle influence. Moreover, the school can also hold some competitions regularly to provide students with more opportunities to show themselves, and give corresponding material rewards, so that students can stimulate their enthusiasm for learning, and finally realize the effective improvement of their learning ability.

4. CONCLUSION

With the arrival of the new era, the society has put forward higher requirements for the quality of talents. As an important front for cultivating social talents, higher vocational colleges shoulder important responsibilities to achieve good teaching effects through innovative ideological and political education, and encourage students to have the spirit of craftsmanship, so as to promote students to grow into comprehensive talents, so as to meet the employment requirements of the current era. In this regard, higher vocational colleges should combine the spirit of craftsman with ideological and political education, constantly improve the professional spirit of students, so that they can keep up with the development of the Times, have good moral cultivation and corresponding vocational skills, and then respond to various challenges with professional spirit and attitude.

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Analysis Of Training Quantity and Training Intensity of Athletics Teaching in Colleges and Universities

Weixin Shi
Zibo Vocational Institute, Zibo, Shandong, China

Abstract: College athletics track and field teaching is an important way to train track and field talents in our country, as the development of our sports cause is accelerated, college athletics teaching reform is full swing, and has made good results in teaching practice. In this paper, how to carry out training teaching of athletics in colleges and universities as the research object, from the two dimensions of training amount and training intensity, launched a detailed analysis and exploration, in order to share and communicate with the majority of athletics teaching workers.
Keywords: College physical education; Track and field training; Training volume; Training intensity

1. INTRODUCTION

Track and field is a very important sport. Looking at track and field from a world-class perspective, it is not difficult to find that there is a serious shortage of track and field talents in China. In order to realize the goal of transforming China from a sports country to a sports power, it is necessary to optimize the training mode of track and field talents, which requires the teaching of track and field in colleges and universities and the implementation of scientific and reasonable training for track and field students. To continuously improve the performance of track and field students. In the author's opinion, although increasing training amount and training intensity is an effective teaching means, it is not the only teaching path. Even blindly increasing training amount and intensity may cause irreversible injuries to track and field students. Based on this, the training quantity and intensity should be reasonably controlled in the teaching of athletics and track and field in colleges and universities, and the relationship between the training quantity, intensity and training mode and method should be scientifically coordinated, so as to create efficient, scientific and healthy training conditions for track and field students.

2. SIGNIFICANCE OF CONTROLLING TRAINING QUANTITY AND TRAINING INTENSITY IN ATHLETICS AND TRACK TEACHING IN COLLEGES AND UNIVERSITIES

Increasing the amount and intensity of track and field training does not necessarily mean that the performance of track and field students can be improved. Instead, it is easy to cause physical harm to students and cause students' rebellious psychology of track and field training. Therefore, it is necessary and important to reasonably control the amount and intensity of track and field training. First of all, it is conducive to improving the performance of track and field students, but the prerequisite is to ensure that the amount and intensity of training are reasonable and scientific [1]. Taking throwing track and field events as an example, regular arm strength training, leg training and core training, and gradually increasing the amount and intensity of training, can achieve the purpose of improving students' throwing performance. Secondly, it can avoid physical injury of track and field students. As we all know, an athlete's health and physical condition directly determine the length of his career. Once an athlete has a serious injury, it will not only affect his competitive state and performance, but even ruin his entire career (Liu Xiang, a famous Chinese man hurdler, retired because of injury). Blindly increasing the amount and intensity of training may lead to injury. It is important to control the amount and intensity of track and field training reasonably.

3. FACTORS AFFECTING THE AMOUNT AND INTENSITY OF TRAINING IN ATHLETICS AND TRACK TEACHING IN COLLEGES AND UNIVERSITIES

3.1 Parents

It is the wish of every parent, but many times the wish of parents will have a negative impact on their children. In terms of sports and track teaching in colleges and universities, many parents hope that students can achieve excellent results, and some parents regard entering the national team as the goal of students, and even remind students to work hard all the time. Although parents' wishes will bring students the motivation to train, it will also become a burden on students' shoulders. For example, many students want to meet their parents' wishes. Choose to increase the amount and intensity of training, and eventually reach the limit of students' physical endurance. In this case, students are easy to get injured in training.

3.2 Teachers

Teachers are the key factors affecting the quality of teaching. Usually, teachers with strong professional knowledge and teaching ability can create efficient and scientific teaching conditions for students. the same is true for sports and track teachers in colleges and universities. However, in terms of current college sports and track teaching, many teachers lack professional sports knowledge and teaching experience. In this case, increasing the amount and intensity of training has become the most important teaching means of track and

field. After all, assigning track and field training tasks is more direct and effective. In addition, teachers pay too much attention to improving students' performance in track and field competitions in a short time, which also leads to the increase in the amount and intensity of track and field teaching training, which requires teachers to adjust the teaching objectives and direction in time, so as to control the amount and intensity of track and field teaching training within a reasonable range.

3.3 External environment

Under the exam-oriented education system, achievement is the only index to judge students' excellent or not, and is a key scale of talent screening in our country. Under this education background, improving the performance of track and field competition becomes the only goal of teachers and students, which results in high intensity training and large volume training becoming the norm of track and field teaching. It can be seen that the external environment has a significant influence on the amount and intensity of teaching and training of athletics and track and field in colleges and universities. Therefore, it is necessary to reasonably control and build the external environment for athletics and track and field teaching in colleges and universities, so as to create healthy and appropriate training conditions for athletics students.

4. STRATEGIES FOR CONTROL OF TRAINING QUANTITY AND TRAINING INTENSITY IN COLLEGE SPORTS TRACK AND FIELD TEACHING

Students' performance in track and field competitions is not in absolute direct proportion to the amount and intensity of training. If the amount and intensity of training are not reasonable and scientific, it will inevitably have a negative impact on students' performance in track and field competitions. Based on this, athletics teaching in colleges and universities should seek the best amount and intensity of track and field training, and adopt scientific training teaching strategy of track and field, so as to maximize the comprehensive effect of track and field training.

4.1 Control the amount and intensity of training according to the actual situation of students

In the teaching of athletics and track and field in colleges and universities, not every student is suitable for high-intensity training or large volume training. If teachers treat all students with the same training target, those students with poor physical quality may be overwhelmed and even suffer from the risk of injury during training. Therefore, when carrying out track and field training and teaching activities, teachers should combine the actual situation of students. the strategy of designing training quantity and intensity in different levels is adopted to ensure the scientific nature of athletics training in colleges and universities. For example, for students with average physical quality and

technical strength, teachers need to appropriately reduce the amount and intensity of training, and pay attention to improving students' skills in training. This kind of track and field training has the attribute of teaching students according to their aptitude, which can continuously expand students' advantages in track and field, and gradually improve students' physical quality.

4.2 Adopting scientific track and field training methods

The so-called scientific track and field training methods not only need to reasonably control the volume and intensity of training, but also improve the quality and efficiency of training by various means [2]. For example, in view of the problem that students are prone to injury in track and field training, teachers should attach importance to the teaching work before and after training. Specifically, teachers should urge and guide students to warm up before track and field training, so as to ensure that the muscles of students' whole body are activated, which can avoid the problem of muscle strain in training to some extent. After track and field training, teachers should guide students to do a good job of muscle relaxation, so as to avoid students' muscle soreness. Of course, in order to improve the quality and efficiency of track and field training, teachers can observe students' weaknesses in skills, physical qualities, power habits and other aspects during the training process, and work out targeted track and field training plans. This method of replacing high-intensity and large-volume training with targeted training is more conducive to improving students' performance in track and field competitions.

5. CONCLUSION

To sum up, reasonable control of the amount and intensity of athletics teaching and training in colleges and universities is of great significance and value for improving students' athletics level and prolonging their athletics career. Therefore, the teaching of athletics in colleges and universities should focus on how to control the amount and intensity of training and implement specific and effective teaching reform measures. In order to create scientific training conditions for track and field students. Above, effective strategies for athletics teaching in colleges and universities are proposed from two dimensions of controlling training quantity and intensity based on students' actual situation and adopting scientific track and field training methods.

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Research On the Teaching of Traffic Light Points in Financial Accounting Practice in Higher Vocational Colleges

ZhiQiang Song
Zibo Vocational College, Zibo, Shandong, China

Abstract: The course of "Financial Accounting Practice" is in the core position in the training goal of accounting professionals, and is the professional core ability course in the training program of accounting professionals. On the basis of in-depth enterprise research and discussion of experts, In order to cultivate students' practical ability and professional judgment ability, To meet the needs of the jobs, According to the actual construction of the course of Financial Accounting Practice of accounting School of our school, the teaching team of "Financial Accounting Practice" course actively explored the "traffic light" point teaching experiment, Integrating theoretical teaching with practical teaching, Focus on all aspects of "teaching, learning, using and raising", In the continuous cycle of "red, yellow and green" alternately to complete the end of students' studies, compound evaluation, To achieve the goal of cultivating "high-quality, multi-skill, deep connotation" compound accounting talents.

Keywords: Traffic light; Course construction; Financial accounting; Post certification class competition

1. RESEARCH BACKGROUND

The Ministry of Education's Several Opinions on Deepening the Reform of Higher Vocational Education by the Guidance of Employment pointed out that higher vocational colleges must put the cultivation of students' practical ability, practical ability and sustainable development ability in a prominent position to promote the cultivation of students' skills. the traditional teaching course of "Financial Accounting Practice" mostly adopts the two-step method of theoretical teaching and practical teaching, that is, theoretical teaching (classroom teaching) first, and then practical teaching (practice and practical training). In fact, this teaching method divides theoretical teaching and practical teaching into "two skins" and artificially separates a complete teaching system. the "traffic light" point teaching proposed in this study tries to realize the integration of theoretical teaching and practical teaching, and teaches two contents in the way of "walking while stopping".

2. THE CONNOTATION OF "TRAFFIC LIGHT BREAKING TEACHING"

From the course of "Financial Accounting Practice" itself, this course is highly practical, with many and scattered knowledge points. the course content is progressive and connected, integrating multiple accounting positions, and matching with the accounting title examination. Although the teaching of two semesters can refine the teaching of knowledge, it causes a long teaching time span, which is easy for students to forget and not easy to form a systematic knowledge system. Based on the actual construction of the course of "Financial Accounting Practice", we designed the "traffic light" section teaching to cooperate with the implementation of the course construction results.

"Green" refers to the teaching of theoretical knowledge based on the course of Financial Accounting Practice, Different from the existing teaching, We teach knowledge according to the restructured accounting positions, Generally in 12-18 class hours to focus on teaching the theoretical knowledge required for the post work and the special requirements of professional quality; "Yellow" refers to the practical teaching of the curriculum, In line with the theoretical knowledge, After completing the knowledge teaching of each post, the teaching of practical skills in the corresponding positions is conducted immediately, To encourage students to apply theoretical knowledge to practice, Complete the transformation from abstract to concrete, Generally according to 50% of the theory class arranged practical teaching; "Red" refers to the synchronous post review and evaluation of theoretical knowledge and practical skills, Contains knowledge review (focusing on further summarizing important theoretical knowledge points, Establishing the connection between knowledge), thematic discussion (focusing on discussing and analyzing the problems found in practice and where students are prone to mistakes), post test (a simple quiz of theoretical and practical knowledge) and other specific links, Generally arrange 1-2 class hours. Therefore, it integrates theoretical teaching and practical teaching, pays attention to the various links of "teaching, learning, using and raising", and completes the end and composite evaluation of students' studies in the continuous cycle of "red, yellow and green", so as to achieve the goal of cultivating "compound accounting talents with high-quality, multi-skills and deep connotation".

Of course, "red", "yellow", "green" is not isolated. In the explanation of theoretical knowledge of green posts, in practical skills, students should be relevant theoretical knowledge. In the review of red positions, teachers should grasp the essence of theoretical knowledge and

practical skills to make students realize the deep development of "theory-practice-theory". Between "red", "yellow" and "green", it is the influence of accounting culture and professional quality designed according to the situation of accounting positions. Compared with the green post theory knowledge and yellow post practical skills of longer class, red review assessment kept between 1-2 hours, and represents the end of an accounting job learning, we call it a "point", corresponding, green post theory knowledge and yellow post practical skills learning called "period".

3. REFORM OF TEACHING MODE BASED ON DEEP INTEGRATION OF POST CERTIFICATE COURSE COMPETITION

In teaching, the teaching mode reform of "post certificate and class competition" is carried out. Post is post, course is course, certificate; competition is competition. "Post card lessons" depth fusion, is the financial accounting practice of accounting courses and post fusion, and professional qualification certificate, professional qualification certificate required accounting personnel to achieve knowledge, skills and quality integration, to promote the learning effect of competition, thus multidimensional to improve the students' professional knowledge and practical skills.

The result of the deep integration of "post certificate class competition" is not a mess, but an organic whole. "Post-course and course integration", the curriculum reflects job demand and accounting work situation, the theory and practice complement each other; "Curriculum certificate integration" defines the knowledge, skill and quality requirements, and the certificate reflects the teaching effect and professional level; "Class competition integration" plays the display and incentive function of competition, and enhances students' interest in learning and teaching effect. "Integration of competition", improve students 'knowledge, ability and quality; "integration of competition", enhance students' competence, "zero distance" docking work, become a useful talent of the unit.

It can be seen from the job responsibilities, each accounting position not only requires students to be

skilled in accounting treatment, but also have the corresponding hands-on operation ability, analytical ability and professional judgment ability. the requirements of employment are more directly reflect the requirements of professional qualification certificates, professional qualification certificates and professional quality. If we only impart knowledge in the course, but ignore the influence of practical skills, professional quality and accounting culture, then our graduates will be at a disadvantage in the fierce talent recruitment, hindering the career development of students.

According to the responsibilities and requirements, we put the course content is divided into eight parts, on the basis of teaching professional knowledge and guide the practice, through situational case analysis, the post required professional quality into the course, deepen the students' understanding of the job, and through related qualification exam questions, for students to clarify the key knowledge in the qualification examination, deepen the learning effect.

"Traffic light" point teaching experiment of the biggest innovation is based on the depth of the "post" fusion, the reconstruction of the teaching content of financial accounting practice, accounting theory knowledge on the basis of traditional teaching to expand, in different form to students, closely linked to the responsibilities of different accounting jobs, qualification examination and professional qualification examination exam outline, combined with interesting, interactive competition to enhance the learning effect.

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The Influence of Artificial Intelligence Technology on Animation Creation and Dissemination

Lin Sun
Chongqing Institute of Technology, Chongqing, China

Abstract: With the improvement of deep learning and data mining technology, artificial intelligence technology began to shift from a single technical level to the level of creative thinking. Artificial intelligence and the animation industry were deeply bound, and began to become the development direction of the animation industry. Ai can write storylines, script shots, synthesize characters' voices, and create animations. Artificial intelligence technology can improve the quality of animation, shorten the updating time, increase the speed of animation transmission and optimize the path of animation transmission. In recent years, artificial intelligence technology has been applied more and more in the animation industry. Artificial intelligence technology can broaden the ideas of animation creation, reduce the time of animation production, speed up the transmission of animation, and help the development of animation industry. However, artificial intelligence technology reduces the depth of animation content, resulting in the aesthetic homogeneity of animation, squeezing the living space of professional painters, and affecting the cultural attributes of the animation industry. Currently, the animation industry is adjusting the direction of the use of AI, trying to leverage the advantages of both to create a win-win situation.
Keywords: Artificial intelligence; Animation creation; Animation communication

1. INTRODUCTION

Economic basis is the premise of the development of superstructure, superstructure is the ideological guarantee of entertainment activities, with the development of society, warm clothes and adequate food can no longer meet people's needs, people began to pursue spiritual satisfaction, animation can not only spread interesting story content but also convey deep cultural connotation, to provide spiritual food for people. After entering the new era, our country begins to develop artificial intelligence technology vigorously, strengthen artificial intelligence and all walks of life, let artificial intelligence to help the upgrading of the industry to help the economic development of our country. Under the guidance of the state and the market, artificial intelligence has more and more connections with the animation industry, which has started to change the way of animation creation, created a new development model for animation creation and communication, and brought profound influence [1].

2. THE INFLUENCE OF ARTIFICIAL INTELLIGENCE TECHNOLOGY ON ANIMATION CREATION AND DISSEMINATION

Animation creation is the core link of animation production, the soul of the whole animation, the decisive factor of the success of animation, the most discussed content in the animation industry, and the most concerned issue of the audience. Animation communication is an important means to prolong the life cycle of animation, is the best way to obtain the popularity of animation, and is an effective reflection of the commercial value of animation works. Therefore, animation creation and communication are the two carriages of animation development, which need continuous improvement and innovation. Artificial intelligence technology has deep neural network, basic thinking ability, and can carry out basic creation. Meanwhile, artificial intelligence technology has a huge database and can obtain a large number of creative materials, which plays an important role in animation creation. Artificial intelligence technology can transform text into video, improve the picture quality of old videos, shorten the production cycle of animation, meet the audience's desire to add more, and increase the intensity of animation transmission. However, every development has two sides. Artificial intelligence will not only bring positive impact on animation creation and communication, but also bring negative impact.

2.1 The positive influence of artificial intelligence technology on animation creation and dissemination

Artificial intelligence can provide a lot of convenience for animation creation and reduce the burden of creation. First of all, in terms of script writing, artificial intelligence can directly write scripts, set the background of the story, improve the plot of the story, show the feelings contained in the story, provide basic creative ideas, stimulate the inspiration of the staff, and avoid the dilemma of having no way to start. For example, the staff wanted to write an animated story about the adventures of rabbits, conveying the spirit of being adventurous and daring to explore. the staff can input the keywords adventure, rabbit, brave and so on into the artificial intelligence, artificial intelligence can write a story in line with the theme, the staff can learn from the plot, will like the plot content into the animation creation, can also directly modify on the basis of the story, sublimate the theme of the story. In this process, artificial intelligence can broaden the ideas of

animation creation, give full play to the advantages of database materials, clarify the creative ideas of the staff, and reduce the difficulties of animation creation. Secondly, in animation production, artificial intelligence can divide the complete story into different modules, write different scripts for different modules, provide background pictures of different scenes, and determine the picture style of animation creation. For example, if a worker wants to shoot a rabbit running in the grass, he can input the rabbit running into the artificial intelligence, which can look for the rabbit running video in the database, decompose the video, show each frame of the picture, and synthesize a specific video according to the script. the crew just needs to use video editing software to adjust the details of the video to complete the production of the video. In this process, AI ignores changes in the weather and the uncertainty of animal shooting, avoids difficulties in the shooting process, reduces obstacles in animation production and reduces the burden of production links. Finally, in the aspect of sound synthesis, sound can show the emotion of the characters, increase the highlights of the characters, and enrich the setting of the characters. the sound in line with the setting of the characters can bring great harvest for the animation. In traditional animation creation, the crew needs to ask the voice actor to do the dubbing, which not only consumes a lot of time, but also prone to accidents. For example, the voice actor is ill and cannot finish the work, so the dubbing needs to be redone. Artificial intelligence can solve this problem well. Artificial intelligence can directly synthesize the voice of the character, select the tone and sound quality that best fit the character, and reduce the risk of sound production [2].

Artificial intelligence has the function of frame complement, which can increase the frame number of previous animation, transform the previous picture quality into the present one, improve the audience's viewing experience and prolong the product cycle of animation. Ai can work around the clock, reducing production costs and enhancing instant gratification. Artificial intelligence has data mining technology, which can accurately locate customer groups, increase target groups, and realize multi-channel animation transmission.

2.2 The negative impact of artificial intelligence technology on animation creation and dissemination

If an animation wants to become a classic, it must have profound cultural connotation and rigorous story logic, which can arouse people's thinking and drive the trend of society. However, artificial intelligence cannot possess human emotions, distinguish the nuances between different emotions, accurately control the emotions of characters, write rich character images, and bring soul to animation. It can only be reduced to a fast-food animation. At the same time, artificial intelligence uses machines to draw pictures. the pictures can be exquisite and the actions can be precise. However, compared with the pictures drawn by hand, the pictures of artificial intelligence lack human fireworks and cannot arouse people's resonance. For example, Miyazaki Hayao's animation basically takes healing as the theme, which can heal people's wounds and bring people the joy of innocence. In the animation, the plot is not very twists and turns, but full of unbounded imagination, as if to open the door to a different world, leading people to enjoy the scenery different from the real world. However, artificial intelligence can't replace people's imagination, can't heal people's mental trauma, is not conducive to animation creation and communication, and can't make animation become a classic.

3. CONCLUSION

Animation is a very important form of literary expression, which can promote positive ability and transmit spiritual power. After the integration of artificial intelligence technology into the animation industry, the creation and communication methods of animation have been greatly changed, and artificial intelligence has brought great influence on the creation and communication of animation. the animation industry should actively exert the positive influence of artificial intelligence, reduce the harm of negative influence, create better animation works and show more humanistic spirit.

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Research On the Application Of "Internet +" In College Chemistry Experiment Teaching

Changan Wang
College Of Chemistry and Chemical Engineering, Taishan University, Tai'An, Shandong, China

Abstract: With the development of education in our country, chemical experiment teaching in universities has been paid more and more attention. In the new situation of education, chemistry teachers must have a correct understanding of the value of Internet technology, strengthen the construction of open experimental teaching platform, optimize teaching effect through innovation and reform, and guide students to participate in experimental teaching activities. In the following, the effective application of "Internet +" in college chemistry experiment teaching will be studied in depth, so as to propose effective teaching strategies.

Keywords: "Internet Plus"; College chemistry; Experimental teaching; Application inquiry

1. INTRODUCTION

In the process of social and economic development, Internet technology develops rapidly and is widely used in all walks of life, including chemical experiment teaching classroom. As an important part of college chemistry teaching system, chemistry experiment course is an important way to improve students' practical ability and innovative ability. College education should attach importance to reform and innovation, strengthen the cultivation of students' innovative practical ability, and improve students' learning interest by using information technology.

2. THE INFLUENCE OF "INTERNET +" ON THE TEACHING PRACTICE OF OPEN CHEMISTRY EXPERIMENT IN UNIVERSITIES

As an important outcome of the development of Internet thinking, "Internet Plus" is essentially an industrial integration based on network information technology, which can optimize and upgrade traditional industries and improve industrial productivity. With the emergence of "Internet +" in recent years, the educational methods and contents of colleges and universities have changed, and classroom teaching has begun to break through the restrictions of time and space, speeding up the pace of traditional college education reform. Under the background of "Internet +", the traditional teaching mode of chemistry experiment in colleges and universities has gradually fallen behind and has been unable to meet the demand of talent training in the market. Micro-course teaching, flipped classroom and other modes have begun to emerge. It is necessary for teachers to recognize their own positioning, so that students can actively participate in the teaching of chemistry experiment from passive learning to active learning. Under the guidance of teachers, we can get twice the result with half the effort by giving full play to our subjective initiative in innovative practice.

Under the background of "Internet +", teachers can use Internet information technology to build an experimental teaching platform, optimize the practice content, change from indoctrination-type teaching mode to open experimental teaching mode, combine traditional teaching methods with multimedia technology equipment, and present intuitive chemical experiment knowledge to students. In the open innovation experiment teaching, students as the main body to carry out activities, respect the individual development of students, for the construction of efficient experimental teaching activities to create good conditions. Colleges and universities should combine students' basic knowledge to choose Internet information technology, such as virtual reality technology, multimedia technology, etc., to build open chemical experiment teaching platform, give full play to its maximum application advantages, and promote the development of chemical experiments.

3. THE REFORM MEASURES OF COLLEGE CHEMISTRY EXPERIMENT TEACHING UNDER "INTERNET +"

3.1 Perfect the course system of chemical experiment
Under the "Internet +", colleges and universities should actively reform and innovate the chemical experiment teaching system, combine theory and practice to build a perfect experimental course teaching system, enrich the experimental teaching content, and ensure that the experimental content meets the needs of market talent training. the leadership of colleges and universities must attach importance to the Internet teaching concept of chemistry experiment teachers, give them professional guidance, promote the reform by strengthening the teaching content, clarify the training objectives of chemical experiment talents, and integrate and optimize the course content. For example: arrange professionals to conduct market survey, master market development characteristics and talent training requirements, set experimental course teaching content based on survey content, and improve experimental techniques and methods. Or invite experts and scholars to discuss and exchange, participate in the design of the curriculum system, gradually improve the basic knowledge and comprehensive ability, adjust the experimental teaching content according to the cognitive ability of students on the experimental platform, realize the comprehensive cross of the content of various disciplines, and promote the comprehensive development of students [1].

3.2 Improve the teaching methods of chemical experiments

Under the background of "Internet +", college chemistry experiment teachers must actively change their own educational ideas, break through the limitations of traditional teaching mode, download and collect relevant teaching resources on the network platform, and create good conditions for carrying out diversified practical teaching activities. College chemistry experiment teachers should take the initiative to learn the latest technology, skillfully operate the Internet technology and equipment, and combine the chemical experiment teaching content to make multimedia courseware, which can activate the classroom atmosphere, mobilize students' learning enthusiasm, and cultivate students' practical and innovative ability. For example, multimedia information teaching and MOOC teaching are applied in chemistry teaching to improve the quality of chemistry experiment teaching. In the experimental activity of "Polysaccharide Extraction from Anisophora", the chemical experiment project teaching method was adopted, the students in the class were divided into groups, the learning tasks of the project were discussed in groups, the experimental results were shared, and the experimental contents were analyzed and summarized in the last link. In chemical experiment teaching, adopting diversified teaching methods to cultivate students' interest in chemical experiment can not only broaden students' scope of knowledge, but also effectively cultivate students' learning thinking and help teachers complete teaching objectives and tasks [2].

3.3 Reform of chemical experiment management system

Under the background of "Internet +", college teachers must orderly promote the reform of chemical experiment teaching management system, invite experts, scholars and excellent teachers in this field to discuss the new mode of chemical experiment management, update and transform the chemistry laboratory, build advanced chemical experiment practice teaching platform for students, analyze and integrate relevant teaching resources, and set up fully open chemistry laboratory. Based on the characteristics and ideas of the school, the reform is carried out to form a reasonable structure of university chemistry laboratory operation management system. College chemistry teachers should break through the constraints, guide students to participate in chemical experiment activities, set up experimental projects according to the requirements of market talent training, encourage students to give full play to their innovative thinking to apply for research topics, and stimulate students' desire for exploration. In addition, it can also jointly establish a sharing competition mechanism with local enterprises, build an open experimental teaching platform, give full play to

its maximum advantages, provide better services for students, and help college chemistry laboratories become the base of modern education practice [3].

3.4 Innovate the evaluation model of open experiment results

Under the background of "Internet +", chemical experiment teachers in colleges and universities must attach importance to information technology, give full play to its resource advantages, explore new ideas of chemical experiment teaching, and improve students' practical operation ability by carrying out experimental project activities. In the teaching activities, teachers should not only pay attention to the learning process of students, but also pay attention to the innovation of the evaluation model, combine with the learning status of students to optimize the content, so as to improve the experimental literacy of students. For example: using multimedia technology to monitor students' experimental operation process in real time, and make detailed records, evaluate the experimental process, point out the deficiencies of students in the experimental operation, and put forward suggestions for improvement. Teachers can know their own achievements in the experimental management platform, obtain the evaluation results, and the teachers will give feedback on their comments and scores, so as to carry out experimental teaching in an orderly way.

4. CONCLUSION

As can be seen from the above, under the background of "Internet +", colleges and universities must attach importance to the reform of chemical experiment teaching, promote the orderly development of chemical experiment courses by constructing a perfect teaching system, improve the experimental teaching content by using the resource advantages of Internet technology, and build an advanced experimental platform. Chemistry teachers must first clarify the training objectives of chemical experiment talents, and then carry out the Internet thinking into the whole teaching process, encourage students to participate in a variety of experimental activities after class, combine theory and practice, so as to apply what they learn and lay a good foundation for the all-round development of students.

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The Practice of Integrating Ethnic Minority Music Culture into College Music Major Classroom

Chao Xie
Philippine Christian University, Manila, Philippines

Abstract: In the course of human development, the character is the beginning of the nation into civilization, music is the embodiment of the germination of ideas, in ancient times, the Chinese people with music and spirit communication, with music culture, with music to show the charm. With the rise of the Industrial Revolution, the relations of production changed and the social structure began to change, but music is still a form of thought expression in human society and a part of people's spiritual world. In China's music system, there are many types of music, the main forms are elegant music, folk music and minority music, minority music has distinct national characteristics, inject vitality into Chinese music. the music of Tujia is typical music of ethnic minority culture, the Tujia people mainly lives in the southwest of our country. the Tujia people are passionate and good at singing and dancing. In the Tujia traditional festival. the Tujia people will sing to express happiness and dance to express excitement. the music of Tujia people is also bold and cheerful. Since the beginning of the reform and opening-up era, the connection between China and the countries in the world began to increase, foreign music began to become popular in China, and became the main melody of the society, bringing a huge blow to minority music culture. In the new era, traditional culture has become popular again, ethnic minority music has come into people's attention again, and ethnic minority music has begun to appear in the classes of college music majors, which has laid a foundation for carrying forward ethnic minority culture and promoting the development of ethnic minorities.

Keywords: Tujia music; Music culture; Colleges and universities

1. INTRODUCTION

Economic base and superstructure are mutually successful relationship, superstructure and ideological culture are mutually dependent relationship, ideological culture is the premise of music culture. In today's society, warm clothes and adequate food can no longer meet people's living needs. People begin to yearn for a bigger world and a higher life. Music began to become an indispensable part of people's spiritual life. In the world of music, classical music is elegant, popular music is fashionable, folk music is brisk, and minority music is simple and enthusiastic. In our country, each minority has its own national music, some of the music warm, sad, some relaxed, all telling the minority stories and demonstrating the minority cultural characteristics. Tujia is one kind of ethnic minority of our country. Tujia's music is the concentrated version of ethnic minority music, which can become a breakthrough point for people to understand minority music. There are five forms of Tujia people's music, namely folk songs, children's songs, labor songs, haocao Luogu and folk songs. These songs harbor the feelings of Tujia people, describe their history and present their characteristics. In recent years, the state has begun to strengthen the protection of the intangible cultural heritage, the minority music is an important part of the intangible cultural heritage, is the focus of the protection object. At present, ethnic minority music in college classes has shed its mysterious veil and begun to come into people's sight and occupy people's mind with its unique cultural connotation. In the process of setting up minority music courses in colleges and universities, students can intuitively feel minority music, strengthen the contrast between minority music and other music, improve the dissemination of minority music, and expand the audience of minority music culture.

2. METHODS OF INTEGRATING ETHNIC MINORITY MUSIC CULTURE INTO COLLEGE MUSIC COURSES

2.1 Show the charm of ethnic minority music culture

Ethnic minority music is music with national characteristics, while folk music and elegant music are music full of Confucian culture. the cultural connotations of the two are completely different. In the process of teaching, teachers should not copy the teaching methods of elegant music and folk music, but need to explore special education models. In the process of teaching, teachers should show the culture of ethnic minorities to students, so that students can feel, understand and experience the characteristics of music on the basis of culture. For example, when teaching the music culture of the Tujia people, teachers should popularize the basic knowledge of the Tujia people to the students. the Tujia people mainly live in western Hunan and western Hubei in China. Their ancestors mainly lived near Mount Wuyi. Therefore, the Tujia people are also called Wuling Barbarians. the Tujia people have a long history, open folk customs and numerous customs. In the Tujia people, the bride needs to start crying in the first half month of the wedding period, indicating the bride's fear and reluctance to leave her family. the bride's family will cry with the bride, indicating the family's love and reluctance to the bride.

In the process of explanation, the teacher showed the charm of Tujia culture, and the students got to know the culture and characteristics of Tujia people, which can deepen their understanding of Tujia music culture and create their love for it.

2.2 Stimulate students' innermost feelings

Music is a tool to carry people's feelings and a carrier to express their feelings. For example, in music, people often use cheerful melodies to express joy and low melodies to express sadness. Through the melody of music, people can experience the emotions of the composer, resonate with the composer, deepen the understanding of the song, and generate love for the song. For example, when teaching the music culture of the Tujia people, the teacher can play the slow rhythm of the "cry for marriage" song. the melody of the "cry for marriage" song is relatively low and obvious crying can be heard, creating a sad atmosphere, which can stimulate the feelings of students for their relatives, make students have soul resonance with the song, and realize the family affection carried by the song. Family affection is a part of people's feelings. Family affection, regardless of national boundaries, race and nationality, is a common feeling of people and a breakthrough for students to experience music with emotion.

2.3 Developing musical and cultural activities of ethnic minorities

For people of all ethnic groups, ethnic culture is part of their daily life. It flows in their blood and is reflected in their words and actions. However, for people of other ethnic groups, the culture of other ethnic groups is the picture on TV, the voice on the radio, the color in the picture, the bright new things in front of their eyes, and the temporary objects. Under such circumstances, people of other ethnic groups cannot deeply experience the culture of other ethnic groups, teachers and students cannot effectively communicate, the classroom atmosphere is relatively low, unable to stimulate students' interest in learning, unable to deepen students' impression on the music culture of ethnic minorities, which goes against the original intention of teaching. Therefore, in the teaching process, teachers should abandon the esoteric theoretical knowledge, actively hold minority music cultural activities, increase the time of minority music in people's life, so that people gradually get familiar with the minority culture. For example, in the teaching process, teachers can let students learn to sing the Tujia children's song "Big Moon, Little Moon". the melody flow of this children's song is catchy, and students can feel the multi-layer appearance of grace notes such as Boeing and glissando, as well as relatively free rhythm, so that students can gradually get familiar with the Tujia culture in the atmosphere of Tujia culture. Experience the difference between Tujia culture and the national culture, feel the melody of Tujia children's songs.

3. CONCLUSION

In modern society, the inner volume is a common thing, the inner volume consumes people's spiritual power, reduces people's spiritual vitality, people's spiritual world began barren, emotional indifference, music can reduce the negative impact of the inner volume, change people's mental state, fill people's spiritual world, wake up people's feelings, let people back to youth. Ethnic minority music culture with distinct national characteristics, can pull people into the spiritual world of ethnic minorities, bring fresh feelings to people, bring vitality to people's life. In recent years, China has begun to pay attention to people's mental state, concerned about people's cultural literacy, vigorously develop the traditional culture of the Chinese nation, carry forward the characteristics of minority culture, compared with the minority language, minority music has a higher adaptability, people can feel the melody and feelings of minority music without obstacles. In the teaching process, teachers should improve students' interest in learning, stimulate their innermost feelings, popularize the music culture of ethnic minorities, and improve students' awareness of protecting the music culture of ethnic minorities.

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On the Cognition of Infant Family Aesthetic Education

Xiaohui Xie
School Of Education and Psychological Science, Sichuan University of Science and Engineering, Zigong, Sichuan, China

Abstract: Aesthetic ability is an important ability to promote the all-round development of children, and has great significance for the sound of children's personality. However, there are still many problems in the current family aesthetic education activities, such as parents' deviation in the orientation of art education, the subordination of aesthetic education to moral education, the single form of aesthetic education and the limitations of parents' interests and hobbies. In this regard, the family can take measures to solve the problems in family aesthetic education and promote the development of children's aesthetic ability by giving full play to the aesthetic function of aesthetic education, establishing the correct aesthetic education purpose, enriching the form of family aesthetic education and building the interactive platform of children's aesthetic education home.

Keywords: Early childhood education; Family aesthetic education

1. INTRODUCTION

Family aesthetic education refers to the educational activities carried out by family members under the guidance of certain aesthetic theories, taking aesthetic education as the educational content, with the purpose of setting up correct aesthetic ideal, cultivating aesthetic ability, shaping perfect personality and promoting comprehensive and free development. With the acceleration of educational modernization, aesthetic education has been praised for its unique modernity. Family aesthetic education is an educational idea that runs through people's life, and an educational art or educational method that embodies and permeates all family educational activities. Parents through all aspects of family life, with all kinds of beautiful things to influence the children, guide them to form the right aesthetic consciousness, can appreciate the beauty, have the requirements and ability to create beauty.

2. THE COGNITION OF AESTHETIC EDUCATION

The earliest concept of "aesthetic education" was put forward by Schiller, a German aesthetician, after Baumgarten established the discipline system of "aesthetics" in the 1850s. Since the concept of "aesthetic education" was introduced into China in the early 20th century, aesthetic education has been combined with traditional Chinese educational thoughts. It has formed the connotation of aesthetic education with Chinese characteristics. CAI Yuanpei and other early advocates of aesthetic education in China borrowed from western aesthetic concepts, combined with the concept of aesthetics in traditional Chinese thoughts, and gave a Chinese definition of aesthetic education. the most influential word is "aesthetic education". With the change of social scholars' cognition, some scholars have developed the connotation of aesthetic education into "education for cultivating aesthetic ability", and gradually introduced it into the category of "lifelong education". Over the years, the connotation of the concept of aesthetic education has changed. the cognition of Chinese scholars has combined aesthetics with educational concepts, combined with specific artistic practices and educational practices, and then turned to the interdisciplinary comprehensive "education" goal of combining humanities, natural sciences and pedagogy on the basis of art.

3. THE COGNITION OF CHILDREN'S FAMILY AESTHETIC EDUCATION

Aesthetic ability refers to the ability of individuals to appreciate and create beauty. Family aesthetic education, school aesthetic education and social aesthetic education are three aspects of aesthetic education. Among them, the family is the initial place for children to receive aesthetic education. Carrying out aesthetic education in the family can keep children in a stable mood and happy mood, which is conducive to the all-round development of children. Family is not only the cradle of aesthetic education, but also a long-term "aesthetic education school", its environment, atmosphere, mood and various activities always silently but quite effectively influence, edify children's hobbies, character, conduct.

3.1 Children's family aesthetic education has the characteristics of flexibility and sensitivity

The famous educator and psychologist Zankov once said, "Beauty should be visible. It is here, all around us. But one can either ignore it or absorb it and feel it, and in that case beauty becomes one of the inexhaustible sources of spiritual richness. " There are various forms of beauty, so the aesthetic education is flexible, can be before and after meals, walking and chatting, fun and play........ the flexibility of family aesthetic education is reflected in our daily life. For example, when we get up in the morning, we can discuss the beauty of color matching. At the dinner table, we can discuss the health benefits of a balanced diet. There's a beauty in talking about sports.

Compared with school aesthetic education, family aesthetic education is more sensitive. In the school environment, with teachers and classmates, children's

words and deeds will be more or less restrained because of discipline, peer comparison and other situations, it is not easy to fully express. However, in the family, children are very relaxed in front of their parents. There is no discipline constraint or peer attention, and children's words and deeds will be freely expressed. It is easier for parents to find problems in time and conduct targeted guidance and education.

3.2 Children's family aesthetic education has the characteristics of diversity and image

Children's words and deeds are basically learned by imitation. In the family, the central environment of children's early life, the influence of parents' words and deeds is extremely profound in the eyes of children. In early childhood, children like to silently observe and imitate their parents. Although sometimes the imitation is not immediately reproduced, they have a vivid image of their observation engraved in their mind, which will be reproduced under certain circumstances. Makarenko once warned parents: "Do not think that education is only when you talk to the child and teach him. In every moment of life, even when you are not present, you are teaching the child. How you dress, how you talk to others, how you talk about others, how you laugh or worry, how you treat friend or foe, how you laugh, how you read the newspaper, all these are important to children. "

Children's imitation, is the nature, is learning, is also creation. Parents are the first models of a child's life, the closest physically and psychologically. Therefore, every word and action of parents has a huge impact. Mother, is the most sensitive, is also the most concerned about the change of the child, any small changes in the child can not escape the mother's eyes. Therefore, the mother's education is also the most timely. When the children find the United States timely guidance, in the exploration of the United States timely transmission of ideas, and timely correct and encourage the children's exploration and research, timely affirmation of results, praise the advantages, so that the children see hope.

3.3 Children's family aesthetic education has the characteristics of long-term

Society and family are constantly shaping people's character, and the constant change of social environment and family environment naturally determines the long-term and repeated family aesthetic education. A child has received a good aesthetic education in infancy, but if this kind of education cannot be continued after going to school, the previous achievements will be wasted. Children have an interesting nature. They are both good at remembering and forgetting. Therefore, their education should be repeated. Children's understanding will change, to allow them to change, and through repeated changes to gain understanding, is more profound, even unforgettable. Family aesthetic education, more continuity than school. Because parents have been educating their children from an early age, it is easier to detect subtle changes in the development of children. This provides the best conditions for repeated education and deepening education.

4. CONCLUSION

Family aesthetic education is of great significance. It can not only educate children with the love of beauty into people who truly understand beauty and have a good soul, but also play a great role in children's ideological and moral growth and intellectual development.

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Vocational English Teaching Practice Based on Multimodal Theory

Miaomiao Xin
Zibo Vocational Institute, Zibo, Shandong, China

Abstract: Higher vocational colleges are an important place for social construction and development to transport vocational skills talents, and in the process of training talents, higher vocational colleges should make reasonable improvement on the traditional teaching methods, so that it can meet the actual needs of the current talent training, education and teaching development. When teaching English to students, vocational teachers can effectively infiltrate the multi-modal theory into English teaching, which can improve the effect of English teaching to a large extent, carry out scientific integration of various forms of teaching resources, combine specific teaching content, formulate reasonable English teaching programs, and further improve the effectiveness of teaching.

Keywords: Multimodal theory; Vocational English; Teaching practice

1. INTRODUCTION

When applying multimodal theory in teaching, English teachers in vocational colleges should pay attention to its practicability and integrate it with specific professional knowledge, so as to realize practical teaching for students, help them master English knowledge and improve their practical application ability of English knowledge. Therefore, vocational English teachers should have a correct and comprehensive understanding of the multimodal theory, master its main content and core, and adopt appropriate methods to carry out effective multimodal English teaching for students according to the actual content knowledge of English teaching, so as to improve the quality of English teaching.

2. ANALYSIS OF THE CURRENT SITUATION OF ENGLISH TEACHING IN HIGHER VOCATIONAL COLLEGES

2.1 The compilation of teaching materials has a lag

During English teaching in some higher vocational colleges, the textbook has been used for more than 10 years. Although the publishing house has continuously revised the textbook in these years, many contents have not been updated. There is no connection between these contents and the current new English knowledge, and it is difficult to meet the actual learning needs of higher vocational students at the present stage. This will have a bad effect on actual English teaching. In addition, due to the relative comparison of the contents of English textbooks, there will be certain restrictions on the relevant supporting learning resources of the textbooks. In the era of information, these English teaching resources will have adverse effects on the improvement

of teaching methods and models, and also hinder students' interest in English learning, which is difficult to meet the actual needs of multimodal English teaching. Ultimately, it will threaten the development of English teaching in higher vocational colleges [1].

2.2 Teaching ideas need to be updated

As a matter of fact, many higher vocational colleges and universities in our country have carried out some reforms in English curriculum, but the teaching ideology of some schools and teachers is still more traditional, which will affect the actual effect of English teaching. At the present stage, China will carry out corresponding testing activities for the comprehensive English ability of higher vocational college students, such as CET-4 test, etc. Therefore, in the actual English teaching, teachers usually carry out teaching around the English passing test. In the process of explaining knowledge, teachers usually use the traditional teaching method or the "cramming" teaching mode. Although this can help students pass the exam, but it is difficult to improve students' interest in English knowledge. Moreover, some English teachers in higher vocational colleges attach too much importance to theoretical teaching and lack practical teaching. English itself is a language subject with high practicality. If students want to better master English knowledge, they should lead students to combine theory with practice.

3. VOCATIONAL ENGLISH TEACHING PRACTICE BASED ON MULTI-MODAL THEORY

3.1 Reasonable multi-mode teaching design

Vocational teachers need to do a good job in teaching design before carrying out English teaching. In this work, multi-modal teaching model can be introduced into it, so as to involve the appropriate English teaching process, so that students can master the corresponding English knowledge through different links of learning. When designing English teaching content, teachers can select appropriate teaching modes based on the actual content to improve students' learning interest and meet their actual learning needs [2]. For example, in the teaching unit of Job Apply, before English teaching, teachers can use the information teaching platform to present the names, responsibilities, recruitment requirements and other information of different jobs in a foreign company in the form of documents. At the same time, a human resources interview video of a company can be captured and integrated into the courseware video for students to observe and learn; Finally, the corresponding test questions should be prepared to test the students' pre-class preparation. In

specific teaching, teachers can also set up interview situations, and students can choose their favorite roles, carry out recruitment and application activities, complete group tasks, and implement the recruitment work of the company. In this process, teachers can provide students with some help and exercise their English application ability. This multi-mode teaching design can not only increase the interest of the teaching process, but also enable students to realize more jobs, establish the correct concept of job hunting, and improve their English level.

3.2 Effectively teaching students according to their aptitude

In order to achieve effective multi-modal teaching in English teaching, vocational teachers should focus on students and improve the previous teaching mode. At the same time, they should pay close attention to students at different learning levels and reasonably adjust the classroom teaching plan and progress according to the actual learning situation, so that students can learn English in the multi-modal teaching process. Find a learning style that works for you. For example, when explaining English knowledge such as words and sentence patterns in the unit of Job Apply, teachers can summarize and scientifically classify the words that frequently appear in the unit before class, so as to make appropriate mind maps for students with weak learning foundation to memorize words by mind maps. Make it easier for them to remember. For students with high English learning level, teachers can collect some information about recruitment of foreign companies through the Internet to help them expand their English vocabulary, so that they can master more practical English words.

3.3 The whole multi-modal teaching resources of science

When teaching English to students, teachers should also make full use of modern information equipment, comprehensively integrate various forms of teaching resources, and apply them to English teaching reasonably, so as to create a pleasant learning environment, improve the interest of teaching, and encourage students to keep active and learn English knowledge. For example, when teaching students the knowledge of listening and speaking in the unit of Job Apply, vocational teachers can upload post explanation videos about a certain company on the online learning platform to help students understand more positions and specific requirements of different positions. In class, they can group students into groups and ask different groups to prepare names of different occupations. And give a detailed description of each job and put it into a small box. Each group selects one member to extract the occupation name from the box, and other members to describe it. Only the more accurate, detailed and close the description can win. In this way, students' ability to organize and express English can be exercised to promote their development [3].

4. CONCLUSION

There are many problems in English teaching in higher vocational colleges. If we want to improve the current situation of English teaching, we should introduce more advanced teaching theories and teaching methods, so as to improve the interest and attractiveness of teaching and encourage students to actively learn relevant English knowledge. Reasonable application of multimodal theory can achieve the above purpose. However, in practical application, it is necessary to fully consider the specific learning situation and formulate a perfect teaching plan to ensure the effect of multimodal English teaching.

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Research And Inheritance of Economic Thought in Qi Historical Idioms

Zhe Xu
Organization And Personnel Division, Zibo Vocational Institute, Zibo, Shandong, China

Abstract: This paper focuses on the economic thoughts contained in the historical idioms of the state of Qi, focusing on the thoughts and stories of Jiang Ziya, Guan Zhong, Sun Wu, Sun Bin, Yan Ying, and Tian Wen. It expounds the origin of the idioms of the state of Qi and the economic thoughts reflected, and studies their contemporary application value, in order to guide China's action and practice with Xi Jinping's new socialist economic thought with Chinese characteristics, we should better build socialism with Chinese characteristics and make due contributions to China's dream of achieving the great rejuvenation of China.
Keywords: Historical idioms; Economic thought; The state of Qi

1 INTRODUCTION

Since 2012, China has attached great importance to the inheritance and development of Chinese excellent traditional culture, put the cultural industry at the height of national strategy, and innovated and developed excellent traditional culture from the perspective of promoting the modernization process of the Chinese nation.

It is still of positive practical significance for contemporary people to study the economic thoughts contained in Qi idiom stories. It can not only deepen our understanding and love of Qi culture, inherit and carry forward Qi culture; It can enrich and increase our knowledge of economics, use its essence, and apply economics in our daily life.

2. ECONOMICS REFLECTED BY HISTORICAL IDIOMS OF QI

2.1 Idioms and economic thoughts related to Jiang Ziya: spilled water cannot be gathered up

Jiang Ziya was a statesman and militarist in the late Shang Dynasty and early Zhou Dynasty. When Jiang Ziya was in the state of Qi, he practiced politics, followed its customs, simplified etiquette, opened up the industry and commerce, and developed the advantages of fishery and salt industry. When Jiang Ziya was young, because he was dissatisfied with the cruelty of King Zhou of Shang Dynasty, he resigned from his official post and engaged in farming life. His family was becoming poorer and poorer. His wife felt that Jiang Ziya could not support herself, so she asked to leave. Jiang Ziya repeatedly advised him that he would be rich and prosperous one day, but his wife did not believe it and considered him a liar. Later, Jiang Ziya lived by the Wei shui River and fished with a straight hook without bait every day, which was found and reused by King Wen of Zhou. After destroying the Shang Dynasty,

Jiang Ziya was enfeoffed to the state of Qi. At this time, his wife, who has been separated for many years, wants to return to Jiang Ziya. Jiang Ziya splashes a basin of water on the ground, and the relationship between them is as hard to recover as the water splashed out. the story reflects sunk costs in economics. Opportunity cost refers to the opportunity for an enterprise to give up another business activity in order to engage in one business activity. Sunk cost is the cost that has been spent and cannot be recovered. In Jiang Ziya's mind, the relationship between him and his wife is a sunk cost, because his wife's previous unfeeling, now his wife is working hard, their relationship can not go back to the past. In reality, we often encounter this kind of situation, such as eating buffet. Even if we are full, we also try our best to eat. We want to get back the capital, but the final result is that we eat too much and hurt our stomach.

2.2 Idioms and economic thoughts related to Guan Zhong: the power of weight

Guan Zhong was a good prime minister in the period of Duke Huan of Qi. Guan Zhong applied these economic management ideas to Qi's domestic economic management activities and foreign trade practice, including the economic war with the vassal states. For this reason, Guan Zhong is also respected as the originator of Chinese economists. Because Guan Zhong was proficient in the changes of light and heavy, which made Qi rich and strong, later generations continued to explore the theory of light and heavy according to Guan Zhong's words and deeds, relevant archives and the needs of reality, and formed various chapters of Guan Zi · light and heavy in the Warring States Period. Weight means that the state regulates and controls the macro-economy of the whole society through the control of commodity circulation and the relationship between supply and demand. In Guan Zhong's view, if we want to ensure economic development and social stability, we must control commodity prices within a reasonable range of fluctuations. Therefore, the state should not let go. We should seize the price fluctuations and supply-demand relationship of grain, salt and other industries related to the country's lifeline, so as to ensure the steady development of the national economy. This idea reflects the adjustment mechanism in economics, such as the current minimum purchase price policy and the National Grain Reserve policy. When the social consumption is insufficient and the market materials are scarce, the government can expand the supply by selling the reserved goods to stabilize the price rise; When the society is abundant in daily use and surplus grain, the government can buy a large amount of surplus grain and

raise the grain price to prevent the low grain price from harming the interests of farmers.

2.3 Idioms and economic thoughts related to Sun Wu: gained buzz as a turnaround story

Sun Wu was a famous strategist in the spring and Autumn period. the most typical battle he commanded was the battle of Baiju. In the battle, he defeated the army of Chu and almost destroyed Chu. In Sun Tzu's nine places, which records his words and deeds, it is recorded that "when he dies, he will survive; when he is trapped, he will survive. ". In the romance of the Three Kingdoms, Luo Guanzhong of the Ming Dynasty wrote "death and posterity". It means that only when the army is assigned to a situation where there is no way out and only the soldiers die in battle, will they forget life and death, fight bravely and win. This reflects the idea of venture capital in economics. For enterprises, they must first invest a certain cost in production and operation activities. After all, there is no good thing that can be gained without effort. However, investment is risky. Although a certain cost is invested, it does not necessarily lead to income or even loss. Therefore, investment is a necessary but not sufficient condition for return. We can understand that in modern business activities, venture capital means that enterprises should invest their capital in areas with greater risk of failure, such as high-tech areas. Only in this way can they obtain higher capital gains in the future. This behavior is with great risk, once it fails, it may cause unbearable losses to the enterprise.

3. THE CONTEMPORARY INHERITANCE OF THE ECONOMIC THOUGHT OF QI'S HISTORICAL IDIOMS

In the process of the continuous development of education, the education department has also put forward some suggestions to comprehensively improve the quality of personnel training in the education and teaching reform of higher vocational colleges, requiring the educators in Higher Vocational Colleges to strengthen the integration and education of students' excellent traditional Chinese culture, so that they can form good quality while acquiring basic knowledge and professional skills, Promote their understanding of China's excellent traditional culture. However, on the whole, the talent training program of higher vocational colleges does not match with it.

The historical idioms of Qi state are an important part of Qi culture and excellent traditional Chinese culture. Integrating Qi historical idioms containing economic thoughts into the training of financial professionals in higher vocational colleges can not only carry forward the connotation and essence of "Qi business culture", practice the spirit of "dedication" and "integrity" of socialist core values, but also have far-reaching significance for the inheritance of "Qi business culture", and standardize the business and trade behavior of the whole society.

Finance and Economics Majors in higher vocational colleges are skilled talents in business management, which play a guiding role in the development of enterprises in the future, and their training quality is related to the development direction of the whole industrial and commercial enterprises. the integration of Qi's historical idioms, which contain economic thoughts, will give consideration to "knowledge", "ability", "quality" and "quality" in the cultivation of talents. During the period of school, the strong influence of economic thought also helps students to continue to follow the fine tradition of "Qi business culture" after graduation, love their jobs, dedication and honest service.

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On the Application of Question-Based Teaching Method in College History Teaching

Chunhui Zhang, Shaohua Zhou
Taishan University, School of history, Taian, Shandong 271000, China

Abstract: In the modern education work, the university stage is an important link, its main responsibility for cultivating more professional talents for the society, improve the level of social construction and economic development; As one of the important courses in college education, history course has great influence on the comprehensive development of students' quality. Therefore, relevant teachers need to change the traditional teaching concepts and models, conform to the requirements of the new curriculum reform standards, actively introduce advanced teaching methods such as question-based teaching method, enrich teaching resources and content, and improve the interaction level between teachers and students, so as to develop targeted and flexible teaching plans and problems, and improve the level of history classroom teaching. Lay a solid foundation for the overall development of college education. the following mainly analyzes and explores the application of question-based teaching method in history teaching in colleges and universities.

Keywords: Question teaching method; History of colleges and universities; Teaching application

1. THE SPECIFIC OVERVIEW OF QUESTION TEACHING METHOD

1.1 Concept

Generally speaking, the so-called question teaching method mainly refers to that in classroom teaching, teachers need to set a series of teaching questions for students according to the requirements of teaching content and syllabus, combined with students' own knowledge level, so as to encourage students to conduct in-depth analysis and research, or analyze and discuss by various learning groups or groups, so as to find out the most appropriate solution. To improve the overall level of classroom teaching while answering questions; At the same time, teachers need to establish a learning environment where students can freely discuss, express and question according to their needs, fully mobilize students' enthusiasm and initiative in learning, and promote the improvement of classroom teaching level [1].

1.2 Characteristics

When question-based teaching method is applied to classroom teaching, all kinds of problems will run through the whole process of classroom teaching. Teachers can set different levels of questions according to students' knowledge level, absorption and mastery ability, and students can improve their interest in learning and self-confidence by gradually solving the

questions, and stimulate greater desire for knowledge and exploration. At the same time, the main body of teaching is changed from teachers to students, which leads to students' learning interest has a great impact on the level of classroom teaching. Teachers can set a lot of questions to attract students' attention, so that they can develop the ability of independent learning and analytical thinking. In addition, the application of question-based teaching method also has the characteristics of interaction and openness. Teachers and students can improve the level of communication and interaction by setting and answering questions, so as to improve the efficiency and quality of classroom teaching to the greatest extent.

2. THE NECESSITY AND IMPORTANCE OF QUESTION-BASED TEACHING METHOD IN COLLEGE HISTORY TEACHING

2.1 Necessity

2.1.1 Conform to the requirements of the new curriculum education concept

History is one of the important subjects in the teaching process of colleges and universities, which affects the overall development of students' comprehensive quality to a great extent. Therefore, when relevant teachers apply the question-based teaching method to teach, their teaching concepts and modes should conform to the requirements of the new curriculum education concept, and set clear and reasonable teaching objectives in combination with the education department policy and the content requirements of History Curriculum Standards. At the same time, teachers should fully respect the position of students as the subject of teaching, and formulate questions of different levels according to different knowledge levels of students, and ask questions from different angles, so as to fully arouse students' interest in learning, analyzing and solving questions. In case of difficulties in solving problems, teachers can discuss with other students to find out the most appropriate solution. Promote the classroom teaching efficiency.

2.1.2 Improve the convenience of developing students' innovative ability

Innovation occupies an important position in any work, and innovative thinking belongs to the highest level in human thinking activities, which has a great role in promoting the progress and development of human society. Therefore, when applying question-based teaching method to carry out history teaching in colleges and universities, relevant teachers need to collect new teaching resources according to educational objectives and other requirements, break through the restrictions of

traditional teaching concepts and modes, cultivate and improve students' innovative thinking and ability, and ensure that students can abandon the copying thinking and insist on independent thinking in the later learning process. On the other hand, the cultivation of innovative thinking and ability can effectively improve the level of individual development of students, promote students to constantly improve their own learning self-confidence when learning and solving questions, fully feel the fun of learning, and provide convenience and guarantee for further learning in the later period.

2.1.3 Conform to the requirements of modern education theory

Research shows that in everyday learning, learning is caused by problems rather than perceptions; If there are not enough problems in classroom teaching, students can not effectively mobilize the enthusiasm of learning, the learning process has formalization and surface characteristics, students lack enough desire to explore and thirst for knowledge, thus limiting the improvement of classroom teaching level. In order to avoid these problems, relevant teachers make use of the application of question-based teaching method and conform to the requirements of modern education theory to improve and innovate the teaching mode, so as to enhance the level of classroom teaching.

2.2 Importance

2.2.1 Innovate teaching model

In any teaching process, the scientific and reasonable teaching mode occupies an important position; As a major humanities subject, the classroom teaching level of history in colleges and universities has a great influence on students' comprehensive scores, and also has a bad influence on the teaching of other courses. Therefore, relevant teachers can strengthen the application of question-based teaching method, innovate teaching mode, break through the limitations of traditional teaching mode, give full play to the importance of history teaching, and promote the growth and development of students [2].

To train more talents that society needs

2.2.2 As a talent training base for the construction and development of modern society, colleges and universities have a large demand for talents in various fields due to the rapid development of modern society, while the traditional exam-oriented teaching mode cannot meet the needs of various professional talents in modern society; Therefore, relevant teachers should strengthen the application of question-based teaching method, transform and innovate the original teaching mode, combine advanced teaching facilities and rich teaching resources, effectively improve the efficiency of classroom teaching, cultivate more outstanding talents for the society, and greatly improve the development level of history teaching in colleges and universities.

3. APPLICATION PRINCIPLES OF QUESTION-BASED TEACHING METHOD

3.1 The principle of teaching students according to their aptitude

In the process of modern teaching, it is not only the transfer of textbook knowledge to students, but also the processing and conversion of relevant knowledge content, and the inspiration and guidance of students, so that they can acquire new knowledge through the original knowledge and improve their professional knowledge level. Therefore, relevant teachers need to strengthen the observation and understanding of students, according to their daily learning status, learning interests, cognitive structure, and fully understand and master the content of the textbook, so as to set appropriate questions for students to analyze and answer according to their own professional knowledge level, so as to guarantee the teaching efficiency.

3.2 Principle of open inquiry

When teachers set questions in the teaching process, they need to follow the principles of openness and inquiry, and the questions need to be close to social reality and daily life, so that students can think according to their own life experience and answer them in combination with professional knowledge and learning skills. Since the answers to open questions are not unique, teachers need to make reasonable evaluation to ensure that students' answers are reasonable, and then reward students according to their answers and classroom performance, so as to further improve the level of classroom teaching.

3.3 Enlighten and aim at the principle

When the question-based teaching method is applied to the history classroom teaching in colleges and universities, it mainly inspires the thinking of students by setting various kinds of questions, so that students can have questions and carefully think, analyze, answer and express the questions. Besides, the question setting should keep enough novelty to attract students' attention and make them actively participate in the analysis and answer the questions. At the same time, teachers need to set questions based on students' knowledge level and textbook progress, so as to ensure that students can think and explore the problems according to their existing professional knowledge and skills, so as to avoid being at a loss and not knowing where to start.

3.4 Scientific principle

When setting questions, teachers should take teaching objectives and key contents as the core, and follow the scientific principle to encourage students to understand the teaching objectives by answering relevant questions, so as to adjust their own learning methods and improve the efficiency of daily learning. In addition, the materials and pictures provided by teachers to students when setting questions should be authentic and credible, and the sources of these conditions should be provided to students so that students can be familiar with the known conditions and provide sufficient convenience for answering questions.

3.5 Principle of cooperation between teachers and students

Under the influence of the continuous implementation of the new curriculum reform standards, students have become the main body of teaching work, while teachers

are also in the leading position of teaching. When classroom teaching is carried out, teachers and students need to maintain full coordination. For example, in the application of question-based teaching method, teachers need to set relevant questions, and students can make supplements while analyzing and answering them. So as to play its main role in teaching; In daily teaching and life, teachers need to fully communicate with students and share their opinions and thoughts, which is convenient for the adjustment of teaching content and plan in the later teaching, but also can effectively improve the emotion between teachers and students, and promote the healthy development of classroom teaching.

4. STRATEGIES AND MEASURES TO STRENGTHEN THE APPLICATION OF QUESTION-BASED TEACHING METHOD IN COLLEGE HISTORY TEACHING

4.1 Cultivate teachers' awareness of innovation

Through the investigation of a large number of educational work in colleges and universities, it is found that the teaching of history course occupies an important part of humanistic education in colleges and universities, and has a great impact on the growth of students and the development of college education. Therefore, when applying question-based teaching method in history teaching in colleges and universities, relevant teachers need to transform and innovate traditional teaching concepts and models, clarify the importance of history teaching, and improve their understanding of question-based teaching method. College leaders need to cooperate with education departments, actively organize education training activities, and enhance teachers' awareness of innovation; When some teachers perform well in their work, they need to be rewarded to stimulate their enthusiasm for work, so as to improve the level of classroom teaching [3].

4.2 Exercise students' independent learning ability

In general, the teaching of history is complicated and cannot be completed effectively by classroom teaching time alone. As students are the main link of modern education work, in order to improve the efficiency of classroom teaching, relevant teachers can make use of the application of question-based teaching method, set questions in combination with teaching content, and actively guide students to give full play to the status and role of students as teaching subjects, so as to cultivate students' autonomous learning ability and reduce their dependence on teachers. Provide guarantee for further study and development in the later stage.

4.3 Strengthen the establishment of history teaching framework

When history teaching in colleges and universities is carried out, the designed system contains many contents, such as Chinese history, world history and knowledge content of corresponding periods, etc. It is far from enough to rely on classroom teaching time. Relevant teachers need to cooperate with the leaders of colleges and universities, adjust the teaching model, establish a scientific history teaching framework, and combine

representative teaching problems to provide convenience for students' learning [4].

4.4 Strengthen students' ability to discuss and solve problems

Compared with the study in middle school and high school, college students do not need to accumulate a large amount of knowledge as the goal of learning, they need to exercise their ability to discover and solve problems, which is convenient for later in-depth learning of historical knowledge content. Relevant teachers need to adjust and innovate the teaching mode to provide appropriate channels and platforms for students to analyze, discuss and solve problems. Teachers can select or set learning problems, and students can think independently or discuss and communicate with other students. While enhancing students' sense of participation, the active classroom teaching atmosphere can be guaranteed and the efficiency of teaching and learning can be improved. Avoid heavy history knowledge to students cause study pressure.

4.5 Strengthen the cultivation of students' correct view of history

On the other hand, teachers need to help students establish a correct view of history; When question-based teaching method is applied to history teaching in colleges and universities, students need to collect relevant historical materials according to the conditions and requirements of the problems, carefully comb and analyze them, sort out a clear clue to form their own opinions, and teachers need to urge all students to form the consciousness of speaking according to historical materials and deciding their opinions. At the same time, due to the complex knowledge of history, students need to have sufficient endurance and care. When learning and answering questions, they can carefully search for a large number of historical materials, and develop a practical habit and a good attitude in this process, which will lay a good foundation for later study and life.

4.6 Urge students to develop good study habits

In addition, in order to strengthen the application of question-based teaching method in college history teaching, relevant teachers also need to urge students to develop healthy and good learning habits. In daily teaching, relevant teachers need to break through the restrictions of traditional teaching concepts and modes, fully respect the principal position of students in the teaching process, and strengthen the observation and understanding of students. Comprehensively grasp the learning situation and interest of each student, and find the defects and deficiencies in students' learning, and then give scientific guidance and help, so that they can correct the original wrong problems, develop good learning habits, improve their own learning level, and promote the healthy development of history teaching in colleges and universities.

5. POINTS FOR ATTENTION IN THE APPLICATION OF QUESTION-BASED TEACHING METHOD IN HISTORY TEACHING IN COLLEGES AND UNIVERSITIES

5.1 Set questions according to students' knowledge level
In the current period, when applying question-based teaching method to carry out history teaching in colleges and universities, relevant teachers should first pay attention to taking students' own knowledge level and existing knowledge structure into full consideration when setting questions, and ensure that the difficulty and complexity of setting questions are in the same order as students' thinking development, from shallow to deep, from easy to difficult, so as to cultivate students' interest and confidence in learning.

5.2 Teachers give play to their guiding role
Under the influence of the continuous implementation of the new curriculum reform standards, the main body of classroom teaching has changed from teachers to students. In daily teaching, teachers need to provide guidance and help, and put forward suggestions. However, when the opinions and ideas put forward by students are special or have mistakes, teachers need to encourage and point out the mistakes, so as to avoid weakening the enthusiasm of students in learning and thus affecting the in-depth learning and development in the later period [5].

6. CONCLUSION
To sum up, when question-based teaching method is applied in history teaching in colleges and universities, relevant teachers should first improve their understanding of and attention to this method, cultivate their own awareness of innovation and problems, and clarify the importance of question-based teaching method in history classroom teaching. At the same time, it is necessary to follow the new curriculum reform standards and the policy requirements of education reform, change the dominant position of classroom teaching to students, provide scientific guidance to students, so that they can develop independent learning ability and good learning habits, ensure the smooth progress of in-depth learning and development in the later period, so as to promote the progress and development of students themselves and the overall history teaching in colleges and universities.

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On the Value of Integrating Labor Education into Ideological and Political Education of College Students in Higher Vocational Colleges

Yangyang Zhang
Zibo Vocational Institute, Zibo, Shandong, China

Abstract: Higher vocational colleges can effectively train social applied talents in our country. Under the environment of our country's constant development and progress, our country attaches more and more importance to the applied talents, applied talents can promote the development and progress of our society to a certain extent. Contemporary applied talents need to enhance their labor consciousness on the basis of professional ability. Higher vocational colleges should strengthen the concept of labor education to college students, and integrate the concept of labor education into the ideological rectification education of college students, and conduct in-depth exploration and analysis of both. Therefore, this paper briefly expounds the problems existing in the integration of vocational college labor education in the ideological and political education of college students, and puts forward targeted solutions according to these problems, to promote the better integration of vocational college labor education in the ideological and political education of college students.

Keywords: Higher vocational colleges; Labor education; Ideological and political education; countermeasure

1. INTRODUCTION

Due to the continuous development of our education cause, higher vocational colleges also embrace new opportunities for development. Under the background of new curriculum reform, higher vocational colleges pay more attention to ideological and political education of college students, but lack a sound mode of cultivating labor education. As teachers in higher vocational colleges, they rarely lead college students to carry out labor practice activities. However, labor education plays a certain role in promoting ideological and political education. Therefore, higher vocational colleges should reform and optimize the teaching mode according to the comprehensive quality education of college students, so as to promote the comprehensive development of college students.

2. THE PROBLEMS EXISTING IN THE INTEGRATION OF LABOR EDUCATION INTO IDEOLOGICAL AND POLITICAL EDUCATION IN HIGHER VOCATIONAL COLLEGES

2.1 Poor coordination between labor education and ideology and politics

Although vocational colleges organize labor education practices for college students, they do not integrate labor education into the process of ideological and political education, which greatly reduces the achievements of labor education for college students. Through the analysis of the actual teaching situation, we can find that if we want to realize the moral spirit in ideological and political education, in the process of ideological and political education, joining labor education is a favorable way, but also the most basic technique. When carrying out labor education practice activities in higher vocational colleges, the organizers are usually class teachers and students' office, etc. For ideological and political teachers, they do not realize the importance of labor education and do not participate in labor education practice activities. This phenomenon greatly affects the results of labor education practice. And in ideological reform education, there is no integration of labor education, will also have adverse effects on the effectiveness of ideological reform education. Therefore, only on the basis of ideological and political education can higher vocational colleges set up reasonable school-based labor textbooks to effectively improve the role and results of labor education [1].

2.2 The exploitation of labor resources in ideological education is not deep

With the continuous advancement of the education cause of our country, the integration of higher vocational labor education into the ideological and political education of college students is an inevitable form of development. However, in the past process of college students' labor education, higher vocational colleges lack of consciousness of attention and neglect of labor education for a long time, resulting in the process of formulating labor education programs, Lack of resources and data reference basis, it is difficult to develop a reasonable labor education program. And in the process of carrying out labor education to college students, the general use of labor education model, there is no advanced innovative education concept. This phenomenon leads to the lack of effective labor education curriculum and practice content, thus hindering college students to understand and attach importance to labor education.

2.3 Single form of labor education in ideological education

At present, some higher vocational colleges have integrated labor education into the ideological rectification education of college students, but in the process of carrying out ideological and political education for college students in higher vocational colleges, the mode of labor education is relatively simple, most teachers pay attention to the teaching of theoretical knowledge of labor education, the most important and effective form of labor education should be practical education activities. In the process of labor practice education activities, it is natural to reflect labor theory education. Therefore, higher vocational colleges should pay more attention to labor practice education activities of college students and carry out diversified design programs for labor practice activities.

3. VOCATIONAL COLLEGE LABOR EDUCATION INTO THE IDEOLOGICAL AND POLITICAL EDUCATION OF COLLEGE STUDENTS STRATEGY

3.1 Construct school-based teaching materials and promote the cooperation between ideological remediation education and labor education

The construction of school-based teaching materials in higher vocational colleges can promote the better integration of ideological and political education and labor education. In this regard, higher vocational colleges should design effective labor education courses according to the actual situation of college students, and integrate labor education courses scientifically into the ideological and political education of college students, and ideological and political teachers carry out reasonable teaching. the practical nature of labor education courses is relatively strong, while the theoretical nature of ideological and political courses is relatively strong. Therefore, the integration of labor education in ideological and political education can precisely give ideological and political theory courses a base point [2].

For example, when carrying out ideological and political education to college students, their understanding of ideological and political education only stays in the theoretical aspect, and it is difficult to standardize their own behavior with ideological and political education in real life. Therefore, advanced ideological content should be added in the construction of school-based teaching materials. For ideological and political teachers in higher vocational colleges, labor education training should also be strengthened to promote ideological and political teachers to fully grasp labor education skills.

3.2 Dig deep into labor resources and build a content system of labor education

Vocational colleges should dig deep and understand the resources related to labor education so as to bring effective labor education courses to college students.

For example, the mining of labor model resources. Labor model resources can directly strike the deep heart of college students, so that college students in the process of moving, pay tribute to the labor model, and like the labor model. However, it should be noted that in the process of selecting labor models, they should be selected according to the actual life situation, and choose labor models that college students can understand and can stimulate their emotional resonance. Teachers can also participate in the practice of exploring teaching resources independently, and find out labor models suitable for real life among the masses, such as sanitation workers and bus drivers, so as to build and improve the unit labor education system for college students.

3.3 Attach importance to the "presence" of labor and build a labor education implementation system

The "presence" of labor is an essential basic condition for the implementation of labor education. the so-called "presence" is to let college students really participate in the practice of labor, rather than stay in the form. In this regard, teachers should constantly innovate labor education models to enhance college students' enthusiasm for labor activities [3].

For example, vocational colleges can design monthly labor day activities, choose a fixed day each month to clean the school, or carry out voluntary maintenance of the broken facilities. In addition, colleges and universities can also set up work-study programs, so that college students can earn living expenses through labor. Only when college students have full labor experience, can they enhance their labor consciousness and realize their own value in labor.

4. CONCLUSION

In general, the integration of labor education in higher vocational colleges into the ideological and political education of college students can better promote higher vocational colleges to achieve high quality teaching level. Vocational colleges can provide college students with a variety of labor practice education activities, so that college students through practical activities to strengthen their own labor experience, so as to have good labor skills, so that vocational college students in the process of labor education and ideological and political education integration, constantly improve their own comprehensive quality development.

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Ai Paradigm in the Era of Big Data

Baoqiang Zheng
Zibo Vocational Institute, Zibo, Shandong, China

Abstract: Under the influence of the continuous improvement of modern science and technology, computer, network information and other technologies are widely and deeply applied in the process of operation and development of all walks of life, driving the arrival and development of the era of big data; As one of the modern advanced technologies, artificial intelligence has formed certain paradigms in the development process under the influence of big data era and technology, such as perception, data, human brain science and cognition. Relevant departments need to organize technical personnel to carry out in-depth research and innovation, so as to promote artificial intelligence technology to be more fully and deeply applied in people's production and life. To facilitate and promote the overall development of society. the following is mainly to analyze and explore the artificial intelligence paradigm in the era of big data.
Keywords: Big data era; Artificial intelligence; Normal form

I. SPECIFIC OVERVIEW OF BIG DATA AND ARTIFICIAL INTELLIGENCE

1.1 Big data

Generally speaking, the so-called big data mainly refers to that under the influence of the continuous improvement of modern science and technology, computer, network information and other technologies are widely used in all walks of life, which provides great convenience for people's production and life, but also produces a large number of data information, which directly reflects the operation and development of relevant industries. Therefore, With the application of big data technology, relevant staff can sort out and classify a large amount of data involved in daily work, dig into the value of such information, and improve the efficiency and quality of later work [1].

1.2 Artificial intelligence

Artificial intelligence technology mainly studies and analyzes human thinking logic and behavior pattern, and integrates it with computer and other advanced technologies to form the so-called artificial intelligence technology, such as robots, image recognition technology, etc. In order to meet the needs of operation and development of all walks of life, relevant enterprise leaders need to organize technical personnel to strengthen the research and innovation of artificial intelligence technology. Further improve the intelligent level of the technology, and then replace the traditional production technology with intelligent technology, save staff workload, improve production efficiency and quality, and promote the improvement of the overall comprehensive benefits and market competitiveness of related enterprises and industries.

2. INFLUENCE AND TRANSFORMATION OF THINKING CAUSED BY BIG DATA

2.1 From accurate to approximate

In the past, due to the limitations of technical level and other aspects, when people search for information, they will find all the relevant information, although it can meet the needs of users, but there are still some deficiencies; With the advent of the era of big data, search engines have been effectively transformed and innovated. When users look for information according to their own needs, the system can provide users with the information they need according to keywords, combined with special algorithms. At the same time, it can also provide some relevant information to provide users with a more scientific and comfortable experience.

2.2 From sampling to full sample

Under the influence of the coming of the era of big data, the operation process of all industries will involve a large amount of data information, resulting in a comprehensive type of data information in the network environment and a large amount. In traditional work, information collection and statistics are mainly sampling, which has low efficiency and cannot guarantee the accuracy of detection work. After the application of big data technology, the whole sheep statistical method can be adopted to conduct full sample statistical processing of the information involved in the work, so as to ensure the accuracy of statistical results.

2.3 From causation to correlation

In addition, in traditional work, the leaders of enterprise units need to carefully consider the causal relationship when formulating a plan, and combine some theoretical concepts to clarify the hidden problems that may occur in the implementation process of the plan. With the development of the era of big data, staff can use big data technology to predict the feasibility of the program, make corresponding charts, and formulate perfect prevention and control plans according to possible problems to ensure the smooth implementation of the program. With the popularity and implementation of this correlation idea in the operation and development of a large number of enterprises, It has laid a good foundation for the development of related industries and society as a whole [2].

3. RESEARCH ON AI PARADIGM IN THE ERA OF BIG DATA

3.1 perception

In the current period, perception plays an extremely important role in the research of artificial intelligence paradigm in the era of big data. the main reason is that traditional artificial intelligence paradigm is relatively

closed due to the limitation of traditional ideas and technical level. Under the influence of the era of big data, a large number of advanced technologies, equipment and facilities are promoted and applied in all walks of life and enterprises. It drives the open and intelligent level of artificial intelligence thinking mode, while closed artificial intelligence thinking can not adapt; In order to solve these problems, technical personnel can develop a consultation mechanism, organize them to carry out R&D innovation, change and innovate their thinking mode, and ensure the improvement of AI paradigm perception.

3.2 Data

As an important link in the operation of modern society, data information is generated and used in the operation process of all walks of life. In the past, when people studied artificial intelligence paradigm, they mainly studied some qualitative data and did not pay attention to the relationship between data, which affected the improvement of research level and accuracy. To this end, designers also need to strengthen the understanding of artificial intelligence technology and paradigm, break through the limitations of traditional thinking patterns, comprehensive integration and analysis of all aspects of information, after careful analysis, integration, processing, the formation of machine automation, scientific integration of the target information, only the results of the analysis of data into professional knowledge, strengthen and improve the convenience of practical work.

3.3 Human brain science

Generally speaking, the so-called human brain science mainly refers to the simulation of human thinking mode with the help of artificial intelligence technology, and the development of advanced calculation with the procedural characteristics of artificial intelligence technology, so as to improve the intelligence and personification level of artificial intelligence technology. On the other hand, technicians can inject the machine into the neural form to increase its similarity with the human brain, so as to ensure that the operation process of artificial intelligence is transformed from the traditional simple mode to the complex and advanced mode. In addition to improving the efficiency of learning and imitation, the overall production, operation and development level of related enterprises can be improved.

3.4 Cognitive aspects

In addition to the above contents, cognition is also one of the common paradigms in order to enhance the application and development level of big data AI paradigm. In the development process of the era of big data, machine cognition of a certain content is also a process of calculation and learning. Therefore, technical personnel need to carry out in-depth research and innovation, and integrate computer technology with the cognitive function of artificial intelligence paradigm, improve the systematic level of theoretical architecture, and ensure that when new things appear, Artificial intelligence can learn and master quickly, providing sufficient promotion for the healthy development of the field of artificial intelligence [3].

4. CONCLUSION

To sum up, big data technology is one of the basic links in the development and innovation of artificial intelligence. Technicians can expand the development direction of artificial intelligence technology with the help of the application of big data technology. Although the four paradigms of perception, data, human brain science and cognition have been formed in the development process of artificial intelligence technology, there are still certain defects and deficiencies due to its late development time. Therefore, relevant departments need to organize technical personnel to conduct in-depth research on big data technology and artificial intelligence paradigm, and combine the characteristics of big data technology. To ensure that the application value of artificial intelligence technology is given full play, so as to promote the overall sustainable development of society.

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A Study on the Practice of Nursing Skills Competition in Higher Vocational Nursing Education

Xiaoyan Zheng
Zibo Vocational Institute, Zibo, Shandong, China

Abstract: In the context of China's rapid economic development and medical progress, education is gradually strengthening, and higher nursing education occupies a relatively important proportion of China's higher education. the nursing profession, as a practical discipline, has strong professional requirements, and senior nursing students need to have solid theoretical knowledge and good operational skills in order to be able to develop comprehensively; the nursing skills competition is a good way to meet these needs, and can better cultivate the comprehensive ability of senior nursing students from the actual teaching materials. In this paper, we analyse the current situation of education and introduce the specific application and practical value of nursing skills competitions, hoping to provide reference for relevant practitioners.

Keywords: Nursing skills competition; Higher vocational nursing Education; Practical research

1. INTRODUCTION

In higher medical schools, the nursing profession is an important part within them, so it is particularly important to improve their teaching and learning quality [1]. the nursing skills competition is a whole process to test the comprehensive learning ability of higher vocational nursing students, to give full play to their subjective initiative and learning enthusiasm through self-operation and explanation, and then to reflect on themselves and continuously improve; and there is a high application rate of nursing skills competition activities in higher vocational nursing education. In this paper, based on the current situation of education in China's higher education institutions, the practical application and clinical value of nursing skills competition activities are analysed and the relevant contents are reviewed as follows.

2. ANALYSIS OF THE CURRENT SITUATION OF HIGHER VOCATIONAL NURSING EDUCATION

2.1 Insufficient attention to practical teaching

With the continuous expansion of the enrollment of higher vocational colleges and universities in various regions, a shortage of teaching resources has been formed; at the same time, in higher vocational colleges and universities, the internship time is usually the third-year stage, so the leaders and teachers in the hospital do not have a high sense of urgency in practical teaching, and it is very easy to neglect practical education at the early stage of senior nursing students' entry into school, which leads to a low interest of senior nursing students in learning, a less active classroom atmosphere and a weaker self-integration ability. This has led to a low interest in learning, a less active classroom atmosphere and weaker self-integration skills.

2.2 The curriculum is not reasonable

For the curriculum structure, usually, senior nursing colleges will tend to the traditional structure of this institution, failing to keep up with the times, for causing some senior nursing students to lose their learning motivation and enthusiasm, and during the actual teaching period, the teaching progress is too fast, and some senior nursing students have weak comprehension and cannot effectively absorb, resulting in the final learning quality and low learning efficiency, which affects the overall development of the institution [2].

3. NURSING SKILLS COMPETITION APPLICATION

3.1 Student main body

The main way is to take the school competition as the main method, after the class committee of each class is responsible for holding a meeting, the higher vocational nursing students in this class who are more willing to participate and have the ability to participate are selected, then, under the guidance of the teachers of the corresponding courses, a phased training is launched, with professional knowledge and spiritual encouragement as the main focus, secondly, the person in charge of this aspect of the higher vocational institution, reviews literature and looks for information to determine the theme of this nursing skills competition, during the training period of each group In addition, regarding the nursing activities involving equipment and the training room environment, the relevant leaders of the higher education institutions should also arrange timely cleaning, cleaning, repair and maintenance to ensure zero equipment failure and improve the smoothness of the nursing skills competition activities. In addition, when the competition is held, school leaders and professional teachers can be invited to observe and guide the competition and attend as judges. After the event, professional teachers will be responsible for commenting and scoring, clearly pointing out and briefly explaining the strengths and weaknesses of each group, and strictly implementing the reward system after the competition, thus promoting a good increase in the participation and learning initiative of higher vocational nursing students.

3.2 Cooperation between teachers and students

By mobilising senior nursing students within the class and publicising the specific advantages of the nursing competition, the degree of importance attached by senior nursing students can be increased; during the development of the activity, senior nursing students and professional teachers can jointly act as judges to evaluate the overall activity [3]. the innovation of this activity model can not only provide reference for other higher vocational nursing colleges, but also break the teacher-oriented classroom comprehensively, which can prompt the teacher to have a new understanding of the higher vocational nursing students in the class and improve their self-impression; at the same time, for the higher vocational nursing students, it can also improve their own hands-on ability and thinking ability, close the distance between teachers and students, and improve the overall learning quality.

4. VALUE OF NURSING SKILLS COMPETITION IN PRACTICE

4.1 Improve the infrastructure aspect

In the process of practical teaching activities in higher vocational nursing colleges, medical equipment plays an important role; and the nursing skills competition activities are conducive to higher vocational colleges' leadership staff to raise the attention to equipment and improve their repair and maintenance systems; and the school-enterprise partnership can also introduce advanced instruments and equipment, effectively rectify the backward education system and reflect the "keeping up with the times the principle of "keeping up with the times".

4.2 Aspects of teachers' teaching ability

The nursing skills competition activities can enable teachers in higher vocational nursing colleges to have a new understanding of their class of higher vocational nursing students, break the traditional teaching concepts and teaching methods, establish a sense of crisis, continue to learn and improve themselves, give full play to the main role of students when teaching in the classroom, learn to affirm students and praise them, and improve teachers' self-cultivation and overall teaching ability.

4.3 For senior nursing students

Before the nursing skills competition is launched, the principle of "friendship first, competition second" needs to be implemented, and the organiser should be responsible for promoting the advantages and content of the event in each class, informing senior nursing students that they are eligible to participate, and that the event is a way of eliminating obsolete equipment in the school and updating educational resources. During the event, photography enthusiasts can be invited to take pictures of the whole event and provide reference material for employers. On the one hand, it will help to establish a friendly relationship between nursing students, teachers and students, and increase their communication. On the other hand, it will also enable nursing students to fully develop their intelligence, give full play to their imagination, determine the theme of the activity, develop their critical thinking skills through literature and data review, improve their innovation, learning ability and comprehensive quality, and promote their overall healthy development.

5. CONCLUSION

The nursing skills competition can be used as a test of the teaching quality of teachers in higher education institutions at the stage, and is an important indicator of the learning effect of higher education nursing students; in the future development process, the leaders of higher education institutions should invest more resources in the above aspects, pay more attention to them, constantly look for teaching defects, brainstorm and develop corresponding solutions, so as to promote the overall development of teachers and higher education nursing students to a certain extent, guarantee the efficiency of talents in higher education institutions and contribute to the progress of society in an important way.

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Research on Vocational Students' Labor Education from the Perspective of Craftsman Spirit

Mei Feng
Chongqing Vocational College Of Public Transportation, Chongqing, China

Abstract: With the continuous reform and innovation of our education policy, great changes have taken place in many methods of education and teaching, among which the teaching work of higher vocational colleges mainly consists of training technical and skilled talents. Due to the rapid development of society in the new era, it also gives a new development direction to our traditional craftsman spirit. Through the full integration of students' labor education in craftsman spirit higher vocational colleges, It can not only improve the quality of the cultivation of craftsman spirit, but also realize the reform and innovation of the labor education of students in higher vocational colleges. Therefore, in order to truly improve the quality level of labor education, it is necessary to improve the problems existing in the labor education of students in higher vocational colleges from the perspective of "craftsman spirit", such as the lack of attention and the lack of family cognition in this aspect. Improving the effect and quality of vocational students' labor education from the perspective of "Craftsman Spirit". In this paper, the author analyzes the concept of "craftsman spirit" and students' labor education in higher vocational colleges, and expounds the problems existing in vocational students' labor education from the perspective of "craftsman spirit", and finally discusses the countermeasures to improve vocational students' labor education from the perspective of "craftsman spirit".

Keywords: Craftsman spirit; Higher vocational education; A student; Labor education; countermeasure

1. INTRODUCTION

Due to the continuous advancement of higher education in our country, there has been a phenomenon of attaching more importance to knowledge content and less importance to technical ability. For higher vocational colleges, their main education and teaching goal is to cultivate students' technical ability as a focus, and it is necessary to strengthen the application of these abilities in practice. However, due to the changes in the social environment, the concept of labor education in some higher vocational colleges is not very clear. This idea will not only affect the students' labor education learning, but also affect the teaching concepts and ideas of some teachers. Therefore, according to this situation, teachers of labor education in higher vocational colleges must fully understand the craftsman spirit and bring new educational direction and goals to labor education through the craftsman spirit. There is no conflict between the cultivation of students' craftsman spirit, the cultivation of talent team and labor education. the combination of these contents is helpful for higher vocational colleges to improve the labor education system under the background of the new era and provide support and help for the education and teaching work of higher vocational colleges.

2. THE CONCEPT OF "CRAFTSMAN SPIRIT" AND STUDENT LABOR EDUCATION IN HIGHER VOCATIONAL COLLEGES

2.1 Craftsman spirit

From the literal analysis of the craftsman spirit can be divided into craftsman and spirit. the education and teaching process of higher vocational colleges takes the craftsman spirit as the requirement, so that the students can have the ideological and moral quality and the dedication, serious work attitude. Craftsman spirit has always been an important basis for the reform of labor and technical personnel under the background of new era development, and also an important way of our technological reform and innovation [1]. Therefore, vocational colleges integrate the craftsman spirit into labor teaching, so as to cultivate more talents with strong professional ability and high comprehensive quality, and lay a solid foundation for social development, industrial development and cultural inheritance. Generally speaking, as the value orientation of current workers, vocational colleges rely on labor education, in the process of helping students to improve morality, intelligence, physical beauty and labor, to set up the correct three views for students, to provide important help for students' all-round development.

2.2 Labor education

Labor education is an important educational content since the new curriculum reform. According to this teaching content, vocational colleges should not only improve students' knowledge level and professional skills in the process of education and teaching, but also strengthen the cultivation of students' core quality, so as to promote the overall development of vocational colleges students. the traditional educational concept of higher vocational colleges is guided by "doing while learning". In the process of carrying out labor education, students can help them form labor thoughts, learn labor knowledge and improve labor skills through relevant labor activities. Although the form of labor education has changed under the development of times, labor has different meanings in different times. Therefore, labor education is regarded as the foundation of our country's

technological reform and innovation, and more value has been created for the society at last [2].

2.3 The essential connection between the spirit of the craftsman and labor education

Craftsman spirit mainly defines technical personnel's skill innovation and professional attitude, while labor education belongs to the cultivation of students' labor concept, labor habit and professional labor technology. Both of them belong to the creation of social value through labor. Both craftsman spirit and labor education illustrate the value and role of labor to society. And to promote the innovation and improvement of workers' skills. Our country itself belongs to socialist country, craftsman spirit and labor education is also the new era of the background of the development of the content that the country attaches great importance to, although the meanings expressed by the two are different, craftsman spirit belongs to a spiritual culture, labor education belongs to the spiritual culture of training workers in practice, there are close links between the two. Therefore, in accordance with this situation, vocational colleges carry out labor education activities based on craftsman spirit in the education and teaching process of moral cultivation and cultivating people. In this way, vocational colleges can not only improve students' skill level in labor, but also improve their ideological consciousness, which is of great help to students' all-round development, improvement of technical level and formation of craftsman spirit. At the same time, it also enables students to have a sense of mission and responsibility in their future work, life and study.

3. PROBLEMS IN VOCATIONAL COLLEGE STUDENTS' LABOR EDUCATION FROM THE PERSPECTIVE OF "CRAFTSMAN SPIRIT"

3.1 The concept of labor education in higher vocational colleges is relatively backward

At present, the vast majority of higher vocational colleges in the process of carrying out labor education, there is a problem of deviation of the concept of labor education, some higher vocational colleges carry out labor education is too formalized, such as through cleaning, campus service activities, such form of labor education can not help students understand the content of labor education, At the same time, students will gradually dislike labor education, which leads to poor education effect and quality. Some higher vocational colleges pay too much attention to students' practical skills in labor education activities and social practice activities, ignoring the guidance of students' labor process and concept. Driven by this educational concept, students do not cherish the fruits of their own or others' labor, but also show that students do not understand the value and meaning of labor.

3.2 The practice mode of labor education in higher vocational colleges is relatively simple

At present, in the process of carrying out labor education in higher vocational colleges, some social practice activities are often used to replace labor education. Although social practice activities can also increase students' labor skills, their purpose is mainly to cultivate students' technical ability and solve the problems encountered in labor, and there is little content about labor literacy, craftsman spirit and professional ethics. In addition, some higher vocational colleges have unclear teaching orientation when offering labor education. Labor education teachers often imbue students with the concept of labor education through declarative teaching, which not only fails to help students truly understand labor, but also has a relatively simple way of labor education. the craftsman spirit and craftsman culture cannot be passed on to students [3].

3.3 Vocational college labor education does not take students as the main body

Due to the influence of traditional educational concepts and educational concepts of higher vocational colleges, some higher vocational colleges do not take students as teaching subjects when carrying out labor education. As a result, students will unilaterally believe that labor has nothing to do with study. Some students even have entertainment and utilitarian thoughts when participating in labor activities, which are not conducive to the formation of craftsman spirit. In addition, some students think that as long as they study hard, they will not participate in physical labor. At present, the self-planning of students in higher vocational colleges is relatively simple, and they all hope to engage in some simple and lucrative jobs in the future. Therefore, in the process of organizing labor education activities and practical activities in schools, their participation enthusiasm is not very high, and some students even shirk responsibilities and avoid activities. In this case, it is difficult to master the basic technical ability, not to mention the craftsman spirit and professional ethics. Therefore, from the perspective of craftsman spirit, higher vocational colleges must pay more attention to students' labor education, make students become the subject of labor education, and let them know what craftsman spirit and craftsman are through labor education activities. Only in this way can we better implement the task of moral education and cultivating people [4].

4. THE IMPROVEMENT OF VOCATIONAL STUDENTS' LABOR EDUCATION FROM THE PERSPECTIVE OF "CRAFTSMAN SPIRIT"

4.1 Raise teachers' awareness of labor education and the spirit of craftsmanship

In order to cultivate more high-quality technical personnel, higher vocational colleges need to pay more attention to labor education, gradually changing from the former emphasis on knowledge content to focus on technical ability, which can not only help students realize the importance of labor education, but also improve teachers' cognition of labor education and craftsman spirit. Higher vocational colleges have always been an important part of training technicians and skilled personnel in our country, but under the background of the rapid development of the Times, technical and skilled personnel need to have certain innovative ability and craftsman spirit. Therefore, teachers in higher vocational colleges must strengthen

their understanding of labor education through learning and exchange, training activities, seminars and other means. To enhance their awareness of labor education, only the change of teachers' awareness can gradually affect students. In addition, higher vocational colleges also need to carry out multi-forms and multi-channels of labor education according to their own conditions and students' actual development, such as multi-stage and multi-level labor education, which can not only help students adapt to social labor as soon as possible, but also help students develop labor consciousness. Finally, according to the craftsman spirit under the development background of the new era, teachers should combine the craftsman spirit with labor education, and use some new teaching methods to let students master more labor content, which is of great help for them to fully understand the craftsman spirit and labor value [5].

4.2 Handling the relationship between the two

When teachers in higher vocational colleges implement labor education, they should deal with the relationship between labor education and craftsman spirit scientifically and reasonably. Craftsman spirit belongs to the guiding basis of spirit and theory, while labor education belongs to verifying these contents in labor practice. Therefore, teachers should deal with the relationship between the two. For example, the content of labor education arranged by teachers in class and after class should play different roles. In class, the spirit of craftsman should be conveyed to students mainly through narration, so that students can have a preliminary understanding of the content of labor. In extracurricular teaching, teachers carry out some labor practice activities to deepen students' understanding of labor content, craftsman spirit, ideology and morality. Finally, teachers also need to use other means to fully mobilize teaching resources, to build a unique mode of labor education for students, and ultimately make the students of higher vocational colleges form a kind of hard-working, innovative, dedicated, dedicated, loyal to the quality of work.

4.3 The campus culture into the spirit of craftsmanship and labor education

The teaching mode of school-enterprise cooperation has always existed in the education and teaching process of higher vocational colleges, which is also the main way of implementing labor education in various higher vocational colleges at present. Through school-enterprise cooperation, students' practical ability and work experience are improved. However, this way of labor education has certain limitations on the cultivation of students' craftsman spirit. Therefore, according to this situation, higher vocational colleges must gradually change the traditional mode of labor education, through the establishment of campus culture to help students feel more labor connotation. In the process of school-enterprise cooperation, some staff culture can also be integrated with campus culture, so that students can not only feel the spirit of craftsman all the time, but also correctly understand the spirit of craftsman in various professions [6]. Therefore, in the process of building

campus culture, schools need to actively communicate with enterprises, so that some model workers and pioneers of enterprises can come to the school to share their work experience, important contributions and related deeds. Combined with the characteristics of various higher vocational colleges, labor education, craftsman spirit and school spirit, teaching spirit and learning spirit can be integrated. Finally, higher vocational colleges should make use of campus rules and regulations to help students form standardized labor, love labor, love labor behavior habits, for some excellent performance in labor activities, higher vocational colleges should give praise and reward, so that more students can realize the value of labor and meaning, but also encourage more students to participate in labor activities.

4.4 Improving the labor teaching system

From the perspective of craftsman spirit, the labor education activities in higher vocational colleges should first set up a scientific and reasonable labor teaching system according to their own teaching characteristics, professional content and talent training program, which is not only conducive to the combination of labor education with vocational teaching, skill teaching and theoretical knowledge teaching, but also can enrich students' skills and experience. It is of great significance for students to feel the joy of labor, experience the value of labor and harvest the fruits of labor. Secondly, the school also needs to establish a labor practice system and use school-enterprise cooperation and campus practice platform to create a real working environment for students. In this way, students can not only learn labor technology and labor skills in the real environment, but also improve their sense of labor experience. In addition, some labor competitions and skill competitions are held to arouse students' enthusiasm for labor. Recognize the nature of labor. Finally, in the process of school-enterprise cooperation, both schools and enterprises need to keep communicating, learning and running in harmony, so as to reach an agreement on the educational concepts of both sides, so that students can truly understand labor education in practice and work, feel the spiritual connotation of artisans and change their ideas.

4.5 Establishing an evaluation system for labor education

In order to help higher vocational colleges to better carry out labor education from the perspective of craftsman spirit, schools should constantly improve the labor education evaluation system, realize the evaluation of students' labor practice ability and labor consciousness according to the connotation and effect of labor education, and change the previous emphasis on labor result evaluation, which has important help for students to form the overall view of labor. Secondly, teachers should also add evaluation in daily labor activities, and give praise to some students with excellent performance and encouragement to some students with average performance and poor performance, so as to stimulate students' enthusiasm for labor in this way. Finally,

higher vocational colleges should strengthen the construction of teacher evaluation mechanism, such as model worker award, advanced worker, teaching pioneer, by awarding these awards to drive the enthusiasm of other teachers, and this is of great significance for higher vocational colleges to create a good labor education atmosphere, so that students more actively carry out labor innovation, labor creation. Complete the inheritance of craftsman spirit.

5. CONCLUSION

To sum up, the combination of craftsman spirit and labor education can not only improve the labor practice ability of students in higher vocational colleges, but also promote the all-round development of students' comprehensive quality level, which is of great help for their future work, growth and study. Therefore, higher vocational colleges must strengthen the emphasis on this aspect, and constantly perfect and improve the content of labor education.

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Research On the Micro Carrier of Ideological and Political Education For College Students Under the Background Of "Internet +"

Zhen Yue
Zibo Vocational Institute, Zibo, Shandong, China

Abstract: With the popularity of the Internet, the arrival of the era of we-media, college students from passive acceptance to active learning, from "network" to "media", college students' learning and thinking mode have undergone great changes. By analyzing the problems existing in the ideological and political education of traditional college students, combined with the ideological characteristics of college students under the background of the new era, this paper deeply discusses the strategy of the micro-carrier construction of ideological and political education of college students under the background of "Internet +", in order to have a positive impact on the ideological and political education of college students.
Keywords: Internet Plus; College students; Ideological and political; Microcarrier

1. INTRODUCTION

At present, "Internet +" has become an indispensable part of public life, and the Internet has an increasing influence on people's life, especially for college students. the Internet is not only changing People's Daily life, but also constantly changing the thought, behavior and values of college students. In the era of "we media", students can freely express their views on things through the Internet, which brings new opportunities and challenges to ideological and political education in colleges and universities. At the same time, because college students receive information through a wide range of channels, students often express their views through the network platform, which makes some wrong views and wrong remarks can spread quickly. In the face of this situation, the ideological and political education of college students must keep up with the pace of development of the Times, and actively explore new ways and methods of education. Therefore, enough attention should be paid to the ideological and political education of college students under the background of "Internet +". Based on the current situation and existing problems of ideological and political education in colleges and universities, this paper puts forward several suggestions on strengthening the construction of micro-carrier of ideological and political education in colleges and universities under the background of "Internet +".

2. THE EXISTING PROBLEMS OF TRADITIONAL IDEOLOGICAL AND POLITICAL EDUCATION

Under the background of "Internet +", the traditional mode of ideological and political education in colleges and universities has undergone great changes. the arrival of the "Internet +" era has brought new opportunities and challenges to the ideological and political education in colleges and universities. Under the current mode of traditional ideological and political education, traditional indoctrination education can not meet the needs of current college students. In the era of "Internet +", ideological and political education in colleges and universities is confronted with a series of problems due to the diversification and convenience of students' access to information and the diversification of information transmission media [1]. Firstly, the lack of interaction between teachers and students in the traditional mode of ideological and political education in colleges and universities leads to some college students' resistance to the content of ideological and political education, and cannot recognize the ideological and political education from the bottom of their hearts, which is not conducive to the development of ideological and political education in colleges and universities. Secondly, some college students lack a correct understanding of the negative impact of the diversification of information access channels, which easily leads to some students' distorted values, lack of social responsibility and other phenomena. Finally, the traditional ideological and political education model of teaching content is relatively simple, lack of flexibility.

3. THE IDEOLOGICAL CHARACTERISTICS OF COLLEGE STUDENTS IN THE NEW ERA

Students in colleges and universities are the main force in the future construction of great modern socialist country. They accept new things quickly and have good ideological characteristics in the background of new media.

3.1 Internet addiction

The survey shows that there is a serious phenomenon of Internet addiction among contemporary college students. Through the interview and questionnaire survey of some college students, it is found that most of them have Internet addiction, and almost all of them have the experience of chatting or dating online.

3.2 Outstanding personality

Contemporary college students generally have strong self-consciousness and independent personality; Due to economic, social and other reasons, contemporary college students are relatively lack of social and interpersonal cognition, and have a strong subjective judgment of their own value, which leads to their strong

rebellious psychology, like to be unconventional, do not fit in.

3.3 Lack of rationality

Due to the fast, wide range and diverse forms of information dissemination on new media platforms, some students are unable to make accurate judgments in the face of complicated information.

3.4 Lack of network moral literacy

Today's Internet environment is full of all kinds of temptation and bad information, some college students lack the sense of self-restraint, can not make correct judgment and resist some bad behaviors and phenomena in the Internet. Therefore, under the background of "Internet +", it is necessary to strengthen the construction of micro carrier of ideological and political education for college students.

4. THE IDEOLOGICAL CHARACTERISTICS OF COLLEGE STUDENTS IN THE "INTERNET +" ERA CHALLENGE THE TRADITIONAL IDEOLOGICAL AND POLITICAL EDUCATION MODE

With the rapid development of information technology and the arrival of the "Internet +" era, great changes have taken place in the channels and ways for college students to obtain information. Compared with the traditional mode of ideological and political education, students' ability to obtain information independently has been improved. the ideological characteristics of college students in the "Internet +" era are mainly reflected in the following three aspects:

First, the Internet breaks the limitation of time and space. In the era of "Internet Plus", students can more easily obtain and identify the information they need. At the same time, it also changes the way students obtain information, breaks the limitation of time and space, and makes the way for students to obtain information more diversified and easier to accept and adopt external information. However, under the influence of the Internet, students need a certain amount of time and energy to digest and understand the information when they receive it. So the traditional ideological and political education model is difficult to meet the needs of modern college students to obtain information.

Second, college students have strong sense of autonomy and poor behavior self-control ability. College students are active in thinking, rich in emotion, open and confident, and easy to accept new things. They can express their inner thoughts and opinions freely through the Internet, but at the same time they lack a sense of responsibility for society and others [2]. In the era of "Internet +", college students have more diversified access to information channels and ways, so they are easily influenced by bad culture, resulting in bad thoughts, which brings great challenges to ideological and political education in colleges and universities.

5. BUILD A NEW SYSTEM OF IDEOLOGICAL AND POLITICAL EDUCATION BASED ON NEW MEDIA AND INTEGRATING MICRO-CARRIERS UNDER THE BACKGROUND OF "INTERNET PLUS"

Under the background of "Internet +", colleges and universities should start from the actual needs of students, take the development needs of students as the guidance, build a new system of ideological and political education based on new media and integrating micro carriers, so as to meet the realistic needs of college students' study and life, growth and talent in the new era, so as to enhance their sense of identity and satisfaction of ideological and political education. In the construction of a new system of ideological and political education, we should do well in the following aspects: first, we should pay attention to the construction of "micro carrier" and create a three-dimensional, multi-level and all-round "micro carrier" work pattern; Secondly, it is necessary to conduct hierarchical and classified management to optimize the management mechanism of "micro-carrier". Thirdly, we should actively build a "micro carrier" platform and develop educational products that meet the characteristics of college students. Finally, we should actively build "micro carrier" culture, cultivate and shape people with culture, and finally achieve the purpose of educating people.

6. CONCLUSION

To sum up, ideological and political education should keep pace with the Times, keep up with the trend of the Times, make full use of "Internet +" technology to build micro carrier for ideological and political education work, make the way of ideological and political education work more vivid, lively and humanized, but also improve the effectiveness of ideological and political education work. Only by making ideological and political education "alive" can we give full play to the main role of college students and embody the main value of college students. Ideological and political educators in colleges and universities should keep pace with the Times, actively use the "Internet +" technology to build a micro carrier platform for students, so that students can freely express their views and opinions on things in the network environment, but also better grasp the network dynamic information, effectively improve the effectiveness and pertinence of education.

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Analysis Of Project Management Concept Applied to Project Archives Management

Jin Cui
Zibo Vocational Institute, Zibo, Shandong, China

Abstract: With the rapid development of modern society and economy, the effect of engineering project archives management has also been improved by leaps and bounds. As an important component of project management, this work should actively use advanced management ideas to promote the green development of project archives management. Based on this, this paper analyzes the importance and current situation of project archives management, and studies and discusses the measures of applying project management concept to project archives management.
Keywords: Project management concept; Project archives management; Operational measures

1. INTRODUCTION

Nowadays, engineering project archives management has a very high social status, it can provide data reference for engineering cost management, can promote engineering quality management and play a role in preventing risks. Therefore, under the background of the new era, relevant enterprises need to continuously strengthen this work, to ensure that they can take a place in the highly competitive market.

2. THE IMPORTANCE OF PROJECT ARCHIVES MANAGEMENT

Project file management is very important under the background of the new era, such as the following important roles: First, for cost management [1]. Project archives management can summarize all the archives of the project, and make reasonable use of these data information when carrying out control work on the project cost, that is, play a role of data reference; Second, for quality management. For the construction of engineering projects, one of the most important is the overall quality, and the archives management work can reflect the comprehensive quality of the construction team, as well as construction technology, effectively promote the efficiency and quality of quality management work; Third, risk management. Through the project archives management work can be summarized all the documents, timely development of the construction process of the risk problems, to protect the economic benefits of the relevant units; Fourth, time management. For engineering projects, completion on schedule can save a lot of costs, is also the most expected of all construction units, and project archives management can effectively control the construction cycle, through the collection of data and analysis of data, auxiliary design and construction links.

3. ANALYSIS OF THE STATUS QUO OF PROJECT ARCHIVES MANAGEMENT

From the current status of project archives management, there are many deficiencies [2]. First of all, some units are backward in management concept, which is not conducive to ensuring the quality of work; Secondly, personnel quality is uneven; Finally, lack of reasonable management system, resulting in the archives management work in a chaotic situation.

4. THE PROJECT MANAGEMENT CONCEPT APPLIED TO THE PROJECT ARCHIVES MANAGEMENT MEASURES

4.1 Clarifying the responsibility of the subject for implementation

In order to ensure the legality and rationality of the engineering project, our country launches corresponding documents and regulations for the engineering project archives, and strictly requires the relevant units to carry out archives management in accordance with the regulations [3]. Since engineering projects have various characteristics, such as multi-party management, these characteristics require supervision units, design units and construction units to be responsible for the organization, coordination and guidance of project construction units when sorting out project documents. As the legal person of the project, the construction unit is also the main body of the project archives management. It should summarize and sort out all the archives of the project and implement its identity as the archives management personnel. Therefore, the construction unit needs to assign professional project archives management personnel, give corresponding rights, to ensure that the real responsibility of the project legal person.

4.2 We will improve whole-process control

In order to effectively improve the efficiency and quality of project archives management, related enterprises should improve the control of the whole process of the project. First, the design phase. By participating in the control of this stage, the overall structure of the project is grasped at a macro level, and combined with the design scheme to form a joint project file management idea; Secondly, actively participate in the construction phase, real-time supervision of all links and timely records, to ensure the authenticity and timeliness of project file management; Finally, strengthen the control of the project completion acceptance stage, to ensure the integrity of the project file management.

4.3 Improve the management of human resources

In order to guarantee the efficiency and quality of project archives management, we should actively implement the concept of project management, improve

the management of human resources, and improve the work level in the form of talent team. First of all, the relevant units can actively recruit elites with strong archives management ability in the society, and set up strict recruitment requirements, choose the best among the many talents, add fresh blood for the existing project archives management team, and ensure that the unit has sufficient talent reserve; Secondly, professional pre-job training should be conducted for newly recruited talents to ensure that they can quickly and calmly adapt to the new position and give full play to their talents. Finally, the relevant units should carry out professional skills and education training for all project file managers, and encourage all personnel to actively participate in, through skill training to increase the professional ability of file managers, through education and training to increase the ideological cognition of all file managers. In addition, the relevant units can also formulate reasonable reward and punishment measures, give corresponding rewards to the positive work performance, so as to encourage the recipients and motivate the unrewarded, at the same time, take corresponding punishment to the negative work attitude, the specific punishment content needs to be determined according to the size of the problem, so as to warn all the archives management personnel.

4.4 Strengthen communication

For the project archives management work, not only the simple archives management personnel are fully responsible, but also need to cooperate with all staff. First of all, the relevant archives management personnel need to actively communicate with technical personnel, because technical personnel's focus is often placed on the quality and progress of the project, so the need for archives management personnel to actively communicate, improve the technical personnel's attention to archives management, and ultimately ensure that the archived documents meet the requirements of national standards.

4.5 Pay attention to risks and establish archives management system

In addition to the above project management concept applied to the project archives management measures, the relevant units can pay attention to the risk and establish the archives management system as a strong means. First of all, the relevant units need to clarify the risks existing in the project, such as finance, construction safety and other aspects, and actively carry out the corresponding preventive measures; Secondly, according to their own actual development situation, establish a reasonable archives management system and

actively implement; Thirdly, the content of this system can link the personal interests of the archives management personnel with the economic benefits of the unit, so as to increase the enthusiasm of the relevant personnel, at the same time to implement the relevant responsibilities, to ensure that the relevant personnel can be responsible for the end when the archives management problems occur; Finally, we can actively use modern information technology to establish an information management platform to realize real-time supervision and control of the situation.

5. CONCLUSION

In a word, under the background of the new era, it has become an inevitable trend for the project management concept to be applied to the project archives management. This concept has played an active role in the archives management. According to the analysis of this paper, there are many deficiencies in some project archives management, such as backward management concept, personnel quality is uneven, etc., this paper is also targeted at specific elaboration, at the same time, this paper also puts forward several project management concept applied to project archives management measures, For example, clarifying the responsibility of the main body, improving the control of the whole process, improving the management of human resources, strengthening communication, attaching importance to risks and establishing a file management system and other measures, hope to provide some experience for reference.

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Flexible Management in the Management of Foreign Students

Qi Qiao
Zibo Vocational Institute, Zibo, Shandong, China

Abstract: Due to the particularity of the management object, the management of international students shows more complex and contradictory characteristics than the management of local students. the "people-oriented" management idea of flexible management, as well as the flexibility and flexibility embodied in management, can effectively solve various problems caused by cultural differences in the management of foreign students.

Keywords: Foreign Student Management; Flexible Management; Humanism

1. INTRODUCTION

International students come from different countries and regions and have different cultures and customs. Compared with local students, their management presents more complex problems. With the promotion of the influence of Chinese culture, the number of international students in China is on the rise, and with it, the contradictions in the management of international students that are different from the management of local students are also emerging and becoming increasingly complex, which requires the management of international students to have the awareness of keeping pace with the times, flexible and diverse ways, and meticulous methods. It is the fundamental requirement for the healthy and sustainable development of international student education to continuously explore effective measures for the management of international students and timely solve various "bottleneck" problems in the management work. the "people-oriented" management idea of flexible management, as well as flexibility and flexibility in management, can effectively solve the management problems caused by cultural differences in the management of foreign students.

2. DEFINITION AND CHARACTERISTICS OF FLEXIBLE MANAGEMENT

Flexible management is "based on the study of people's psychology and behavior laws, using non-mandatory methods to produce a potential persuasive force in people's minds, thus transforming the will of the organization into people's conscious action management"[[Zheng Qixu: Dialectics of flexible management [J]. Journal of Petroleum University (Social Science Edition), 1995, Issue 4.]], It is an important management theory of modern human resources management. Compared with the mandatory and irresistible nature of rigid management, flexible management presents the following characteristics:

2.1 The management concept is embodied as "people-oriented"

"People oriented" is the primary feature of flexible management. In all its management elements, people rank first, attach importance to people's thoughts and feelings, and give full play to people's maximum potential; the purpose of internal management of people is achieved through potential and silent ways.

2.2 The management mode is "flexible and flexible"

Flexible management takes full account of people's personality characteristics, interests, social experience, cultural differences, etc., and is not stereotyped, procedural and formulaic in practical use; It emphasizes that different management methods and means are adopted according to different people and local conditions, which is personalized management.

2.3 The management effect is "efficient and lasting"

Flexible management is to adopt a series of effective working methods, internalize relevant systems, management concepts and thoughts into personal internal requirements, guide people to self-education and self-management. Compared with the external mandatory requirements and norms of rigid management, flexible management can achieve more effective and lasting management results. Rigid management attaches importance to rules and regulations, and it is easy to neglect the social attributes of people because of emphasizing rules and regulations; In contrast, flexible management is a flexible and flexible contingency management method, which focuses on humanization, can constantly find problems and solve them in a timely manner, and can adjust strategies and find improvement points according to the actual situation in a timely manner, reflecting flexibility and flexibility in management. Therefore, the concept of flexible management is increasingly valued and recognized in contemporary human resources management.

3. THE NECESSITY OF FLEXIBLE MANAGEMENT IN THE MANAGEMENT OF INTERNATIONAL STUDENTS

When people enter from one culture to another, the stable psychological characteristics such as living environment, living habits and values will face many changes and conflicts, which will bring pressure to life and physical and psychological maladjustment. Oberg, an American cultural anthropologist, calls it "cultural shock".

China's traditional culture is dominated by Confucianism, respects social responsibility and historical mission, and has a strong sense of collectivism; the western traditional culture advocates individualism and self-centeredness. Other countries and regions also

have their own cultural traditions. When foreign students enter a new life and learning environment, their inherent culture will naturally collide with China's traditional culture; At the same time, international students come from different countries and regions, and there are differences in culture, religion, and belief between them. International students from different countries and regions will inevitably have cultural conflicts in their common life and study. Therefore, the problems caused by cultural differences are the most common and unavoidable problems in international student education.

In the context of cultural differences, it is difficult to use the institutional management of Chinese universities to carry out "one-size-fits-all" management on foreign students, and it is also difficult for foreign students to understand and abide by various rules and regulations of Chinese schools. In recent years, China's foreign student education has developed well, and the number of foreign students and regions have continued to increase. In this case, the traditional rigid management seems to be inadequate, while the flexible management that emphasizes flexibility and flexibility can play the role of "shifting the weight of the four".

Application of flexible management in the management of international students

The promotion of flexible management is certainly not to "let go" of foreign students, but to adopt a more flexible and changeable way in management. the flexible management in the management of international students means that managers can quickly understand and get familiar with the individual situation, cultural and psychological characteristics of international students, and can adjust the management methods and means according to the actual situation in time in the management, respect and take into account the feelings of international students, and pay attention to the following points in the management:

3.1 Sound system and strict management are the foundation of flexible management

No rules, no square. the scientific management mode "must be based on the strict management of all aspects, all processes and all staff". When talking about flexible management, he slipped to the other extreme, only paying attention to the "softening" component of irrational factors in management, while ignoring the "standardization" content in its rational sense.

3.2 Human-oriented and humanistic care are the soul of flexible management

Human-oriented is the core of flexible management, which takes respecting, caring and caring for people as its basic starting point. When it comes to the management of overseas students, we should change the management idea of focusing solely on material priority, turn to focus on the group of overseas students, respect their traditions and values, understand their cultural differences, improve their satisfaction with the life of overseas students, and carry out management work from the perspective of humanistic care. Psychologist William James said: "Of all the plots of human beings,

the strongest thing is to be taken seriously. " the foreign students come from a foreign country and are prone to the psychological characteristics of loneliness in a strange environment. In management, managers should pay more attention to the humanistic care of the foreign students to eliminate their psychological strangeness and loneliness.

Education should show humanistic care, especially for foreign students. International students come from a foreign country and are prone to psychological strangeness, loneliness and physical discomfort in a strange environment. Comprehensive attention to their individual living conditions can help eliminate various discomfort symptoms and highlight the essence of education. Respect the beliefs of international students, be tolerant and understanding of their habits and personalities, and adopt flexible management methods of conversation and persuasion to achieve the goal of teaching and educating people more easily.

3.3 The combination of rigidity and softness and the softening of rigidity are the manifestations of flexible management

The ancients said: too hard is easy to break, too soft is easy to roll. Rigid management emphasizes external norms and is mandatory. It makes management rule-based, has clear objectives and strong operability, but it is easy to simplify and mechanize the work; Flexible management makes up for its shortcomings and can mobilize people's enthusiasm and creativity to the maximum extent. However, flexible management is easy to cause loose management and difficult to achieve group objectives. Therefore, the management of foreign students should adhere to the rigid system as the basis, guided by the flexible culture, flexibly combine the two, establish and improve scientific rules and regulations, pay attention to respecting the individual students, and give full play to the incentive role of flexible management.

4. EPILOGUE

The education of foreign students is in the ascendant in China, which brings a rare development opportunity for the improvement of the internationalization level of China's colleges and universities; However, we should also keep a clear understanding of the long-term and complexity of the education of international students, so we should have the idea of keeping pace with the times for the management of international students, constantly find problems, and actively explore effective solutions. Only in this way can we achieve the work requirements of "expanding the scale, improving the level, ensuring the quality, and standardizing the management" put forward by the Ministry of Education, and achieve the healthy and sustainable development goal of China's foreign student education.

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The Countermeasures of Chinese Bulk Commodity Trade Under the New Normal

Chao Tang
Suzhou Polytechnic Institute of Agriculture, Suzhou, Jiangsu, China

Abstract: In recent years, the world economic growth is sluggish, and the Chinese economy has entered a new normal. the demand growth of the bulk commodity market slows down, the price continues to fall, the industrial concentration increases, and the competition pattern tends to be standardized. Our commodity trade export situation is not optimistic, trade deficit is widening. Although the proportion of China's bulk commodity exports continues to decline, export prices still remain at a high level. Import respect, our country import demand increases steadily. Under the background of economic downturn, we must give full play to the comparative advantages of our commodity trade and enhance the international competitiveness of our industry.

Keywords: Under the new normal; Our country; Commodity trade

I. PROBLEMS IN COMMODITY TRADE

At present, the problems of bulk commodity trade are mainly manifested in the following aspects:

1.1 Due to the influence of resource endowment, China's commodity trade competitiveness is weak

Our commodity trade competitiveness has always been weak because of the big gap with developed countries in resources development and infrastructure construction.

1.2 Low industrial concentration makes it difficult to effectively control the market

Major domestic commodity trading enterprises are relatively small scale, lack of competitive advantages. Especially in recent years, with the increase of import dependence, domestic large enterprises have begun to pay attention to the use of futures tools to avoid price risks, but the development of the whole industry is still in the initial stage, and the industrial concentration is low.

1.3 The contradiction between industrial development and environmental protection is becoming increasingly prominent, and the sustainable development of bulk commodity trade is facing severe challenges

At present, there is a certain degree of environmental pollution in Chinese bulk commodity trade, especially in the process of steel, petrochemical and other industries produce a lot of dust and pollutants. Although China has promulgated a series of policies and regulations to control pollution behavior, but because domestic enterprises are limited by capital, technology and other conditions, the enthusiasm of pollution control is not high, and even some enterprises in the production process do not equip with corresponding environmental protection facilities and equipment according to the requirements, this is bound to make the development of our commodity trade seriously affected.

2. THE ENVIRONMENT FACING THE DEVELOPMENT OF COMMODITY TRADE

2.1 Economic growth slowed down

In recent years, the overall global economic growth has slowed down, the demand growth of the bulk commodity market has slowed down, and the price has continued to fall. In addition, the commodity trade is increasingly competitive.

2.2 Fluctuations in the RMB exchange rate

In the context of shrinking demand in the commodity market, the RMB exchange rate has increased volatility, which has a great impact on the operation of commodity trading enterprises.

2.3 Industrial concentration is rising

The pace of domestic industrial restructuring has accelerated, the problem of overcapacity has become increasingly prominent, and the international competitiveness and resilience of Chinese industries have been impacted.

2.4 Lower market demand

The change of international economic environment has an impact on the demand of Chinese commodity market.

2.5 Increased trade barriers

Some countries and regions set up various barriers to Chinese commodity trade in order to protect their economic interests and domestic resources.

3. COUNTERMEASURES FOR CHINA'S BULK COMMODITY TRADE UNDER THE NEW NORMAL

3.1 Adapting to the New Normal and transforming the development model

3.1.1 At the national level, increase support for commodity trading enterprises. Further implement and improve existing policies, clarify policy priorities and support objects, formulate supporting tax policies and financial support policies as soon as possible, and give support in tax, financial and other aspects.

3.1.2 At the local government level, vigorously cultivate commodity trading enterprises and standardize and develop commodity trade. We will speed up the formation of a number of competitive enterprises, and encourage and support enterprise mergers and reorganizations. Cultivate large groups with international influence, and make enterprises bigger and stronger. We will actively introduce large international commodity traders and strengthen our voice and pricing power in the bulk commodity market. We will promote the interconnected development of commodity trade and

related industries, and boost the growth of related industries and regional economies.

3.1.3 At the enterprise level, actively promote the transformation and upgrading of commodity trading enterprises. Cultivate a number of internationally competitive large enterprise groups. We will accelerate the transformation of bulk commodity trade from one based on expanding scale to one based on quality and efficiency.

3.2 Continue to be innovation-driven and strengthen our capacity for independent innovation

The technology content and added value of bulk commodity trade are relatively high, but the international bulk commodity market is mainly concentrated in Europe and the United States and other developed countries, which requires that we must strengthen the support for technological innovation of bulk commodity, encourage enterprises to carry out technological innovation, and improve our production and export capacity of bulk commodity.

On the one hand, we should give full play to China's advantages of large market size and potential demand, encourage domestic enterprises to carry out technological innovation, guide enterprises and scientific research institutions to carry out joint research and development, and promote the scale of China's production and export of bulk commodities. On the other hand, we should vigorously promote the implementation of new standards represented by green standards, actively promote the construction of commodity standards, and accelerate the construction of a commodity price index system. In addition, we will increase investment in basic research and technological development, vigorously promote the transformation of scientific and technological achievements, and deeply integrate new technologies and processes with the bulk commodity industry.

3.3 Vigorously promoting trade diversification

Under the circumstance that the international commodity trade competition is becoming increasingly fierce, our country should take it as an important strategic measure to adjust our trade structure to promote trade diversification.

First, we will accelerate the development of new competitive advantages in bulk commodity trade, relying on China's qualified industries, enterprises and products, and gradually becoming a major participant and leader in the global bulk commodity market.

Second, with the goal of diversifying resources, energy and markets, we will actively promote the integration of commodity industrial chains and international operations, and vigorously diversify commodity imports. Third, it is necessary to strengthen international cooperation and accelerate the cultivation of a number of large transnational enterprise groups with influence and competitiveness in the international market [1].

Fourth, we need to establish a financial system and mechanism commensurate with the goal of promoting the internationalization of the RMB. At the same time, give full play to the positive role of trade associations and other intermediary organizations in promoting the diversification of our commodity trade.

3.4 Improving policy support and actively expanding imports

First, we will encourage enterprises to explore the international market. While actively expanding imports of traditional commodities, we will adapt to new changes in international market demand by focusing on expanding imports of advanced technology products, key equipment and other commodities.

Second, on the basis of lowering tariffs and cancelling administrative licenses for some import links, we will improve processing trade management policies to enable enterprises to make more independent arrangements for production and business activities.

Third, we will further improve the customs clearance environment for bulk commodity imports and shorten the customs clearance time and process.

Fourth, make full use of the relevant provisions of WTO rules on anti-dumping and countervailing duty investigations, and provide appropriate subsidies to some important commodities to reduce the damage to domestic industries.

Fifth, we should give full play to the role of government procurement in promoting bulk commodity imports. the government can use direct procurement, compulsory procurement and targeted procurement to expand the import of commodities that are in short supply in the domestic market and meet environmental protection requirements, so as to alleviate the impact of falling commodity prices on enterprises.

Sixth, logistics solutions are provided for the logistics problems faced by the import of some bulk commodities to reduce the import and export costs of enterprises [2].

3.5 To enhance the comprehensive competitiveness of enterprises and cultivate large enterprise groups with international competitiveness

First, adjust the industrial structure and establish the competitive advantage of enterprises. To adapt to the new development situation of the bulk commodity industry, take the market as a guide, adjust and optimize the industrial structure, and speed up the establishment of an efficient bulk commodity trading system and risk management system.

Second, enhance the core competitiveness of enterprises. We will enhance our capacity for innovation, raise the added value of products, and accelerate technological and managerial innovation. Pay attention to the cultivation of international vision, improve the enterprise's international management ability.

Third, explore the international market. Give play to the comparative advantage of China's bulk commodity trade, enhance international influence, and enhance the power of international discourse.

4. CONCLUSION

In the face of the world situation of continued low economic growth, we must find a solution to our commodity trade under the new normal. This requires all parties to work together, such as: We can foster a number of large enterprise groups, accelerate the

cultivation of internationally competitive bulk commodity trading enterprise groups, establish industrial alliances and risk control systems, give full play to scale advantages and synergies, or strengthen the construction and management of overseas resource bases, improve overseas investment planning and management systems, and establish and improve overseas investment risk prevention mechanisms. To improve the overseas competitiveness of our commodity trade enterprises, we must do our best to develop demand methods for our commodity trade.

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On the Application of Computer Software Technology in the Era of Big Data

Qian Wang
Zibo Vocational Institute, College of Artificial Intelligence and Big Data, Zibo, Shandong, China

Abstract: At present, with the rapid development of information technology, our country has ushered in the era of big data. In the current era, computer software technology has also achieved reasonable application, which can collect, organize and analyze a large amount of data information, but also can bring the value of data information into full play, so as to promote the advantages of big data in application and improve the security of data information. Based on this, the paper discusses the application of computer software technology in the era of big data.
Keywords: Big data era; Computer software technology; Application

1. INTRODUCTION

With the continuous improvement of the technical level of computer software, it has advantages such as high degree of automation and strong accuracy of calculation in the application process. Now it has been effectively applied in People's Daily life and all walks of life. With the continuous improvement of the technical level, the computer software technology has been integrated with the traditional production process and management, improving the overall level of production and management. Therefore, in the background of the era of big data, the research and application of computer software technology are increased, so that it can improve the application ability of technology, but also can provide a solid foundation for the development of computer software technology.

2. APPLICATION TYPES OF COMPUTER SOFTWARE TECHNOLOGY IN THE ERA OF BIG DATA

2.1 Cloud storage technology

Combined with the actual situation, the cloud storage technology has been widely used in the operation of the computer body, and its technology will not be limited by time and space in the application process. In the application of cloud storage technology, users only need to realize the connection between the terminal device and the network to check the information resources in the cloud storage at any time, and can also download the data information. These operations are beyond the application level of the original storage method. the cloud storage system is composed of multiple units, which can realize the integration of multiple functions in the application process, and realize the storage of data information on this basis. Especially in the context of the current era of big data, the storage and sorting of massive data information needs a lot of time, but cloud storage technology can effectively improve the

collection, sorting and storage of data, and can provide users with more convenient information services. the application of cloud storage technology can realize the efficient sorting of data information, so that it can classify and integrate the data information.

2.2 Virtual reality technology

At present, in the era of big data, the application of virtual reality technology is becoming more and more extensive. Its technology is mainly to manage virtual resources, but also to realize the optimization of data resources. At present, users need to rationally use virtual reality technology, which can not only improve users' processing efficiency of data information, but also help users carry out reasonable application of technology [1]. At present, enterprises and scientific research institutions have begun to increase the application of virtual reality technology, its technology can be reflected in computers and daily life. Especially in the current era of big data, the integration of big data technology and virtual reality technology can improve the research of virtual reality technology, and virtual software can also be improved in the research, so as to promote the optimization and perfection of virtual reality technology level.

2.3 Information security technology

In the era of big data, the data information generated has the characteristics of diversification and diversification. At the same time, there are some subtle links between most of the information. If the data information is not sorted out effectively, it will bring some adverse effects on the information flow. At present, in order to ensure the security of user information in the process of information access and storage, relevant technical personnel need to strengthen the configuration of the data management system to improve. the Internet is an open network platform, in this case, computer software application process is vulnerable to virus invasion, but big data and cloud storage technology also need to be operated by computers. Therefore, in the application of cloud storage and big data technology, we need to pay attention to the security of the computer. Chinese information security started late, but information security technology has developed rapidly in recent years, and the level of Chinese information security technology is in the upstream of the world. But in the era of big data background computer security has encountered more and more challenges. Therefore, in the development of computer software technology, it is necessary to increase the research on information security technology, so that the data information in the computer can be guaranteed, at the same time through

the improvement of information security management system can also effectively improve the security of the network.

3. APPLICATION OF COMPUTER SOFTWARE TECHNOLOGY IN BIG DATA

3.1 Application in collecting information data

Under the rapid development of the current era of big data, the current data information begins to develop in the direction of diversification and diversification, and the amount of data information is also increasing. In this case, the application of computer software technology can effectively improve the efficiency of data information acquisition. In the context of diversified information resources, it is necessary to strictly screen different types of data information and realize effective integration of data information [2]. In the process of traditional data collection and integration, books and other materials need to be searched and sorted out according to the information, so as to realize the collection and understanding of data information. the collection process of such data information is complicated, and the period of application is relatively long. Meanwhile, the accuracy of data collection and integration cannot be guaranteed, which ultimately leads to the relatively poor application value of data information. However, the application of computer software technology can effectively improve the efficiency of traditional data information collection and integration, and also enhance the value of data information. At present, users have realized the optimization of the traditional collection method through computer software technology in the data collection, and the effective monitoring of the data information, in this process can also give full play to the value of the data, select the useful data information. the database contains massive data information, data information processing also involves a variety of information content, through the application of processing technology in computer software technology, can realize the unified planning and management of data information, to achieve the classification of data information, during the period of the data information can also be fully reflected, for users to quickly and effectively consult the data information.

3.2 The application in the development of enterprises

Combined with the actual situation, under the development of the era of big data, enterprise management has also begun to realize the application of computer software technology, so as to promote the orderly development of various business activities of enterprises. Enterprise operation and development need to look at problems from a long-term perspective, especially under the current rapid improvement of information technology, enterprises should increase the application of information technology, computer software technology and other technologies [3]. Taking real estate enterprises as an example, the operation and development of real estate enterprises need a large number of customer resources, including basic information and employment information of customers, which need to be obtained through computer software technology. It can be seen that enterprises need to increase the application of computer software technology, so that it can improve their own economic benefits, but also promote the business in the enterprise to achieve long-term sustainable development.

4. CONCLUSION

To sum up, in the era of big data, there is more and more data information in the Internet, and data management is becoming more complicated. However, the development of computer software technology has effectively improved the collection, management, storage and other issues of data information. At present, if we want to improve the efficiency and comfort of the application of computer software technology, we also need to spread it through big data technology, so that the level of computer software technology can be significantly improved, and give full play to the advantages of the application of technology in various industries and daily life.

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On-Line And Off-Line Hybrid Teaching Reform

Weiwei Zhou
Zibo Vocational Institute, Zibo, Shandong, China

Abstract: At present, higher vocational colleges have carried out comprehensive online teaching activities according to the guiding ideology of the party central committee, promoting the development of online teaching. With the rapid development of computer network technology and automobile technology, flexible online teaching combined with traditional offline teaching is a teaching reform direction worth exploring. Taking the course of Automobile Circuit Foundation as an example, this paper analyzes the advantages of the new mixed teaching method in order to improve the teaching quality and students' initiative and practical ability.
Key Words: Vocational colleges; Instructional mode; Mixed teaching mode; Reform of teaching; Online and offline hybrid

1. INTRODUCTION

In the second semester of fall 2022, our school has further accelerated the online-offline hybrid teaching reform. Taking the course of Automobile Circuit Foundation as an example, the advantages of on-line and off-line hybrid teaching methods are discussed in this paper.

2. UNDER THE TRADITIONAL LINE OF TEACHING PROBLEMS

In the traditional teaching concept, face-to-face teaching is the mainstream of college course teaching, and teachers can grasp students' learning status and learning quality in real-time under the face-to-face teaching environment. But for automotive engineering teaching, there are some disadvantages of offline teaching. First of all, many courses in automobile major need to combine theory with practice, and the improvement of students' practical ability is often more important than theoretical study, it is difficult for the students to apply the theory to the practice after the interval between the theory lesson and the practice lesson. Secondly, as a subject with rapid technology update, the knowledge content of automobile courses is time-effective, and there may be serious knowledge lag between the teaching materials and the latest course content used in offline teaching, as a result, the teaching materials that teachers can use are relatively single and can not demonstrate the dynamic knowledge points involved in the course well. If online and offline teaching can be combined, this problem can be greatly improved. And in a special period, when the offline teaching can not be carried out, the original school set the teaching task is difficult to achieve quality assurance. At this time, a complete set of online teaching system can help students to complete their learning tasks on time.

3. EXPLORATION OF THE REFORM OF MIXED TEACHING METHOD

3.1 Exploration of online and offline distribution of course content

Take the 48-hour course"Automobile Circuit Foundation" as an example: the chapter which is partial to pure theory, such as"Circuit Foundation Cognition", can be arranged to teach offline, this kind of chapter knowledge is more fixed, not closely related to practice, traditional offline teaching allows students to quickly understand knowledge. Taking"Circuit diagram reading analysis" as an example, knowledge such as"Circuit diagram type" belongs to the knowledge point of memory, and can be achieved by using traditional offline classroom teaching without too many demonstrations.

Theoretical and practical chapters such as"Main electrical system analysis and detection" can be arranged for online teaching, so that students learn theoretical knowledge while learning the detection operation of the system, in contact with the theory of knowledge at the same time to complete the data flow diagram, system flow diagram and use case diagram of practical knowledge of the practical operation.

3.2 Exploration of online-offline hybrid teaching method

Since the whole course has been carefully classified according to the characteristics of the chapters, the teaching methods involved in the offline course are not much different from the traditional teaching methods, simple PPT has been able to fully meet the teaching of pure theoretical knowledge.

Compared with traditional teaching method, online teaching method is more flexible, aiming at the knowledge of integration of theory and reality, can rely on Tsinghua online teaching, making full use of the advantages of fragmentation, let the student open the mobile phone and complete the theory and the practice union together with the teacher. When students encounter problems online, teachers for representative issues can timely online discussion, so that students make progress. the online platform has the functions of submitting homework, assessment and so on, so as to grasp the students' learning situation in real time.

Because most of online live broadcast has video recording function, students who have weak ability to accept new knowledge and low efficiency can improve their practical ability by watching video repeatedly. Teachers can also open the function of online discussion,

let students on the practical application of knowledge points online discussion, questions, improve students' learning enthusiasm and sense of achievement.

3.3 Reform and exploration of curriculum assessment

The traditional curriculum assessment is divided into two kinds: examination and examination, in which the final examination accounts for a higher proportion of the assessment results, to a certain extent, can be a comprehensive examination of students' learning results throughout the semester. However, for automobile courses, it is difficult to use paper grades to reflect the degree of mastery of a lot of knowledge, but due to the constraints of the examination room and time, it is difficult to require students to complete the actual project through practice in the prescribed time. Through the exploration of on-line and off-line hybrid teaching method, taking"Automobile circuit foundation" as an example, this paper provides an idea for the design of course assessment method, the assessment results are distributed as follows: attendance 10%, off-line written work 10%, on-line design 30%, on-line design 10%, on-line design 10%, on-line design 10%, on-line design 10%, on-line design 10%, on-line design 10%, on-line design 10%, on-line design 10%, on the final theoretical paper examination is 20%, the final online training examination is 30%. the specific contents of the assessment are as follows:

Written assignments for offline courses: this section examines students' mastery of the course's theoretical knowledge and examines them through assignments after class, let students have a deeper understanding of the theoretical knowledge taught in the offline courses.

Online course design: this part mainly tests the students' mastery of the course's practical knowledge. the online course explains some practical knowledge while asking the students to imitate the design, after the lecture, the students were asked to complete a similar case design, and to submit the design results online, the teacher can know the students' mastery of practical knowledge in real-time by scoring the results and scoring the students.

Final theoretical knowledge test: this test is similar to the final examination in traditional teaching methods, but only examines the students' theoretical knowledge, and is completed by the students in the online practical knowledge test stage, this can greatly improve the students theoretical knowledge of the practical ability.

Final online practical knowledge assessment: this assessment stage is based on actual cases completed by students throughout the semester. It is not for students to design from scratch, but for students to organize, at the same time the use of their own mobile phones, unified by the teacher, let the students to their platform for real-time modification, implementation and maintenance. This kind of examination can examine the students' mastery of the whole course knowledge to the greatest extent. There is no room for fraud because everyone's environment and online mastery are different, to enable teachers to have a precise grasp of the level of students and give accurate assessment scores.

3.4 On-line and off-line hybrid teaching methods to explore solutions to the problems

Through the mixed teaching practice, aiming at a series of problems encountered in the mixed teaching method, we have carried on the solution exploration. Compared with traditional offline teaching, online teaching has less interaction between teachers and students, and some students' attitude toward online teaching is not correct enough. In view of this problem, from the technical level, through the Tsinghua online cumulative school hours statistics, so that teachers can grasp the students' learning status in real time, from the teaching method level, teachers can carry out group discussion, group practice and after-class practice in a timely manner to grasp the learning effect of students and urge students to improve online learning efficiency.

4. CONCLUSION

With the continuous improvement of the online platform of our university, the automobile subject can carry out online and offline mixed teaching mode in time for some courses, so as to improve the students' mastery of the latest subject trends, strengthen the students' ability to combine theory with practice, improve the overall efficiency of curriculum teaching.

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