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The Influence and Countermeasures of China's Foreign Trade Competition in the Internet plus Environment

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Abstract: With the continuous development of electronic information technology in China, the trend of "Internet plus" in various fields of trade and the Internet has become increasingly prominent. In such an era, how to make good use of the economic effects of the Internet to provide more development ideas for China's foreign trade is a key issue that my country needs to pay attention to. This article combines the concept of "Internet plus" to analyze China's foreign trade competition and propose corresponding strategies.

Keywords: Internet Plus; Foreign Trade; Competitive Influence.

1. INTRODUCTION
The continuous development of electronic information technology and the continuous popularization and in-depth application of the Internet have resulted in a high degree of intersection and integration between various fields of society and the Internet. The "Internet plus" environment has a profound impact on the current foreign trade competition. The state has also issued a series of related policies for "Internet plus" and has given full support and affirmation to this concept. The "Internet plus" environment has played a key role in foreign trade competition. The traditional forms of foreign transactions will undergo subversive changes and breakthroughs. How to seize this opportunity to stand out in the fierce international trade competition will be a key. At this stage, China's foreign trade development is the top priority.

2. THE IMPACT OF "INTERNET PLUS" FOREIGN TRADE
The integration of "Internet plus" and foreign trade has greatly improved the innovation capabilities of traditional industries, allowing China's foreign trade to achieve more efficient and digital development. Using the convenience of the Internet can not only achieve innovation in foreign trade models, but also use the advantages of high-speed interconnection of information and data to help establish a more efficient and scientific foreign trade information platform, and help China's foreign trade gain more advantages in the international market, and further enhance the competitiveness of China's trade in the international market.

The traditional economic situation of foreign trade needs to be coordinated by middlemen. Such a situation is also prone to drawbacks. Among them, the most influential thing on trade is that it will make the capital turnover longer and cannot meet the market demand for overseas consumption. China's foreign trade has created a huge barrier. Using the "Internet plus" environment, traditional foreign trade methods can be transformed; unnecessary links involved in the trade process can be omitted and reduced; the speed of China's foreign trade economic circulation can be improved, and trade costs can also be reduced, to promote the development of China's foreign trade. In addition, "Internet plus" has also changed the way my country's foreign trade exports and customs clearance. Under the "Internet plus" environment, the way of customs clearance has been greatly changed. Paperless customs clearance can be achieved through the Internet information platform, and independent customs declarations can also be made. Such a form can not only effectively reduce the workload of the customs, but also reduce trade costs, and it also makes China's foreign trade more competitive.

The "Internet plus" environment not only provides more ideas for the traditional foreign trade model, but also enables a major change in foreign trade marketing. Traditional foreign trade marketing methods can no longer meet the current rapid development of our society. With the continuous popularization of e-commerce, China has entered a new era of online shopping for all people. Electronic marketing of foreign trade can directly have a profound impact on foreign trade. Its the key to winning in foreign trade competition at this stage. The rise of online platforms "carrying goods" and e-commerce marketing have brought new challenges and opportunities to foreign trade. To gain an advantage in foreign trade under the "Internet plus" environment, new marketing needs to be properly used. The mode can change the traditional marketing thinking, and realize the improvement of foreign trade level.[1]

3. FOREIGN TRADE DEVELOPMENT STRATEGIES IN THE "INTERNET PLUS" ENVIRONMENT
In the 21st century of high-speed interconnection of information and data, the foreign trade ecology has also undergone major changes. At present, the economic and cultural integration of countries in the world has become a trend, and economic and cultural exchanges between countries in the world are getting closer, especially in foreign trade. Combining the current background, it is necessary to change the original thinking of foreign trade.
and explore a new development path in the "Internet plus" environment.

3.1 To further improve relevant laws and regulations

“If you don’t follow the rules, you can’t make a square.” The construction of laws and regulations has a binding effect on the development of trade. Only sound laws and regulations can protect the development of foreign trade. In the development of foreign trade, the government achieves the effect of macro-control through the construction of laws and regulations. This requires relevant departments to have an in-depth understanding of the current foreign trade market, do a good job in research, and further improve relevant legal provisions on this basis, protect the reasonable rights and interests of both parties to the trade, and further regulate the principles of market access. It can guide China’s foreign trade to develop more healthily. At the same time, it is also necessary to establish a comprehensive regulatory system in the "Internet plus" environment based on the current situation of China's foreign trade, implement regulatory responsibilities, and ensure that foreign economic and trade can be operated in a standardized manner. In addition, it is necessary to further control the quality of products, clarify product quality supervision standards and management systems, and maintain the image of my country's foreign trade in the international market.

3.2 To actively leverage the advantages and functions of the "Internet plus" environment

Today, computer information technology has become the key to success in all walks of life. If you want to win in the international foreign trade market, you need to make further use of computer information technology to improve China's foreign trade competitiveness in the international market. First of all, foreign trade enterprises must be able to master Internet trade methods, and use them in foreign trade activities, combining their own corporate development characteristics, to give full play to the advantages of the Internet. At the same time, it’s vital to use the advantages of high-speed information exchange on the Internet platform to improve the overall information communication level of the enterprise, and further give full play to the positive role of computer information technology in foreign trade.[2]

3.3 To promote cooperation between regions

Because foreign trade has high requirements for cross-border logistics, it requires further in-depth cooperation between regions, building a more complete and systematic trade network, and forming a full-process supply system, thereby reducing the inter-regional barriers. The high trade cost allows China’s logistics trade to be faster and promote economic cooperation and development between regions. Therefore, it is necessary to further encourage and improve the cross-border logistics trade system, use cross-border logistics points and other forms to improve the speed and quality of cross-border logistics distribution, enhance the competitiveness of China’s foreign trade, and establish a comprehensive set of cross-border logistics. The logistics system is also conducive to attracting more countries and China's economic exchanges in foreign trade.

3.4 To strengthen international exchanges and cooperation

Under the "Internet plus" environment, the exchanges and cooperation between China's foreign trade and the world play a vital role in foreign trade competition. Therefore, it is necessary to create an environmental foundation for foreign trade exchanges and cooperation, create a good atmosphere for exchanges and cooperation, and attract more international attention and investment. First of all, it is necessary to further strengthen exchanges and learning in the field of foreign trade between China and the world, actively participate in international seminars, learn various advanced experiences and technical achievements, and apply them to China based on the characteristics and conditions of this development in China.[3] In the economic activities of foreign trade, the progress of China's foreign trade is realized. Currently, in the exchange and cooperation with the international, we must uphold the concept of common development and common progress, jointly formulate a fair and reasonable trade principle and standard, and create a good communication platform. In addition, it is necessary to further strengthen the sharing of resources and information, use Internet information technology to establish a database for exchanges with world trade, and improve China's foreign trade service level through a big data platform.

4. CONCLUSION

The development of economic globalization and the popularization of electronic information technology have had a profound impact on traditional foreign trade and overturned the traditional economic model of foreign trade. In the new era, if you want to adapt to the current "Internet plus" environment and make achievements in foreign trade, you need to better understand the characteristics of the foreign trade economic situation under the current Internet environment, grasp the laws of international foreign trade market development, and help improve China's foreign trade level. The strength of trade competition creates new competitive advantages. Through the improvement of foreign trade-related laws and regulations, further exerting the advantages and functions of the Internet environment, and promoting regional and regional cooperation, we can help China's foreign trade to develop better.

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REFERENCES


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Study on the Anti-poverty Problem of Rural Elderly Population under the Background of Aging of Population

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Abstract: Under the influence of economic globalization, the problem of aging population has received wide attention all over the world. In 1997, China stepped into the society of aging population and became a developing country with "aging before getting rich". For various reasons, the aging of population in China is deepening gradually, the situation is especially severe in the rural areas of western China, which undoubtedly makes the anti-poverty cause in the rural areas of western China encounter great pressure and new challenges. Only by considering the anti-poverty problem on the basis of the realistic foundation of the rural aging population in the western region can we correctly grasp the development thought of the rural anti-poverty cause in the western region.

Keywords: Aging of Population; Western Areas; Rural Elderly Population; Anti-Poverty.

1. INTRODUCTION
The elderly population is in a relatively weak position no matter for physical health, labor capacity or the economic conditions, and therefore, the elderly population has a high probability of poverty in almost all countries in the world. In the absence of a sound social security system and the gap between urban and rural areas, there is a high risk of poverty in rural elderly population. At the same time, because a large number of young and middle-aged workers flow from the countryside to cities and towns, from the western region to the eastern region, resulting in a very serious rural aging, the rural population in the western region is also more vulnerable to poverty [1-3]. In this paper, the current situation and development trend of rural aging of population in the west of China are analyzed from three perspectives, and moreover, some countermeasures and suggestions on the anti-poverty cause of the rural elderly in the west of China are put forward by studying the severe challenge of the anti-poverty cause under the background of the aging of population.

2. ANALYSIS ON THE CURRENT STATUS AND THE TREND OF THE AGING OF POPULATION IN CHINA
China is facing the challenge of increasing aging of population at present. Although China has stepped into the aging society earlier in the developing countries, various factors caused that our country's aging of population has appeared the characteristics of regional imbalance in reality, which has great regional differences. There are lots of factors leading to the aging of population in China, among which the direct factors include population mobility, birth rate as well as death rate, while the fundamental factors are economic development level and population base, and social security and welfare are the auxiliary factors. From the three perspectives of policy, history as well as economy, we analyze the current situation of the aging population in China, and deduce the trend of the aging of population in the future [4-8].

(I) Analysis of policy perspective
From the point of view of the most concerned policies of the public, the medical care and pension security system are the most important part of social security, and the scale and degree of the aging of population are directly related to the capacity of the pension security. From the point of view of the differences between urban and rural and the regional differences, as for the urban areas and the Eastern China with strong policy support and a better pension system, they will undoubtedly have great appeal to the elderly in rural areas and in the Western China. The elderly will continue to move to areas with higher levels of policies, infrastructure and social security, and as the regional elderly population grows, the government will continue to introduce new policies to ensure greater demand for social support for the elderly, thereby increasing financial support for medical facilities and social support for the elderly, so that the region will have better conditions for medical care, and the region's increased attractiveness to the elderly in the surrounding and farther afield would clearly have a cumulative positive effect. In the positive cycle of this kind of construction and attraction, the regions with good pension security conditions will continuously absorb the foreign aging population and constantly strengthen the construction of the pension security [9-15]. On the contrary, the areas with poor pension security conditions will be further weakened in the case of the loss of the elderly population, and this will lead to that more elderly consider moving to areas with better policies, resulting in a cumulative and cyclic negative effect.

(II) Analysis of historical perspective
From the historical point of view which has a fundamental impact on the aging of the population, the age structure of the aging population has been formed under the combined effects of population base, social customs as well as family planning. Since the reform and opening-up, with the rapid development of China's economy, and the significant improvement of the people's livelihood and the medical and
health care level, the total population of China began to increase rapidly. In the early period of the founding of New China, the total population of China was 540 million. By 2018, the total population of China had reached 1.395 billion, which brought enormous pressure to every aspect of social development. For controlling the over-rapid population growth, China established the family planning as the basic state policy in 1982 and vigorously promoted family planning in both urban and rural areas. At present, China's sub-replacement fertility situation is serious, after the introduction of the country's two-child policy, this phenomenon will be alleviated in the next few years. Over the past 40 years, in the course of China's rapid economic development, "demographic dividend" has created great wealth and played an irreplaceable role, but from the point of population inertia, more adult population will grow into the elderly population in the future and it will be a huge population problem in China.

Table 1. Statistics on Birth Rate, Death Rate, Natural Growth Rate, Population Density and Urban Population Proportion in China (1978 - 2015)

<table>
<thead>
<tr>
<th>Birth rate (%)</th>
<th>Death rate (%)</th>
<th>Natural growth rate (%)</th>
<th>Population density (person / square kilometer)</th>
<th>Proportion of urban population in the total population (%)</th>
</tr>
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<tbody>
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(III) Analysis of economic perspective

From the economic point of view that also has a fundamental impact on the aging of the population, the economic factors not only have a direct impact on the overall aging of the population in China, but also have the most fundamental and most important impact on the imbalance of the regional distribution of the aging of the population and the evolution of the aging population in various regions.

On the one hand, in view of the aging trend of China's
population as a whole, birth rate and death rate are the direct factors, and the development of the economy has the most fundamental impact on these two factors. The level of medical care and the conditions for the pension security in China have been continuously improved, thus the death rate has been continuously reduced. Although the survival rate of the birth of infants have been guaranteed as a result of the development of medical care, since China formally established family planning as the basic state policy in 1982 and implemented the "Law of the People's Republic of China on Population and Family Planning" on September 1, 2002, the birth rate of China has not increased blindly because of the development of medical conditions. On the contrary, the birth rate of China has been falling continuously since 1982. Moreover, the natural growth rate of China's population began to decline in 1987 (Table 1). Contrast with these data, the population density increases and the proportion of urban population in the total population increases, but the proportion of teenagers in China decreases gradually, while the proportion of adult population is relatively large. Developing until today, there is the phenomenon that the aging of population is increasing and the proportion of adult population is relatively large. However, on the other hand, the fact we must note is that the economic development is the most important factor for the regional difference of the aging of population, while the factors of the economic development are influencing the dynamic evolution of the distribution of the aging of population in China.

In the eastern region, a large number of young and middle-aged workers promote the further development of the economy, thus forming the cumulative effect of the population mobility, the regional differences of the aging of population will be further widened, and in the meantime, the economic imbalance in the regions will be aggravated by this cumulative effect, and the key to solve this problem is to develop the western region, and therefore, this is one of the important reasons why China should unswervingly carry out the strategy of western development.

### Table 2. Six Population Census: The Proportion of the Elderly Aged 65 and Above in the Provinces of Western China and Their Ranking (%)

<table>
<thead>
<tr>
<th>Year</th>
<th>Guangxi</th>
<th>Sichuan</th>
<th>Shaanxi</th>
<th>Xinjiang</th>
<th>Yunnan</th>
<th>Guizhou</th>
<th>Inner Mongolia</th>
<th>Gansu</th>
<th>Qinghai</th>
<th>Ningxia</th>
<th>Chongqing</th>
<th>Tibet</th>
</tr>
</thead>
<tbody>
<tr>
<td>1953</td>
<td>4.62 6</td>
<td>4.23 8</td>
<td>3.94 13</td>
<td>3.92 14</td>
<td>3.63 17</td>
<td>3.59 18</td>
<td>3.18 24</td>
<td>3.09 25</td>
<td>2.82 26</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>1964</td>
<td>3.28 16</td>
<td>2.72 23</td>
<td>3.51 13</td>
<td>4.05 7</td>
<td>2.98 21</td>
<td>2.69 24</td>
<td>3.2 29</td>
<td>2.07 27</td>
<td>2.07 28</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>1990</td>
<td>7.3 14</td>
<td>5.71 10</td>
<td>5.15 18</td>
<td>3.91 27</td>
<td>4.9 21</td>
<td>4.61 23</td>
<td>4.01 26</td>
<td>4.06 25</td>
<td>3.07 30</td>
<td>3.51 29</td>
<td>4.63 22</td>
<td>4.75 28</td>
</tr>
<tr>
<td>2010</td>
<td>8.53 14</td>
<td>6.48 28</td>
<td>7.63 23</td>
<td>8.71 12</td>
<td>7.65 26</td>
<td>5.3 27</td>
<td>6.3 30</td>
<td>8.23 20</td>
<td>6.3 30</td>
<td>6.3 29</td>
<td>11.72 1</td>
<td>31.32</td>
</tr>
</tbody>
</table>


From the above three points of view, this paper analyzes the current situation of the aging of population in China and its causes, and deduces the trend that the degree of aging population will deepen. We must pay enough attention to the aging of the population now and in the future, and adopt the correct strategy according to the actual situation of the aging population. It is undeniable that the aging of the population at this stage and in the future will seriously restrict the sustainable development of the rural economy and population in the western region, and moreover, the medical problems and the pension security problems caused by the population pressure.
increasingly pressure the social pension and the government's finance. With the large loss of young adult population in the western rural areas, the spatial imbalance of the aging of population and the spatial imbalance of economic development will interact and even intensify.

3. CHALLENGES FACED BY THE CAUSE OF THE ANTI-POVERTY OF RURAL ELDERLY POPULATION UNDER THE BACKGROUND OF AGING OF POPULATION

Since the reform and opening-up, due to the rapid development of the economy and medical and health care, the aging of the population in China has been aggravating, the demographic dividend has gradually disappeared, and at this time, China not only shows the increasing number of the elderly population, the increasing degree of the aging of population, but also appears the phenomenon of the unbalanced distribution of the aging of population. On the one hand, from the differences between urban and rural areas, the phenomenon of rural aging is more prominent; on the other hand, a large number of young adult workers flow from the western region to the eastern region, resulting in a rapid increase in the aging of the population in the western region, and the degree of aging is alleviated in the eastern region. In combination with these two aspects, it is not hard to see that there is a very serious aging problem in the rural areas in the west, which will undoubtedly make the rural anti-poverty cause in the west face many serious challenges.

(I) The traditional rural pension model has been impacted, and the function of family pension has been weakened.

Currently, the rural pension model in western area is mainly the traditional family pension mode, but under the impact of the "silver tide" of the aging of population, the function of the traditional pension model has been weakened. Although the family pension occupies the most important position in China's traditional pension mode, however, because of the implementation of the national family planning policy, families are becoming miniaturization and centralization in the process of urbanization. With the rapid growth of the economy and the rapid development of the transportation and communication industries, the separation of the elderly and their children has become a common phenomenon in the society. There is an inevitable increase in the number of empty nesters as a result of the many inconveniences of care for the elderly caused by the separation. At the same time, as the young labor force continues to flow to the eastern regions, the rural "left behind" elderly in the western regions have emerged in large numbers, especially the proportion of "left behind" families in the poverty-stricken mountainous areas has been constantly expanding, these poor elderly population not only need to take care of the minor grandchildren but also need to undertake heavy farming activities to cover the cost of living, which makes their living standards and physical health face greater pressure. On the basis of the current situation that families are becoming smaller and more centralized, and a large number of young workers are flowing outside, it is not hard to see that the number of small families, nuclear families, empty nest families and left-behind families in the western rural areas will inevitably increase, and the function of the family pension depending by the poor elderly in the rural areas will inevitably be weakened.

(II) Unstable economic sources of rural poverty-stricken elderly population, and seriously insufficient pension funds.

There are two main economic sources for the poor elderly population in rural areas, the supply from children and the cultivation of fields, but these two kinds of economic sources are unstable. On the one hand, although the children working as migrant workers can improve the material life of the elderly to a certain extent, in addition to children's own living and consumption needs, the children's income is largely invested in the life and education of the next generation, there are very few can be supplied to the elderly and moreover it is unstable, and even some children with poor economic conditions still need their parents to provide subsidies. On the other hand, the rural poor elderly population in Western China rely on farming to get a part of the economic sources, however, most of the natural environment in the western region is harsh and the agricultural production resources are scarce, which are exactly the two important factors that restrict the economic development in the western region. Farming in harsh conditions is undoubtedly a difficult activity for the poor elderly in the western regions, and in some dry year's crops can be severely reduced or even not a single grain was reaped. The poor natural environment and scarce agricultural resources have led to the instability of rural industry in the western region. The income of rural poor elderly is not guaranteed. The problem of poverty is very serious.

(III) The relevant legislation of the rural social security system is unsound, and the rural social security system is imperfect.

In 2007, China began to establish the rural minimum living security system in the whole country, and vigorously carried out the work of low living security in the countryside, but China's legislation in the rural social security system is not perfect, and there is a lack of effective supervision. On the one hand, the examination and approval of the security object, and the supervision of the examination and approval links are weak, and there is grass-roots corruption phenomenon, moreover, the relevant workers use the power to deal with low insurance for their relatives and friends; On the other hand, the misappropriation, occupation, embezzlement of rural pension funds occurred from time to time, which greatly dampened the enthusiasm of farmers to participate in insurance. To this day, the rural social security system is still imperfect. On the one hand, coverage is narrow, and the security is low. The principle of voluntariness is taken in the rural pension insurance, however, the real poor people often cannot participate in insurance because they cannot afford insurance, and they are excluded from the security system, which is undoubtedly contrary to our original intention of implementation of the rural social security system, and the standard of rural
pension is not high, thus it cannot not fully mobilize the enthusiasm of farmers to participate in insurance; On the other hand, the mode of rural social security is not diversified enough, and a pluralistic mode of rural social security has not been established yet.

(IV) The extremely severe phenomenon of poverty and return to poverty caused by illness in rural elderly population.

The elderly population has declining physical function and unstable health, thus they become the group with the highest incidence rate. As the aging population in western China is intensified, the problem of poverty and return to poverty caused by illness is becoming more and more serious in rural areas. In comparison with the residents in other areas, the medical conditions of the residents in the west are less accessible, and moreover, the rural areas in the west are far away from the areas where the population is concentrated, which further leads to the lack of public health resources and the lack of accumulation of medical resources. There is no better medical treatment and no convenient transportation in western rural areas, which leads to higher medical costs for rural residents. Even if they are admitted to the hospital and a large part of the expense is reimbursed through the rural cooperative medical treatment, the accumulation of each kind of treatment expense is still unbearable by the rural elderly population in the western region. The rapid increase in medical expenses often results in poverty and return to poverty caused by illness in the elderly population, and even a family can become "abject poverty" due to high medical expenses. Because the accumulation of medical expenses often exceeds the bearing capacity of the elderly, the situation of "put off for small illness drag, and resist serious illness" of the elderly often occurs in rural areas, and mostly, the small illness is developed into a serious illness because of putting off, and the treatment costs are getting higher, while once the elderly is suffering from a serious illness, if their children's funding and social security is insufficient, then the elderly will lose a family fortune because of the illness or die painfully of illness.

(V) The deepening of the aging of population has restricted the development of rural economy in the western region.

In the above analysis of China's aging population, we can see that there are two reasons for the deepening of the aging population in the western region: the increasing number of elderly population due to the population inertia, and the large number of young labor force flowing to the eastern region, leading to the increase of the proportion of the elderly population in the western region.

On the one hand, population inertia leads to an ever-increasing number of elderly people. The aging of the age structure of the working population will have a negative influence on economic development and labor productivity. As a result of the increasing number of the elderly, the ratio of the raisers to the dependents has gradually decreased, increasing the expenditure of social consumption funds, and increasing the pressure on the working-age population and social security. At the same time, the rural labor productivity is directly affected by the age structure of the labor force. Compared with the young adult population, the elderly population has relatively low labor capacity and management capacity. Even some elderly has lost their working capacity. Too many elderly populations will inevitably lead to the shortage of labor resources, which directly restricts the sustainable development and development speed of the rural economy in the western region.

On the other hand, large numbers of young workers flow to the east, leading to an increase in the proportion of the elderly in the west. The imbalance of national and regional policies is an important cause of rural poverty in the western region. Give priority to the development of the southeast coastal areas, gather resources and funds to develop the secondary and tertiary industries, concentrate a large amount of policy thrust on the southeast coastal areas, and attract a large number of labor force and talented people to gather in the southeast coastal areas. While developing the economy of the southeast coastal areas, this kind of non-balanced regional policy has also widened the economic gap between the east region and west region. Under the guidance of such policies and the material conditions of the more developed regions, the young labor force in the western regions has lost a lot, resulting in the slow development of rural economy in the western regions of China. It weakens the economic base of the rural sustainable development in the western region, which aggravates the rural poverty in the western region to a certain extent.

Under the joint action of these two factors, the degree of the aging of population has been deepened in the rural areas of the western region, and the development of the rural economy in the western region has been seriously restricted, and the cause of anti-poverty for the elderly in the rural areas of the western region has been impeded.

4. SUGGESTIONS ON THE ANTI-POVERTY CAUSE FOR THE ELDERLY IN RURAL AREAS IN WESTERN CHINA

(I) To develop the rural economy and continue to increase policy support for the economic development of the western region.

The unbalanced spatial distribution of the aging of population will aggravate the regional imbalance of economic development, so that the economically backward western region will lose its young and mature labor force and face the problem of greater pension support pressure and lack of strength after economic development. Solving the problem of economic development is the key to solve the poverty of the elderly population in the rural areas of Western China. Firstly, we shall continue to increase our support for the construction of the western region and use the policy advantages of the western development strategy to attract talents and young and middle-aged workers in the overall strategic layout of our country. Second, we shall actively expand employment opportunities, improve the promotion mechanism which is conducive to more adequate and high-quality employment. It can effectively avoid the loss of population by ensuring employment. Only by
consolidating the population base can we further alleviate the adverse effects of the aging of population. Third, we shall establish a joint development mechanism between urban and rural areas and create a new model for urban and rural economic development called "cities leading the townships and the townships assisting in the construction of cities". Fourth, we shall strengthen the financial support for the rural industry, develop the agriculture economy and tourism with local characteristics, and form a diversified rural development system, give full play to the advantages of natural resources in the western region.

(II) To focus on the construction of the system and perfect the rural social security system in the western region.

Improving the rural social security system in Western China is an important approach to alleviate the poverty of the rural elderly. With the large-scale loss of the young and adult labor force in the western region, the proportion of the elderly population is increasing, and the problem of the aging of population is becoming more and more serious, as a result, we shall pay attention to the construction of the rural social security system and perfect the rural social security system in the western region so as to ensure that "the elderly will be looked after properly, and providing for the elderly". First, we shall speed up the construction of legislation, standardize the rural social security system as soon as possible in the form of law, and enhance the farmers' sense of security in the rural social security system; second, we shall strengthen supervision over the examination and approval of the security objects; third, we shall increase the government's financial investment in rural social security and increase the government's subsidy quota; fourth, we shall increase government financial input into rural medical insurance, increase reimbursement rates and alleviate the phenomenon of poverty and return to poverty caused by illness in rural areas.

(III) To increase investment in resources and vigorously promote rural education and basic medical care in the western region.

Education is a powerful driving force and fundamental guarantee to promote the development of rural poverty-stricken areas and raise farmers' income. In order to solve the problem of rural poverty in Western China, it is necessary to change the backward situation of rural education in Western China and improve the quality of the population. First, we shall guarantee the basic education, ensure the full implementation of rural compulsory education, and focus on supporting and helping the education of children in poor families; second, we shall focus on the construction of excellent teacher teams, improve the quality and teaching level of teachers, encourage excellent teachers in cities and towns to teach in the countryside, actively dispatch rural teachers to study and train in developed areas, and establish a teacher - exchange mechanism for interaction between urban and rural areas; third, we shall build scientific and efficient training institutions and systems for skills, engage professional and technical personnel to carry out technical training for rural poverty-stricken areas and increase the productivity of farmers; and fourth, we shall introduce relevant subsidy policies to encourage professionals from all walks of life to devote themselves to national strategic development activities of the "Great Development of the West", and inject fresh vitality into the development of poor rural areas in the Western China. Improving the construction of rural basic medical care is a important approach to alleviate the poverty of rural elderly population. Poor medical treatment conditions for the elderly in rural areas cause the increased costs of medical treatment, the health of the elderly cannot be improved, thus the incidence rate will be greatly increased, since the rural families encounter with higher economic pressure and higher risk of poverty, the possibility of poverty and return to poverty caused by illness is increased. Therefore, it is necessary to improve the construction of medical insurance system and medical infrastructure so as to ensure that the elderly population in rural areas in the west can seek medical treatment in a timely manner and that medical treatment is convenient.

(IV) Integrating multiple forces, innovating multiple channels and building a diversified pension model.

Solving the problem of rural pension is an important link to alleviate the poverty of the rural elderly population in the western region. Currently the function of the traditional family pension in rural areas is weakened, however, the government's ability and resources are limited. Therefore, if we want to effectively solve the problem of the pension, it is necessary to integrate the strength of the whole society, innovate various channels and construct the diversified pension mode. First, we should carry forward China's traditional "filial piety" culture and vigorously promote family pension for the elderly. Family pension is still the most important pension mode in China, in favor of filial piety inheritance. As for the elderly in rural areas, family pension not only means access to economic support and day-to-day care, more importantly, means access to the family and children's affections and spiritual comfort, so as to eliminate the elderly psychological poverty; second, guide the elderly to change the traditional pension concept and actively try to support themselves. In the context of the aging of population and the old aging, more and more elderly people all over the country take part in production through their own means, continue to create value, realize complete or partial self-support, and the old but vigorous and self-improvement attitude to life makes their spiritual needs satisfied with greatly, and therefore, if we promote the way of self-support in the rural areas of western regions, it can be a great help to alleviate the poverty of the rural elderly in the western region; third, we shall emphasize the function of commercial insurance pension for the elderly and advocate the national insurance covering. The aging of population in the western rural areas is deepening. It is difficult for the government to bear all support for the elderly, and therefore, giving full play to the role of social organizations can be a crucial approach to solve the poverty of the rural elderly in the western areas, which can not only share some of the elderly pension pressure, but also promote
the development of the rural social economy. Consequently, we shall make rational use of this win-win model of the interaction between government and society to open up new ideas for the anti-poverty cause of the rural elderly in the western region.

REFERENCES
Research on College English Teaching Strategies from the Perspective of Curriculum Ideology and Politics

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Abstract: College English plays a very important role in the promotion of curriculum ideological and political construction by virtue of its wide audience, rich teaching content, and the advantages of the course itself. Based on this, this article starts from the connotation of curriculum ideological and political, expounds the meaning of the integration of college English teaching and curriculum ideological and political, and then proposes college English teaching strategies from the perspective of curriculum ideological and political.

Keywords: Curriculum Ideology and Politics; College English; Integration

1. INTRODUCTION

In addition to ideological and political courses in colleges and universities, other types of courses should also shoulder the important mission of developing ideological and political education for students, so as to go in the same direction with ideological and political courses and achieve synergistic effects. College English courses are not only a basic public compulsory course, but also an indispensable part of humanities education in universities. With the introduction of curriculum ideological and political concepts, it is a general trend to promote the integration of college English teaching and curriculum ideological and political. This will not only help improve students' comprehensive English application ability, but also enhance students' humanistic qualities and moral sentiment. Therefore, from the perspective of curriculum ideology and politics, college English teaching should not be limited to the implementation of traditional language knowledge and skills transfer teaching mode, but should focus on promoting the organic integration of college English teaching and curriculum ideology and politics.

2. OVERVIEW OF CURRICULUM IDEOLOGY AND POLITICS

Curriculum ideology was first proposed by the Shanghai Municipal Party Committee and the Municipal Government in 2014. As a new type of teaching concept, it does not refer to a specific teaching course, but refers to the teaching of various courses of colleges and universities. Attention should be paid to cultivating students’ ideological and moral qualities. That is to say, universities should refine the ideological and political theory education resources of various courses, promote the same direction of various courses and ideological and political courses, and further enable all kinds of courses to realize the functions of teaching and educating people at the same time, and truly realize the comprehensive development of students’ comprehensive quality.

3. THE SIGNIFICANCE OF THE INTEGRATION OF COLLEGE ENGLISH TEACHING AND CURRICULUM IDEOLOGY AND POLITICS

Combined with the new version of the University English Teaching Guide, college foreign language education, as an indispensable part of China's higher education, plays a vital role in promoting the coordinated development of college students’ knowledge, abilities and comprehensive qualities. As an important part of university foreign language education, college English plays an irreplaceable role in the cultivation of high-quality talents. College English is also an important part of humanities education in colleges and universities, and it has both instrumental and humanistic properties. For the significance of the integration of college English teaching and curriculum ideology and politics, the main manifestations are: firstly, it can meet the needs of English teaching. With the continuous advancement of higher education reform, the traditional education model has been unable to meet the current needs of college English teaching, and it is also not conducive to the cultivation of students’ good ideological quality. The integration of college English teaching and curriculum ideology can not only realize the full development of key teaching content, but also cultivate students’ ideological quality. Especially with the increasing frequency of exchanges and cooperation between China and other countries and regions in recent years, college English contains rich English culture and advanced values. The timely development of ideological and political education in college English teaching can deeply dig into college English thinking and political content, and promote the harvest of more ideal teaching effects. The second is to meet the needs of ideological and political education. In the context of the continuous development of global integration, the thinking of college students has been eroded by foreign cultures in recent years, which has greatly increased the difficulty of ideological and political education. If you blindly conduct traditional and single ideological and political theory teaching, it will inevitably be difficult to meet the diverse needs of students, and the effectiveness of teaching will not be reliably guaranteed. The integration of college English teaching and curriculum ideological and political education not only realizes the effective innovation of the traditional
ideological and political education model, but also can use college English teaching to help students improve a series of values, so as to effectively meet the needs of ideological and political education. The third is to achieve the same direction of English teaching and curriculum ideology, and push the integration of college English teaching and curriculum ideology and politics. The latter can provide correct guidance for the development of English teaching, while college English teaching can provide a powerful way for the development of curriculum ideology and politics. Therefore, college English teaching and curriculum ideology and politics are complementary and coexisting relationship.

4. COLLEGE ENGLISH TEACHING STRATEGIES FROM THE PERSPECTIVE OF CURRICULUM IDEOLOGY AND POLITICS

4.1 To excavate the ideological and political education materials in English textbooks
In the process of college English teaching, colleges and universities need to choose reasonable textbooks to assist the teaching work. On the one hand, it can ensure the system of college English teaching; on the other hand, it can help students develop a typical solid English foundation. In view of this, we should pay attention to digging into the ideological and political content obtained by watching the movie. Then, teachers should let the students watch movies with questions and discuss in the group. Finally, the group representative will report the results of the discussion, which can cultivate the students' English expression ability. It can also allow students to think about relevant moral education thoughts in the discussion and establish correct values. [4]

4.2 To optimize English teaching methods
In order to promote the organic integration of college English teaching and ideological and political education, it is very important to improve the ideological and political education awareness of English teachers. First of all, the training of English teachers should be strengthened to guide teachers to establish correct ideological and political education concepts, so that teachers can strengthen their learning and understanding of ideological and political course materials and perceive the commonality of college English teaching and ideological and political education. Secondly, English teachers should be guided to strengthen effective learning of Chinese traditional culture, improve teachers' traditional cultural heritage, so that teachers can promote the organic integration of English culture and traditional culture in English teaching, and improve students' recognition of traditional culture.

5. CONCLUSION
All in all, it is very important to integrate curriculum ideology into college English teaching. It not only improves students' language ability, but also helps students establish correct values and correctly perceive the responsibilities of the times and historical missions. Therefore, relevant personnel in colleges and universities should conduct exploration and research on how to develop college English teaching from the perspective of curriculum ideology and politics, clarify the significance of the integration of college English teaching and curriculum ideology and politics, explore the ideological and political education materials in English textbooks, and optimize English teaching methods. In order to improve the ideological and political education awareness of English teachers, they should start from multiple aspects to achieve the organic integration of college English teaching and curriculum ideological and political, and achieve synergistic effects.
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On the Infiltration of Aesthetic Education in Vocal Music Teaching in Colleges

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Abstract: With the continuous popularization and development of quality education in colleges and universities, college teachers pay more and more attention to students’ aesthetic education when they carry out profound education. Aesthetic education for students in vocal music teaching not only allows students to improve their vocal skills, but also improves the overall quality of talents. The article briefly analyzes the infiltration of aesthetic education in vocal music teaching in colleges and universities, and proposes corresponding countermeasures and approaches, hoping to provide a certain reference for vocal music teaching.

Keywords: Colleges and Universities; Vocal Music Teaching; Aesthetic Education.

1. INTRODUCTION
Penetrating aesthetic education into vocal music teaching in colleges and universities can not only improve students' professional level of vocal music, but also cultivate students' ability to discover and love beauty in life, establish a correct aesthetic value, and achieve comprehensive improvement of personal quality. With the continuous development and progress of society, the society has higher and higher requirements for talents. If colleges and universities want to cultivate qualified and high-level talents, they need to further improve the cultivation of students' comprehensive abilities.

2. THE SIGNIFICANCE OF THE INFILTRATION OF AESTHETIC EDUCATION IN VOCAL MUSIC TEACHING IN COLLEGES AND UNIVERSITIES
2.1 To cultivate students' vocal perception and creativity
Penetrating aesthetic education into vocal music teaching in colleges and universities can allow students to further experience and create beauty. Music and art works all contain the creator's thoughts and perceptions of life, and these thoughts and perceptions can also be reflected and conveyed through the works. This is the unique charm of music art. Therefore, aesthetic education has extraordinary significance for the overall growth and development of talents.

2.2 To stimulate students' interest in learning
Because the vocal training process is relatively boring, it requires long-term and repeated training of personal professional skills to master and use personal professional skills proficiently. In such a long and repeated training process, students are prone to personal disgust towards vocal music. Therefore, aesthetic education can be infiltrated into vocal music teaching. Students can further experience the beauty contained in art through repeated and boring training, and carry out self-inspiration and self-understanding, thereby increasing their interest in learning. While, aesthetic education can be penetrated in vocal music education. It is an important help for students to further enhance their enthusiasm for learning and stimulate their interest in learning.

2.3 To establish correct values
In the course of vocal music teaching in colleges and universities, aesthetic education can also help students improve their comprehensive personal abilities. It is also a positive response to college moral education. Through aesthetic education, students can better understand the connotation of works and improve their ability to discriminate music works. In music education, his own morality and personality have also been improved. Students can be able to aesthetically and appraise some excellent works and get positive energy from the works. Through aesthetic education among vocal music teachers, it can help students establish a correct outlook on life and values.

3. COUNTERMEASURES AND WAYS OF AESTHETIC EDUCATION INFILTRATION IN COLLEGE VOCAL MUSIC TEACHING
3.1 To strengthen teaching innovation
To permeate aesthetic education in vocal music teaching in colleges and universities, it is necessary to innovate traditional teaching methods and provide a more diverse teaching environment. Nowadays, vocal music education has become an inseparable and important part of quality education. The position in colleges and universities is becoming more and more important. Due to the particularity of vocal music teaching, vocal music teaching is a more abstract teaching compared with other theoretical disciplines, both in terms of content and teaching methods. The level of teachers and teaching equipment have more stringent requirements. In terms of teaching methods, the development of teaching is more student-centered around students. If students want to improve their aesthetic cognition, they need to resonate as much as possible on the psychological level to ensure that students can stay focused...
during the aesthetic education process. Teachers can appropriately focus on vocal music, actively innovate and change teaching methods and teaching content, and create a good aesthetic education environment. With the continuous advancement and development of multimedia technology, vocal music teachers also have more diverse means to cultivate students’ aesthetic ability. In the process of aesthetic education, teachers can use multimedia equipment to express the abstract content in the more concrete way. Teachers can use some video and vocal music materials to more intuitively show the beauty of vocal music to students. At the same time, the form should not only be restricted to teachers, but can be extended outside the venue appropriately. For example, some music venues allow students to feel the charm of music on the spot and improve their ability to express musical works. This is reflected in college vocal music. There is a very important meaning in teaching.[2]

3.2 To pay attention to the combination of theory and practice
Infiltrating aesthetic education into the teaching of vocal music in colleges and universities, we must combine theory and practice to enable students to improve their personal music aesthetic ability more quickly. Using the form of vocal music practice can more directly test the students' vocal music ability, so as to make up in time in practice. In the process of vocal music teaching in colleges and universities, it is necessary to fully integrate theory and practice. Teachers can organize some concerts and performances after vocal music teaching to transform students’ musical ability into personal expression, and improve their own aesthetic ability through practice, thereby improving one's own aesthetic appreciation and creativity. Teachers should give adequate guidance and encouragement to students in the process of practice, and help students to further master vocal skills through communication between teachers and students. Teachers need to reasonably arrange teaching content according to the specific situation of students so that students can discover beauty, feel beauty and creativity as much as possible in the process of aesthetic education. At the same time, the beauty felt by different people is also different. In the process of teaching, teachers should tolerate the differences between students as much as possible, and fully consider the development of differences between people, especially in aesthetic education. It is necessary to cultivate students to have a positive and good aesthetic, but also to have their own unique vision of art appreciation, to find a style that suits them, and to enhance their personal performance perception during the appreciation process. Teachers can select some high-quality vocal works of different styles in the process of aesthetic education. High-quality works of art enable students to have a better aesthetic concept.[3] At the same time, they can improve their own appreciation ability among different styles of art works and find their own path of artistic development. 

3.3 To strengthen students' awareness of artistic innovation
The artistic education not only needs to cultivate students' aesthetic ability in vocal music, but also need to use aesthetic education to further cultivate students' artistic innovation ability. Daily vocal training and teaching are only for training the basic vocal abilities of students. If students want to have a more comprehensive development, they need to further understand the works, integrate their own perceptions and experiences into the works, and carry out new creations and interpretation, realize self-expression and sublimation of art. Teachers should provide students with practical opportunities for vocal music as much as possible, help students discover their own shortcomings, and further explore students’ sense of innovation, and provide students with a platform for artistic innovation simultaneously. Students can lay a good foundation for aesthetic education from a large amount of stage and performance experience, so that aesthetic education can be carried out more effectively, and the comprehensive quality of students can be further improved.

4. CONCLUSION
Society is constantly developing and progressing, and education will also change as the country's demand for talents changes. Traditional vocal music teaching methods and teaching concepts have no way to adapt to the current social environment. Penetrating aesthetic education into vocal music teaching can help students adapt to social changes better. In the process of aesthetic education, colleges and universities should pay more attention to the innovation of teaching content and methods, emphasize the combination of theory and practice, and further cultivate students’ awareness of artistic innovation. Thus, students can have a stronger interest in vocal music learning and develop the comprehensive quality.

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AUTHORS' BIOGRAPHY
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Analysis of The Webcast’s Marketing Strategy: From the Enlightenment of Fans Economy

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Abstract: Fan economy is a kind of economic model realized in virtue of the influence of idols and the purchasing power of fans. Under such model, the marketing of live broadcast shows the features of to expanding the influence of products by "opinion leaders", realizing the span from "celebrity endorsements" to "trust agents", which are conducive to the realization of "precision marketing" and the creation of "our culture". By analyzing the marketing characteristics and advantages of webcast under the fan economy, we should notice that it’s supposed to achieve its own development in three aspects: promoting the cooperative development of upstream and downstream enterprises in the industry chain, enhancing the anchor's own image, and making the "word-of-mouth marketing" play the great role.

Keywords: Fan Economy; Webcast; Marketing Strategy.

1. INTRODUCTION
Live webcast sales make the distance between merchants and consumers closer, by the way that consumers can use the Internet to instantly feedback product information and promote product improvement, which are different from traditional offline sales. Under the new sales model of live sales, the fan culture has also changed from the “looking-up” culture to the equality culture. As a result, live webcast has brought a series of changes in the field of commodity sales.

2. THE MARKETING CHARACTERISTICS OF WEBCAST UNDER THE FAN ECONOMY
2.1 Using "opinion leaders" to expand the influence of products
An opinion leader refers to a person who uses his or her own attitude and opinions to act on others in interpersonal communication. In the "two-step communication" theory, the information sent by the mass media can be better disseminated through opinion leaders. In the era of new media, the personal power of opinion leaders has been increased. They can not only express their opinions and make effects on others, but can also directly intervene in the circulation process of information to change the direction of information. In webcaste, the products being recommended or forwarded by the webmaster will quickly arouse a buying frenzy among fans. In other words, every "Internet celebrity of live broadcaster" is an opinion leader who can enhance his integrity to establish his own image in the minds of fans, so as to expand the influence of your recommended products, and use the power of fans to quickly realize product monetization.[1]

2.2 Steping from "celebrity endorsement" to "trust agency"
In the past, producers usually selected celebrities whose image and temperament were in line with the product as their image spokespersons to evangelize the products, and increased product sales through the celebrities' own expressive power. However, in the era of webcast, this model has been changed from the traditional "celebrity endorsement" to a kind of "trust agent." The so-called trust agent means that the consumers can spread his true feelings about the product to people through interpersonal communication after he purchases and uses the product, so as to drive the consumption of the product. Compared with the "celebrity endorsements" in the era of mass communication, products that are communicated through people are more likely to gain people's trust and then increase sales. Because the information obtained from interpersonal communication comes from familiar people around consumers, familiarity means trust. In this process, every "familiar person" is a trust agent.

3. MARKETING ADVANTAGES OF WEBCAST UNDER THE FAN ECONOMY
3.1 To be conducive to the realization of "precision marketing"
Precision marketing means that merchants can directly push products to target users based on big data technology to achieve maximum profitability in the era of network communication. In the past, the phenomenon of attending one thing and losing another has been common due to the consideration of the cost of sales, then "less popular" products have appeared. With the development of the network, the cost of sales has been greatly reduced. As long as the product has been produced, someone will buy it. Although all of the "unpopular" products have low sales in the short term, they will bring a lot of benefits in the long run because of their variety and quantity. In webcast, a group of people with common interests gather in each live broadcast room, so the merchants only need to introduce the products these people are interested in through the anchor, then the products will make profits. Webcast under the fan economy is conducive to realizing precision marketing, which not only greatly shortens the time it takes for people to obtain the goods they want, but also brings huge benefits to businesses.

3.2 To be conducive to the creation of "our culture"
"Our culture" refers to the "culture that propel share commonly", that is, the culture created by fans and businesses. In the past product sales, businesses often used the appeal of celebrities to sell products. At that time, the fan economy was that fans paid for their idols, in the process of which fans could only touch the sales stage of the product.
While in the Internet age, the fan economy has become a new economic situation in which fans can not only access the sales stage of the product, but can even enter the initial stage of the product. In other words, fans are capable of witnessing the product design, in order to meet the needs of fans. At the same time, the “fan culture” has developed from the “look-up” culture to a culture of equality. Specifically, fans once could only look up to their idols, and their sole right to the product was to buy. In the situation of webcast, fans can work with businesses to create “our culture”, which is a new type of culture based on equality and mutual interests.

4. THE DEVELOPMENT DIRECTION OF WEBCAST MARKETING UNDER THE FAN ECONOMY

4.1 Cooperative development of upstream and downstream enterprises in the industrial chain

Webcast marketing is an emerging marketing model, which can realize the direct dialogue between sellers and buyers and can help not only commodity producers to improve their products, but to enhance the consumer experience of users. For product producers, webcast marketing under the fan economy can help them quickly grasp the needs of consumers and produce products that meet their needs. In this process, how to reduce time costs and maximize profitability becomes the issues that merchants consider together. A product is often completed by multiple companies. If the cooperation is not in place, it will affect the production speed and then affect the profit. Therefore, in order to maximize the benefits, businesses should actively promote the cooperative development of upstream and downstream enterprises in the industrial chain.

4.2 To raise the image of the network anchor

In the webcast, the anchor’s own image is directly linked to the sales of the product. Webcast is more of a trust economy; people buy the products recommended by the anchor out of trust in him. So once the trust is missing, the products will be unsalable. The emergence of trust agents has promoted the development of trust economy. Today, with the rapid development of the Internet, trust agents are no longer limited to those people are familiar. Any anchor can be a trust agent. The cultivation of a trust agent is a silent process. The anchor must get rid of the influence of business and tell his true feelings, so that it can be accepted by the public over time, and the trust agent itself is a good image.

4.3 To make the “word of mouth marketing” play the role

Word of mouth marketing is a marketing method formed in the process of interpersonal communication. It mainly refers to the marketing process in which consumers tell the using effect to the people around them through interpersonal communication, and then the people around them buy the same products to experience, which will bring benefits to the businesses. Compared with mass communication, interpersonal communication is more conducive to the marketing of goods, because mass communication is a strong one-way communication method, paring more attention to spread information, and the information feedback channel is not smooth. Therefore, it is difficult for people to give feedback on their own needs in time. While the big advantage of the Internet age is that information feedback is timely, and sellers and buyers can communicate in time. In the process of webcast, the connection between the host and the fans can be regarded as the communication between the seller and the buyer. The host tells the fans in the live broadcast room his true feelings after using the product, then the fans ask questions and they discuss with each other. It constitutes an interpersonal communication channel. When a fan has doubts about the product, he can ask the anchor in time to realize information feedback.

Therefore, we must make word-of-mouth marketing play the huge role to promote the sales of goods.

5. CONCLUSION

Although the webcast marketing appears late, its advantages are distinct. This form not only shortens the distance between consumers and businesses, but also helps shorten the time it takes for people to obtain the goods they want. Thus, at the beginning of webcast sales, it has aroused people’s pursuit. In the future, under the influence of the fan economy, live broadcast sales can achieve their own rapid development by further enhancing the image of the anchor and actively making the “word-of-mouth marketing” play the great role.

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Research on The Application of Practical Teaching Mode of Radio and Television Director with Workshop as The Center: Taking Zhixing College of Northwest Normal University as An Example

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Abstract: In 1998, the Ministry of Education issued the catalogue of undergraduate majors in ordinary institutions of higher learning, which established the radio and TELEVISION directing major for the first time. Over the past 20 years, the major of writing and directing has gradually become a popular application-oriented major with distinctive features. The radio and TELEVISION Directing major of Zhixing College of Northwest Normal University was established in 2011. After nearly 10 years of development, it has become a practical and applied major with professional characteristics and advantages, and was rated as a university-level characteristic major in 2017. However, it is not difficult to find some problems in the teaching practice of editing and directing major in universities or independent colleges. In fact, professional teaching lays particular stress on the teaching of theoretical knowledge, the single mode of practical teaching, the lack of innovation in teaching methods, and the disconnection between the practice teaching on campus and the practice of off-campus media. Therefore, in the context of today's media development and reform, how to find the correct positioning for practical teaching in traditional choreographer teaching and media work, improve teachers' ability to "teach" in practice, and help students improve their practical ability, is the issue that should be considered by all the professional editors of colleges and universities today. This paper takes the practical teaching of radio and TELEVISION editing and directing in the Department of Journalism and Media of Zhixing College of Northwest Normal University as an example to explore the concrete way and application value of the practical teaching mode of radio and television editing and directing centering on workshops.

Keywords: Workshop; Professional Director; Practice Teaching; Project.

1. INTRODUCTION
Workshop, "Workshop" in English, originated in European and American countries and first appeared in the field of education and psychology research. In the field of art, workshop refers to "an art studio driven by specific projects, in which artists (designers) and their teams jointly complete the whole process of conception, design and production". Workshops can also refer to courses taught by artists (teachers) to share their skills with students. Master workshops have emerged in the field of art media in recent years. The author thinks that, the workshop concept into the choreographer professional practice teaching is a new course teaching practice mode, refers to the actual project leads, the professional teachers to guide students to participate together, do together, will serve the practice teaching and curriculum, scientific research and practice together, promoting the comprehensive ability of students' practical writing, practice teaching is sublimation of a flexible model of teaching effect [1-3]. Therefore, from a comprehensive perspective, the practice teaching mode of director and editor centered on workshop is a new way of flipped classroom and on-site teaching of practice courses, an open teaching mode with strong participation and interaction, and a practice learning mode that stimulates students' interest in practice creation and cultivates their teamwork ability.

2. THE IMPLEMENTATION PREMISE OF THE WORKSHOP PRACTICE TEACHING MODE
The purpose of the workshop is to provide students with as many practical opportunities and places as possible inside and outside the classroom, assist teachers in better practical teaching, and improve the quality of practical teaching. By participating in projects on and off campus, students can understand the development trend of the industry in advance, so as to accumulate experience for future internship and employment. Workshop practice teaching pattern is the precondition of establishing workshops, by different combination of professional teachers taught courses and research expertise as workshop guidance teacher, by the strong practice ability, has the sense of responsibility, organized the seniors as a workshop director, workshop according to the specific project, divided into different groups, by the team members voted for the group leader. Students freely choose to attend different workshops in different academic years according to their own interests and abilities, so as to get familiar with the types of business they are engaged in and exercise their practical ability. Students in the first year mainly strengthen their
photography skills, single-lens shooting ability, with emphasis on photography workshops. By grade two, I will focus on strengthening my video shooting and editing skills, mainly focusing on video shooting workshops and post-production workshops. By the third grade, students will be able to improve their overall ability to produce film and television programs and their ability to operate new media, with new media workshops as the main focus. In the fourth grade, I practiced in the off-campus practice and contacted the industry trends. Through this kind of phased, hierarchical, targeted practice, to achieve the foundation - strengthening - consolidation - enhance the goal.

1. Camera workshop
Set up a photography workshop based on the course of "Television Shooting". Responsible for the shooting of large-scale meetings and lectures, as well as various campus activities such as large-scale activities, evening parties and competitions. The team is divided into TV shooting group and film shooting group. TV camera team mainly focuses on news shooting, documentary creation, also undertake outside wedding, conferences, activities and other kinds of shooting. The film shooting team focuses on the shooting of micro films, advertisements and promotional films, such as campus promotional films and graduation micro films. The workshop focused on strengthening students' shooting skills, such as the training of picture composition, light and shadow, and visual language of camera movement.

2. Photography workshop
Based on the course "Art of Photography", photography workshop was established. Responsible for image acquisition of large conferences, lectures and activities of the college. It is divided into news group, scenery group and portrait group, mainly to cultivate students' photography level and ability. Through the study of workshops, students can learn the photography methods of different subjects and contents and learn the use of various cameras.

3. Post editing workshop
Relying on the course of "TV Editing", a post-editing workshop was established. Divided into video group, special effects group, color group, subtitle group and other different groups. Main responsibility is the institute for large meetings and activities of audio and video clips and the packaging material, conferences, seminars, including college faculty events video footage clips, cooperate as well as for the other studios all kinds of video clip packaging, such as the celebration party LED background video footage clips, graduation ceremony, film editing, include external enterprises and institutions of all kinds of video clips, etc. The post-editing workshop focuses on training students to improve their editing thinking, and they are able to skillfully use all kinds of non-editing software for program editing and packaging, including editing, color mixing, special effects and other post-production.

4. Network New media Workshop
Based on the courses of "Media Convergence" and "Introduction to New Media", new media publicity workshops will be established. I was mainly responsible for the construction, operation and maintenance of the party committee, youth league committee and department official account of the college. Through WeChat, weibo, douyin and other platforms, I released the college's news trends, issued policy notices, and awarded the latest achievements of teachers and students, and made timely release and publicity of campus news. At the same time, the integration of campus dynamic anecdotes, mining campus culture, for students to provide a good platform for information acquisition, communication, interaction. Through students' messages, comments and forwarding, it is convenient for the college and students to contact each other, so as to better serve teachers and students.

3. PRACTICAL TEACHING MODE OF THE WORKSHOP
(1) Class is the main body: relying on the project, group practice, teachers participate in the whole process. Since there are about 20 students in each class of radio and TELEVISION directing major, small class teaching provides possibilities for the practice of workshops. In the process of practice teaching, every class is to select the corresponding item in the workshop, then according to the selected topic group, after full preparation to start practice, from the preparation of project to mid to late, the practice of teachers' guidance, as a project supervisor to cultivate students' ability of team work. This project-led and team-oriented practical teaching method can stimulate students' enthusiasm for participation, improve their ability and quality of practice, and enable students to learn and enjoy themselves in class.

Bring the crew into the classroom and move the classroom to the scene
The practical links of film and television practice courses in ordinary colleges and universities are mostly set in campus laboratories for corresponding project training. However, our department innovates the teaching mode of some courses to break the limitations of classes and invite the cast into classes for targeted on-site explanation. About micro films such as the TV camera, lighting this part, it invited the industry production of polishing teachers, combining with the knowledge and practical experience of the industry, different types of film and television creation in detail the current market used in lamps and lanterns, lighting method etc., the industry scene teaching, the teacher is vivid and intuitive, students can also synchronization. In addition, the practical teaching mode of the workshop can also innovate the teaching environment. For example, "TV Editor" and "TV Camera" also put classroom teaching on the site of outdoor micro-film creation. In the process of micro-film creation, the crew teachers and course teachers guide respectively, including script writing and scene adaptation, lighting arrangement, director, recording, photography, scenery, props, scene affairs and so on. Teachers and students participate in the whole process of the birth of a micro film. This exploration once again verified the principles of our department's professional teaching: the combination of teaching and practice, practice and the market in line with the reasonable.
Break through course barriers and incubate homework together
Radio and TELEVISION director professional practice is strong, there is a strong connection between the professional curriculum. Some courses emphasize pre-planning ability, while others focus on post-production. For the production of film and television works, pre-production and post-production are equally important and inseparable processes. For example, there must be editorial thinking in the pre-shooting process, and the intention of pre-shooting should also be taken into account in the post-production process. Therefore, the practice teaching of the director specialty should dig the internal connection and strengthen the cooperation. However, in fact, the practical courses of the director major often go their own way. There is a lack of connection between courses and courses, assignments and assignments, and students are always on the run to complete all kinds of small assignments. The practical teaching mode of workshop can break through course barriers and design projects flexibly, thus incubating good student works and transforming students' homework into "works". For example, in the practical teaching of the professional courses "TV Shooting" and "TV Editing" in the sophomore year, students applied for projects in the workshop, completed production in the workshop, submitted a micro film work under the situation of joint work, and the teacher of the course of video shooting and editing gave marks from different angles. On the one hand, it enables students to conduct high-quality shooting practice in a teamwork way. Teachers of different courses grade students from different aspects such as script writing, camera shooting skills and editing skills, which greatly stimulates students' creative enthusiasm and produces remarkable teaching effects.

Make use of the campus practice platform
Use on-campus workshops to complete training of basic practical skills such as picking, writing, editing, shooting, making, directing, planning and broadcasting. The development of new media, enables the student to participate in the new media practice anytime and anywhere, the campus video-audio shooting, editing and WeChat weibo trill, etc all kinds of the public, and participate in the new media practice anytime and anywhere, the campus video-audio shooting, editing and WeChat weibo trill, etc all kinds of the public, can let students to deeply understand the media each link, process, familiar with media characteristic and the audience demand, exercise their overall ability in practice and continuously reform and improve campus practice platform.

(2) Outside the classroom is supplementary: docking industry, participate in the competition, enhance the overall competitiveness
Expand off-campus projects: Improve the overall competitiveness
After the establishment of the workshop, I also actively expanded the off-campus professional practice project and opened up the second class of practical teaching. Strengthen cooperation and liaison with the industry to inject market vitality into the workshop. For example, we undertake off-campus publicity films, feature films, micro films, documentaries and other projects. At the same time, the workshop also actively cooperated with provincial Taiwan and film and television media companies, and led the class and students to participate in the planning and recording of programs such as "Big Stage" and "Between Reading".

It is of great significance to incorporate the professional competition into the practical teaching system of the director major. It is "an important carrier to cultivate the innovation consciousness of college students, an important means to enhance the practical ability of college students, an important way to enhance the team consciousness of college students, and a favorable guarantee to improve the teaching quality of colleges and universities". Competition can expand students' academic vision, test their ability on a larger stage, competition can also enhance students' interest and confidence in learning. The practical teaching mode of the workshop can incubate or produce a batch of high-quality student works, many of which have achieved good results in national and provincial professional competitions, which has brought a good reputation to both students and the college.

Regular ability improvement: face to face with experts and scholars
In order to keep in line with the industry, the workshop regularly invites front-line media teachers to give lectures in the school, such as CCTV program producers, documentary directors, newspaper reporters, etc. At the same time, the workshop also communicated with the crew and directors face to face. For example, young directors and independent documentary directors came to the cinema for the screening and exchange of new films.

Set up a studio: service innovation and entrepreneurship
Campus studio is an important channel for college students to practice independently, as well as an important platform for incubating students' innovation and entrepreneurship, laying a foundation for their future entrepreneurship and employment. The establishment of campus studios not only greatly improves students' innovation and independent practice ability, enables students to accumulate employment and entrepreneurial experience before graduation, but also promotes the transformation of teachers' teaching achievements and the deep integration of schools and enterprises. In 2019, based on the selection of camera workshop and editing workshop members, Elephant Studio was founded by six students with good practical skills, passion for film and television production and teamwork ability. Through the operation mode of campus studio, elephant Studio undertakes projects inside and outside the school.

Set up student associations: Enrich campus culture
Student associations are an important carrier of campus culture construction, the main front for educating students in the second classroom, and an important platform for cultivating students' interests, cultivating their moral sentiments, and displaying their talents and wisdom. Good club cultural activities can enable students to discover and cultivate their interests, abilities and creativity in various
aspects, so as to promote the all-round development of students' morality, intelligence, physique, aesthetics and labor. Making the association is a director of professional students, launched in 2017, absorbed and partial different professionals like media, like video more than 30 students, their principal heads for the senior student practice ability is strong, the association also cultivate students' ability to find beauty, and through the pass, help, belt, to expand by a professional film and television production to the college, attract more like-minded friends to explore the significance of film and television media.

4. CONCLUSION
The practice teaching mode of the director's major centering on workshops is an important way to improve the level of teachers' practice teaching and an important way to improve the overall ability of students' practice teaching. This is an important link of application-oriented discipline construction, and its implementation and application will drive more teachers and students to devote themselves to professional practice teaching and stimulate more practical achievements.

ACKNOWLEDGEMENTS
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REFERENCES
An Analysis of the Research Hot Spots of Chinese Network Literature

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Abstract: Since 2016, Chinese network literary criticism has entered a period of rapid development. In the past three years, Chinese network literary criticism has been developed well. An analysis of its research hot spots will help to fully grasp the current important content of network literary criticism. This article analyzes the indicators, distribution, and common high-frequency vocabulary of related papers published in the academic circles in the past three years, so as to obtain a more comprehensive and in-depth understanding of the general situation and research hot spots of Chinese network literature criticism.

Keywords: Chinese Network Literature; Literary Criticism; Research Hot Spots.

1. INTRODUCTION

On December 23, 2015, the Chinese Poetry Research Institute of Peking University and the School of Literature, Renmin University of China, hosted a salon with the theme of “The Original Mind of Criticism” [1]. In this salon, many critics emphasized the importance of network literary criticism, which started the upsurge of network literary criticism. At the end of 2016, the China Federation of Literary and Art Criticism Center and others hosted a national academic seminar on “The Construction of Network Literary Evaluation System”[2], which promoted network literary criticism to the mainstream academic circle, arousing heated discussions among many scholars, and the number of related papers on network literary criticism has also rapidly grown, becoming a new research focus in contemporary Chinese literary criticism in recent years[3].

2. RESEARCH SIGNIFICANCE

Table 1. Index Analysis of Chinese Network Literature Criticism Papers from 2017 to 2019

<table>
<thead>
<tr>
<th>Year</th>
<th>Number of Papers</th>
<th>Total References</th>
<th>Total Cited</th>
<th>Total Downloads</th>
<th>Average References</th>
<th>Average Cited</th>
<th>Average Downloads</th>
<th>Download Cited Ratio</th>
</tr>
</thead>
<tbody>
<tr>
<td>2017</td>
<td>28</td>
<td>125</td>
<td>65</td>
<td>5480</td>
<td>4.46</td>
<td>2.32</td>
<td>195.71</td>
<td>84.31</td>
</tr>
<tr>
<td>2018</td>
<td>30</td>
<td>220</td>
<td>29</td>
<td>5403</td>
<td>7.33</td>
<td>0.97</td>
<td>180.1</td>
<td>136.31</td>
</tr>
<tr>
<td>2019</td>
<td>29</td>
<td>246</td>
<td>12</td>
<td>4086</td>
<td>8.48</td>
<td>0.41</td>
<td>140.9</td>
<td>340.5</td>
</tr>
</tbody>
</table>

It can be seen from the number of papers that the total number of papers published in the past three years is basically the same; from the total reference books, it can be seen that the paper references have a greater growth trend; from the total number of citations, it can be seen that the quality of the papers in 2017 is the highest; from the total downloads It can be seen that the number of downloads is roughly the same; from the average number of citations, it can be seen that the number of citations of papers is generally low.

In the past three years, the development momentum of Chinese network literary criticism has been relatively well, and the analysis of its research hot spots will help to fully grasp the key content of current network literary criticism. The current research on Chinese network literary criticism is mostly analyzed from a macro perspective. The analysis and research on the specific content of works mainly uses the text reading method, which is prone to subjective omissions or errors. The lack of research data may also lead to insufficient convincing conclusions [4, 5]. This article adopts the research method of digital humanities, through the establishment of thesis text database, extracting high-frequency vocabulary to obtain a more scientific and comprehensive cognition, hoping to provide a modest force for the development of Chinese network literary criticism.

3. RESEARCH CONTENT

In CNKI, we search with the keywords “network literary criticism” or “network literary review”, and set the publication time accordingly, then we can get a list of published papers. Subsequently, according to the publication year, the papers from 2017 to 2019 were classified and sorted, and the annual paper text database was initially formed. After that, the text of the paper is manually screened and processed, the papers with little relevance are deleted, and the content of the paper is extracted at the same time to form the final text database. Through related software, the text data is processed to form a high-frequency vocabulary list. Finally, the high-frequency vocabulary list is artificially counted and analyzed to form a common high-frequency vocabulary list, which constitutes the research foundation of this article.

4. PAPER INDEX ANALYSIS

According to the search results, the index analysis of the paper is carried out, as shown in the following Table 1:

5. PAPER DISTRIBUTION ANALYSIS

This part analyzes the distribution of resource types, disciplines, sources, and funds, as shown in the following Table 2:

It can be seen from the distribution of resource types that journals are the main channel for publication of papers, but the total number of publications in newspapers cannot be underestimated; among them, the total number of papers published by “Art News” is the highest among all newspapers, with 12 articles published in three years; the

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number of Master and PhD thesis is small. It can be seen from the distribution of disciplines that the papers are mainly concentrated in the fields of philosophy and humanities and social sciences, and the research in interdisciplinary fields is slightly insufficient. It can be seen from the distribution of sources that since the official publication of China’s first network literature academic journal “Network Literature Review” [6]

Table 2. Analysis of the Distribution of Chinese Network Literary Criticism Papers from 2017 to 2019

<table>
<thead>
<tr>
<th>Main Category</th>
<th>Subcategory</th>
<th>2017 (Number of Articles/Proportion)</th>
<th>2018 (Number of Articles/Proportion)</th>
<th>2019(Number of Articles/Proportion)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Resource Distribution</td>
<td>Type</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Periodical</td>
<td>15/53.6%</td>
<td>24/80.0%</td>
<td>13/44.8%</td>
</tr>
<tr>
<td></td>
<td>Newspaper</td>
<td>11/39.3%</td>
<td>5/16.7%</td>
<td>14/48.3%</td>
</tr>
<tr>
<td></td>
<td>Master and PhD thesis</td>
<td>1/3.6%</td>
<td>1/3.3%</td>
<td>2/6.9%</td>
</tr>
<tr>
<td></td>
<td>Journal</td>
<td>1/3.6%</td>
<td>0</td>
<td>0</td>
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6. ANALYSIS OF COMMON HIGH-FREQUENCY VOCABULARY

After screening and sorting out all the paper texts from 2017 to 2019, the high-frequency vocabulary list of the paper texts in each year can be obtained through related software. After the high-frequency vocabulary repeated twice or more is extracted, the common high-frequency vocabulary can be obtained. The top 50 common high-frequency vocabularies are as follows Table 3.

Analyzing the common high-frequency vocabulary in the above table, we can obtain specific knowledge of the hot spots of Chinese network literary criticism in the past three years:

6.1 The focus of academic criticism is to use traditional literary criticism theories to carry out corresponding literary criticism of network literary works.

6.2 In the new era under the background of new media and the Internet, how to construct an evaluation standard that is suitable for social development and Chinese network literature is a hot issue discussed in the academic circle.

6.3 The different characteristics of network literature and traditional literature are also one of the hot topics discussed in academic circles.

6.4 How to further strengthen the reality of network literary works and enhance the aesthetic value and spiritual guiding role of network literary works is also an important content of academic criticism.

6.5 Exploring the unique production, operation, and dissemination mechanisms of network literature is an important topic for academic research.

6.6 The construction of the paradigm and discourse system of Chinese network literary criticism is a major subject of current and future academic criticism.

7. CONCLUSION

Through the analysis of the indicators, distribution, and common high-frequency vocabulary of the academic papers published in the past three years, it can be seen that the development of Chinese network literary criticism has been relatively stable in the past three years. In the Internet age under the background of new media, the traditional literary criticism theory should be used well. It is a hot topic of network literary criticism in the academic circle to develop comments on high-quality works, and build a critical paradigm and discourse system from this, so as to improve the leading role of literary criticism in literary creation. At the same time, Chinese network literary criticism still has many problems, such as the lack of obvious growth in the

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number of papers, the lack of prominence in interdisciplinary research, the lack of attention from academic circles, and the quality of research results that need to be improved. The future development of Chinese network literary criticism still has a long way to go.

Table 3. Common High-frequency Vocabulary of Papers from 2017 to 2019

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ACKNOWLEDGMENTS
Jiangsu University Philosophy and Social Science Research Project: Research on Chinese Network Literature Criticism from the Perspective of Big Data (NO.: 2019SJA0804). Teaching Reform Project of Wuxi Taihu University: Construction of an Application-based Ability-oriented Teaching System—Taking the Public Basic Course ‘College Chinese’ as an example (NO.: JGYJ2018035).

REFERENCES

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AUTHORS’ BIOGRAPHY

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Wenjuan Chen (1983- ), Female, Master’s Degree, Wuxi Taihu University, Lecturer, Research direction: Applied Linguistics.
Abstract: Attempting to trace the course of common life with thought-provoking experience in terms of time, Richard Stuart Linklater is noted for his films honored as “time-lapse photographic representation of life,” which are characterized with the furtheance of the stories of the protagonists played by the same actors over several decades. The long creative cycle, the daily presentation with aesthetic pursuit, the documentary camera language and the intensive conversations full of intellectual sharpness have undoubtedly promoted film concepts effectively while having enlightened the audience’s overall philosophical thinking of life. The present paper is intended to examine authorship and its significance in Linklater’s films on the basis of the exploration into his representation of time and its relation to narration, theme and camera language. Keywords: Time; Author Film; Richard Stuart Linklater.

1. INTRODUCTION
Known as “Director of Time,” [1] Richard Stuart Linklater is probably the most familiar independent American director to the youngest generation in Chinese literary circle. His love trilogy is esteemed as the Bible of love by many youngsters. A series of his films share the same characteristics which defines the authorship in his films. Moreover, he usually acts as screenwriter and producer of his own films, which is essential to author films or independent films: the will of the director, rather than the will of capital, is carried out in the artistic composition of the film. As a result, the film is deeply branded with the director’s unique personal signature. In the artistic development of world film trends, it is the author films created by masters that highlight the personal characteristics of Linklater’s works. Different from other traditional films, his films are unique in handling these three elements. Furthermore, they are not isolated, instead, they interact and co-exist in the overall aesthetics of Linklater. For the sake of convenience, they are to be elaborated separately.

2. TIME
It is the creative treatment of time that distinguishes Linklater’s works from conventional narrative films with a unique charm. In his works, time is as important as drawing board and material. Linklater’s film time processing features consistency between film screening time, physical time in the story and psychological time of the protagonists. As is said by Linklater in an interview, “what I wish to achieve is the effect that passage of time in film coincides with that in reality.” [2] What’s more, in the four films that have brought him fame, the life stages of the main characters in the story are synchronized with those of the actors. For example, in his love trilogy, the age of the actors is roughly the same as that of the characters in the story. The interval between the three works is nine years. With the change of time, the ups and downs of the world and the enrichment of life experience, each film tells the same story with varied theme orientation. By representing three days in the 18 years of Jesse and Selena, this series of films delineate the taste of love in life. Boyhood takes 12 years to present Mason’s life over 12 years from 6 to 18 years old. The shooting time and physical time are also synchronous. Generally speaking, the pursuit of consistency between the film shooting time and the physical time of the story is the most prominent feature of Linklater’s creation.

Linklater is so engaged in time processing in his creation that the four films are not addressing such concrete life events as love, marriage or growth themselves, but rather the ultimate theme of time through specific life events.

2. CAMERA LANGUAGE
In order to capture the essence of time, Linklater also keeps his focus on spatial reality, which brings a “documentary” style to his films. In several films with strong authorship, he avoids using montage to present the external landscape while employing long lens and depth of focus, making the images in the film present a “flowing landscape” [3] with the movement of the protagonist. The main shooting technique in his love trilogy is to shoot the two protagonists
walking and chatting in different urban spaces, and the long shots of more than 10 minutes appear frequently. The three works were shot in Vienna, France and Greece respectively. With the movement of the protagonists, multiple foreign urban spaces unfold, which has the charming effect of “changing scenery” in Chinese classical aesthetics. This kind of shooting method has long been practiced in his early works Slacker and Waking Life: the camera is aimed at the chattering youth, holding a long shot or fixed long lens to show the external world or the psychological world of the youth.

His films are strict with the natural lighting effect of the story, as is said by Linklater in an interview, “It has to be extremely realistic, with beautiful lighting as capturing the beauty of natural light. It is an idealized reality, and the tone of the film should be as simple as that of a documentary.” [4]

In addition to this obviously documentary camera language, Linklater is also good at using psychological gap-filling mechanism to convey the inadvertent passage of time, which is most prominent in Boyhood. In the 12 years of narration, the changes and growth of the characters are shown in the film which is shot every other year. As a result, it weakens the jumping sense of time and hides the passage of time behind the ingenious lens editing. In a trance, the protagonist has turned from a clever child to a teenager with distinct personality. The film does not deliberately use camera language to highlight the change of time. The elevation of characters’ school grades is only implied by the change of clothes, hairstyles and scenes. The change of time in the film is represented as quiet and dreamy as in reality.

3. PERFORMANCE

In recent years, many scholars have classified Linklater’s films into the category of “realism.” One of the reasons is, of course, that his works are full of strong realistic humanistic care: in the chart of actors, such realistic private or public topics as religion, politics, environmental protection, public welfare, war, marriage, literature, love and other related ones are constantly touched upon, constituting a part of the character performance and shaping the intellectual temperament of the film. Another reason, among others, is the unpretentious character performance style in his films. Generally speaking, Linklater’s films weaken the dramatic tension and plot conflict and as a result, there is an abundance of casual daily life scenes. In light of such daily life aesthetics, the actors must remove of the traces of performance and turn to the daily state of life. The daily performance style has become a prominent feature of Linklater’s films. Furthermore, as in the documentary Seven Years of Life, Linklater’s unique time processing method keeps the real time experienced by the actors and the life time of the characters in the story consistent. Therefore, with the presentation of different life stages of the characters in the film, real life stages of the actors outside the screen are presented as well. Therefore, what is seen on the screen after years of time passage coincides with the growth of actors outside the screen. This way of production makes the performance of actors present a rare reality of life, which is a kind of performance aesthetics about time.

Aesthetic Value of Films in the Context of “Authorship”

Linklater’s films provide the audience with a new aesthetic experience. His films take time as the core and integrate the aesthetic concept of documentary into the creation of feature films. In addition, such elements as performance, dialogue, music and thought, together with rich personal style, have opened up new dimensions in the temporal, ideological and structural aesthetics of films. First of all, the ingenious time processing gives the audience a truthful understanding of time. Time becomes the aesthetic object in the story. It is precisely thanks to the director’s truthful respect for time that the film reveals an authentic sense of what time is capable of, namely shaping power, providing the audience with a rare aesthetic feeling of time. Genette, a French narratology theorist, believes that “one of the functions of narration is to exchange one time for another.” [5] That is, the story time is transformed into narrative time, in which time is distorted due to the reorganization. In the history of global film development, it seems that no other director has been as persistent as Linklater in bridging the temporal distortion of film narrative and giving it meaning. This kind of bridging effort results in the consistency between the film shooting time and the physical time of the story. Its significance lies in the fact that what is presented in the film overcomes in a sense the distortion of narrative time and is consistent with the story time. Bazin’s “complete film myth” not only emphasizes the spatial continuity within the lens, but also reveals the continuity of time: “the essence of the problem is not the continuity of images on film, but the temporal structure of events.” [6] Therefore, it is safe to say that Linklater’s concept of time is the practice of Bazin’s “real movie” concept on a higher level. Especially in the love trilogy, Linklater not only maintains the continuity of time and space within the lens, but also projects the real external changes in the series of films, which is undoubtedly close to documentary films in terms of authenticity. It’s a wonderful way to reflect truth through fictional plot.

The aesthetic value of this kind of appreciation is different from the general narrative film because of its authenticity of external time. It makes the audience feel time more truly as in seeing Jesse and Salina’s 18 years of love, in seeing Mason’s 12 years of youth, and in seeing the transformation of Mason’s mother. Immersing into the silent and complex emotion, the audience unconsciously generate a deep insight into their own life. Linklater’s time processing is undoubtedly a “meaningful form,” in which time has been given aesthetic effect.

Secondly, the intellectual temperament shown in the sparkles of ideas in Linklater’s films brings about ideological aesthetics. Ideological aesthetics is an aesthetic effect including the theme of the film that can bring the audience intellectual resonance and spiritual enlightenment. “The thought of a film is the basic attitude to the world, society and life expressed by the whole film. The thought expressed in the film works has aesthetic value.” [7] Linklater is often referred to as the successor of Woody
Allen, who is “one of the most intellectual directors” [8] among contemporary American directors. The characters in Linklater’s films often chatter about public topics, which is somewhat Woody’s style. In films such as It’s Impossible to Learn to Plow by Reading Books, Slacker, love trilogy and Waking Life, such conversations can be found everywhere, and the main content of the films is, to a great degree, the conversations between the characters. For example, Before Sunset shot in 2004, the second of love trilogy, begins with the meeting of the protagonists after nine years of separation. From the moment they meet, they begin to walk the streets of Paris, and at the same time intensive conversations begin. In the film, the conversation between the two involves such topics as environmental protection, public welfare, desire, religious belief, family, marriage, love, to name a few. These topics switch from one to another naturally with no sense of rigidity or moralizing. Rational, humorous and leisurely chatting atmosphere permeates and turns into the content of the film, which are composed of the standpoints of value on both sides. In the process of watching and absorbing the film, the audience follow the flow of the protagonists’ thoughts, finding themselves agreeing or meditating. This kind of film, which is of intellectual style, is characterized with its ideological aesthetic effect. In addition to the topics and opinions constantly presented in the film, the ideological nature of the film as a whole undoubtedly has aesthetic effect. The protagonists’ life style, value standpoint, the core theme of the film and so on, which cause stirs on the part of the audience, are all contributing elements to ideological aesthetics. Finally, the structural aesthetic performance is reflected in its highly authentic representation of the reality of life, a loose daily structural organization. The film removes the fantastic narrative motivation, and constructs poetic quality and resonance in everyday scenes and events. This defines the structural aesthetic in Linklater’s films. For instance, Boyhood centers around the changes that the Masons have undergone over 12 years, however, there is no obvious representation of thrilling or unrestrained emotion. Instead, the film consists of trivial events in life: Mason’s moving, his mother’s remarriage, strict stepfather, camping with his father, bickering with his sister, going to college, secretly smoking with his cronies and reading adult magazines, falling in love for the first time, entering university, etc. The audience witness the growth of a lovely and introverted little Mason into a mature young Mason over the years. The audience are all contributing elements to ideological aesthetics.

So far, attention paid to “author’s film” has become “the basic attitude and position in watching movies.” [9] One of the reasons is that this kind of film is different from the commercial film which is produced on a pure industrial production line. It embodies the artistic and cultural pursuit of films and is more likely to expand the boundary of film concept. Every film director who is called an “author” must have a set of distinctive and self-contained film concept as the signature of the “authorship.” From the perspective of innovation and development of film art, “authorship,” which is limited, actually provides inspiration and development of film concept, which is unlimited. As “author’s film,” Linklater’s films are not original in history. For example, synchronization between story events and real time, the most heatedly discussed, has been used in the documentary Seven Years of Life before while no other element is new to the audience. However, Linklater’s films have an unprecedented sense of freshness and unique charm. Linklater’s “authorship” lies in his ability to organically integrate some distinctive narrative elements to form a strong film style with humanistic connotation. For example, the employment of documentary techniques in fictional plot produces new aesthetic value, and the use of intellectual-styled discourse constitutes the main content of love movies. The overall artistic effect of these elements highlights the “authorship” of Linklater’s films and the film concept. All the directors esteemed as “film authors” are undoubtedly trying to find answers to the eternal question of “what a film is.” For example, Bergman’s films feature philosophical interpretation; Hitchcock’s films turn to suspense in psychological games; Abbas’s films are a mirror of reality; Woody Allen’s films display anxiety of intellectuals. Linklater’s films are “time-lapse photographic representation of life,” which is a universal discovery, reflection and interpretation oriented to life itself.

First of all, Linklater’s film concept is oriented to life itself. He puts the fragments of life in the integrity of life so as to realize the subtle touch of life. It is reported that Linklater is planning to spend more than 20 years to adapt Sondheim’s classic musical Happy Time into a film, which has a subject with autobiographical significance. The would-be film is expected to attest to Linklater’s magic in time processing. As far as the story prototype is concerned, Linklater is good at shooting Bildungsroman and love stories. Even in such Hollywood films as Everybody Wants Some and School of Rock and other films with similar strong commercial elements that he directed, there are obvious traces of Bildungsroman. Life itself is what interests Linklater and its examination is where he starts his film creation. “Validity and effectiveness of socialization can only be inspired and fulfilled by individual choice and personal experience. Therefore, biographical narrative based on individual growth has always been the most important mode in storytelling.” [10] It is in the representation of such subject matters that Linklater’s film concept enjoys the full play of its aesthetic effect.

Secondly, Linklater’s film concept is open and there is no paradigm for his creation. Every film has its own original highlights. In his creation, there are classic Hollywood style comedy School of Rock, the experimental animated film

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Waking Life, and the avant-garde Slacker in the early stage. Even though these distinctive films were not concerned with time processing, there are a lot of innovative elements in them. It is not so much that Linklater’s films are innovative in form, rather, he pays more attention to the display of content and puts the form in a secondary position, although the result is that under the tension of the content, the form is also charming. Therefore, Linklater is first and foremost a director who is a film author. There are few clichéd standard products in his films, while the later four highlight his authorship.

In terms of the principle of art production, “artistic creation is the discovery and excavation of ‘new experience,”’ [11] and one of the tasks of the artists is to “open up new experiences.” This helps to understand why “author’s film” is respected in the field of film criticism and appreciation. “Authorship” is the “new experience” in the field of film production, and this open film concept is the spiritual foundation that must be possessed in the artistic production.

4. CONCLUSION

From the perspective of emotion, Richard Linklater’s films usually have perceptual characteristics. After the end of the stories, there is always an emotional resonance or a residual temperature of thought that haunts long, which is the real attraction for ordinary audiences. Therefore, the study of Richard Linklater’s films must grasp their emotional core and ideological tension via the examination of typical film forms, which is the standpoint of value that any “author film” research must turn to. The “authorship” of Linklater in the formal sense is not easy to copy. What merits attention is his concept of film creation and the ensuing issues of artistic production, aesthetic acceptance and artistic evaluation.

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Research of Social Work Intervention in Left Behind Children's Self-Injury Behavior from The Perspective of Socioecological Model

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Abstract: Self-injury are established risk factors of suicide, however, in Chinese left-behind children (LBC), remains severely under-discussed. The article selects the most common factors of self-injury through literature retrieval, classification and analysis. And two interviews were conducted to find how those factors influence the self-injury behavior of left behind children. Since the self-injury is the result of interaction of multiple factors like individual characteristics, family influence, school environment, peer support and so on, socioecological model is used to provide intervention strategies.

Keywords: Left Behind Children; Self-Harm; Non-Suicidal Self-Injury; Social Work; Socioecological Model.

1. INTRODUCTION
According to the official definition of LBC (Left Behind Children) in China, LBC is children under 18 years of age who stay at home while one or both parents migrate to other places for work, and the separation exceeds a consecutive 6 months in the most recent year [1-27]. It is reported by the China Women’s Federation in 2013 that there are more than 60 million children in the LBC, comprising more than one-third (37.7%) of rural children in China and more than one-fifth (21.9%) of the entire Chinese child population [2]. It’s a so great number that we need to pay more attention to those children. However, the condition of left behind children’s mental health is not good. Most of studies show that left behind children have high risk of depression, anxiety, hopelessness or helplessness, loneliness and other psychological problems [3]. Besides, it can cause more serious results such as crime and delinquency, substance addiction, self-harm and suicide. Nowadays, more and more researcher show solicitude for Non-Suicidal Self-Injury of left behind children. NSSI (Non-Suicidal Self-Injury) refers to the deliberate injury of one’s own body tissue without suicidal intent (e.g., scratching, cutting, hitting, and burning) and is related to a variety of emotional and behavioral problems, even suicidal ideation and behavior [9]. One study with a sample of 1920 left-behind children found NSSI rates as high as 47.3% [13], far higher than the 17% of general school-aged children and adolescents [14-17]. Thus, it’s necessary for us to make sure the factor about why left behind children have such behaviors and how to protect left behind children from those problems.

2. THEORETICAL FRAMEWORK
The socioecological framework (SEF) is a well-known and commonly used theoretical structure aimed at illustrating and understanding how levels of society interact to influence each other [12]. Bronfenbrenner conceived of individuals as immersed in complex environmental contexts represented by concentric rings or levels [1]. A first microlevel represents the individual's immediate social environment, including relationships with family, friends, and neighbors. A second microlevel represents the larger community in which the individual and their immediate social environment are embedded. Even more broadly, a third macrolevel represents the larger societal environment consisting of shared attitudes and behavioral norms. Importantly, although the individual is embedded within these intersecting contexts, the individual is an agent who acts upon these environments at the same time that environments shape individual outcomes.

Figure 1. A socioecological model of left behind children
Figure 1 illustrates potential intervention frameworks to support left behind children using the socioecological model [10]. The individual left behind child resides in the center of the model. The left behind child is embedded in the microsystem, which includes his immediate living environment and network of relationships (e.g., other family members, and friends or classmates.) The mesosystem represents the space where different elements of the microsystem interact with each other, such as how a left behind child’s lack of informal social support can impact their access to potential formal social supports in the community. The ecosystem entails the interconnecting relationships between different institutions in the mesosystem, that the left behind child can interact with, such as social services and the education system. This system of institutions is nested with the macrosystem, which
includes broad cultural values and ideologies in addition to the social institutions that support these. An example would be overarching cultural attitudes regarding left behind children.

The current discussion article highlights several practice frameworks that target different levels of the socioecological framework to inform social work practice with left behind children.

3. METHODOLOGY

Prior to commencing interviews, a thorough and systematic search of existing literature in Chinese was conducted.

**Sources and searches**

The study used Web of Science for English literature and CNKI for Chinese literature to search the existing literature between 1, January, 1950 to 25, June, 2020. The following syntax components were used in searching the electronic databases: (“left behind children”) AND (“self-harm” OR “Non-Suicidal Self-Injury” OR “self-injury” OR “hurt oneself” OR “health risk behavior”)

**inclusion criteria**

Primary studies were included in the present review if they met the following criteria:

1. The study measured at least one type of self-injury or general self-injury.
2. The study distinguished suicide from self-injury or both of suicide and self-injury are the research objects, which means the studies that only concern about suicide were excluded.
3. The study design was quantitative and empirical in nature which means review papers, qualitative studies, case studies and group studies were excluded.
4. The study was written in English or Chinese or at least has English or Chinese table and data description.
5. Studies had a correctional, longitudinal, or experimental design.

**Coding of studies**

To meaningfully synthesize results, each study was coded and evaluated based on the following characteristics: (a) author(s), (b) year of publication, (c) research design (i.e., cross-sectional, longitudinal), (d) Provinces or autonomous regions or municipality directly under the Central Government (e) sample type (s), (f) sample size, (g) gender (i.e., percentage of females), (h) mean age—if mean age was not reported, the median age was coded, (i) measurement of self-injury, (j) length of follow-up (e.g., length between baseline and follow-up), and (k) factor of self-injury.

**Interview**

The article conducts two interviews in two junior high school, Ganzhou city, Jiangxi Province. One of the interviewers is a student in BL junior high school and is 15 years old. Another is a student in TC junior high school and is 14 years old. They all reported have self-injury behavior.

4. ANALYSIS AND CONCLUSION

**Descriptive summary of existing literature**

We identified 60 studies (33 journal papers with 14 in English and 19 in Chinese and 24 Degree Papers of Master and Doctor) in our electronic search of the two databases, following which 17 studies were included in the review. It should be mentioned that among the 17 studies, 2 of them reported the same study, thus, only one was analyzed. The studies cover most of middle China, 4 is in Hunan Province, 2 in Jiangxi Province, 2 in Guizhou Province, 1 in Anhui Province, 1 in Hubei Province, 1 in Sichuan Province, 1 in Henan Province, 1 in Chongqing Municipality. Besides, one study covered 6 Provinces including Hunan, Jiangxi, Guangdong, Guangxi, Fujian and Guizhou Province. Most of the respondents are junior high school students. Only 1 study investigated primary school students and 1 investigated high school student. And 1 investigated both junior high school students and high school student.

**Individual Influence: I feel I am good for nothing**

A study with 1282 sample in Guizhou Province showed that self-esteem moderates the relationship between stressful life events and depression, as well as between stressful life events and NSSI among left-behind children in China [6]. It means that when a child with low self-esteem meet stressful life event, he will have high risk of depression and harm himself. As the L1 told:

“I feel I am good for nothing. No one think highly of me. I feel that my parents hope they never give birth to me.... When there is an exam, I always lack of confidence. I’m afraid that I can’t get good grades like others, so I always have a bad sleep before exam.... I can’t concentrate on my study; I feel shame and guilt for myself and I cut my arm with knife “

L1 is a seven-grade student, her study is not good, and she has serious anxiety before exam. She has some of inferiority for her grades and always think that she can’t go to high school. Because of the poor grades, her mother and her teacher often blame her and her mother even hit her with stick.

When we first met, she looked so thin as if she could be blown away by wind. She wrapped herself up in school uniform without any body skin exposed. And she told me “You are the first person call me ‘Little Darlings’, I am excited”.

In fact, when we went to the school, we could see that many children are lack of love, that to say, almost no one expressed their love to them, no one told them that they were important, no one approve of them. Besides, as one study reported, girls’ self-esteem is lower than boys. Though we make great effort, there is still have the phenomenon in countrysides that people have the preference for boys. Thus, girls should work much harder than boys to get praise.

**Interpersonal Influences: I’m afraid they’ll get angry if I don’t satisfy their requirements**

Another study with 1013 sample in Guizhou Province reported that loneliness could affect friendship quality not only negatively but also positively through NSSI; increased loneliness predicted more NSSI which, in turn, was associated with high friendship quality. Because of the lack of parents’ company, most of left behind children board at school and spend more time on their classmates. So, peer support is very important to them. However, some of them...
has trouble getting along with their friends [18]. As L2 explained:

“I broke with my best friends. I have quarreled with my mother many times because of them. However, they betrayed me when teacher found us played a trick on him. I find that they just treat me as a joke… My study become bad because of them. When I want to study, they invite me to play with them and pull me out. I always want to maintain our relationship, I’m afraid they’ll get angry if I don’t satisfy their requirement. I think we are good friends and good friends should let each us happy. So, I want to let them happy.”

We can find that L2 always ingratiates herself with her friends and almost lost herself. She hardly expresses her needs or her emotion and always obey others. Why does she attaches more importance to her friends? It’s obviously that she feels lonely and she need company. And she can’t receive warmness from her family. As she said “I found my family dislike me”. As the reported showed that high levels of parent-child cohesion would break the link of loneliness-NSSI-friendship quality.

School environment influences: My teacher always ignore me

There is no direct research explore the relationship between school environment with NSSI, however, studies show that high levels of social support seemed to protect the left-behind children with high subjective SES who experienced peer victimization from NSSI [17]. And in school, teacher plays an important role, especially when peer victimization happened. If teacher ignored the phenomenon, things will go bad. As L1 said:

“My teacher always ignores me. I think I’m one of the quietest people in my class. My teacher always pays more attention to the child who has good grades or who is boisterous. Only when I make mistakes will my teacher notice me and blame me. And I find she doesn’t believe at all. My desk mate always talked with me in the class, but my teacher criticized me only. The action makes me feel a sense of grievance, and I can’t prevent me from harm myself…. I feel classmates look down upon me because of my teacher’s attitude. I have only one friend in my class, others are untrusted”.

Though L1 hasn’t experience campus violence or peer victimization in fact, she felt hurt because of teacher and classmates’ attitude. No one want to be left alone and ignored. Maybe teacher is just too busy to look after everyone, however, lack of communication, the misunderstanding between teacher and student become deeper.

Societal-Level Influences: They prefer my brother to me

However, there is no true evidence that the preference of boys has obvious effect with NSSI, it has an imperceptible influence on people’s thinking and behavior. As L1 talked:

“I think my brother took my mother’s love away. After his birth, I should do more housework but my mother notice me less. Every time I quarreled with my brother; my mother would blame me only. She even hit me or punished me by protracted kneeling. Every time she punished me; I would hurt myself. The people in my village often talk to my mother that girls needn’t high education. I think they prefer my brother to me. I hate my brother.”

We can find that the interaction of L1’s exosystem and mecosystem and the interaction of L1’s mecosystem and microsystem, that is the concept of the preference of boys influence her family, especially her mother, and her mother’s behavior influences her thinking and behavior. And it became a vicious spiral as she’s attitude towards her brother become worse.

5. DISCUSSION

We can find that left behind children’s NSSI is not a simple problem with single factor. Instead, it’s a product of interaction of multiple factors. Thus, if we want to have social work intervention with left behind children, we need synthetical consideration and analysis each system of them. First of all, it’s important to raise the ability of resilience. As a research showed, Psychological resilience presented protective effect on SH (self-harm) in LBC, especially the dimensions of emotion regulation and family support. Intervention measures focusing on enhancing emotion regulation ability and building parent-child connection could be considered in order to reduce SH and suicidal risk in LBC [16].

Second, strengthening the left-behind children’s life education is necessary. Nowadays, both government and school realize the importance of life education, however, they lack of professionalism. But social workers can make up for it.

Third, teachers’ psychological intervention skills should be trained. In a broad school, teacher is one of the persons who company longest time with left behind children and the person who can notice the problem of left behind children directly. However, most of teachers in the country know little about psychological intervention, which means they lost their way though they may notice the NSSI of left behind children.

Besides, the central governments should offer more preferential policies of left behind children, especially for girls. Social workers should play the role of advocates. Lastly, to solve the problem of left behind children, a fundamental approach is vigorously developing the economy of the central and Western Regions and attracting migrant workers to return home. It needs great effort that we should work harder for it.

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A Study on The Classroom Teaching Form of The University Sports Team

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Abstract: To make full use of the platform of physical education classroom education, to explore the inner laws of college physical education classroom, to guide college students to deeply understand physical exercise, to stimulate college students' independent physical exercise behavior, to internalize college students' self-awareness of physical exercise, to form a sports concept in line with the requirements of the times for human development, has a realistic and far-reaching significance. Drawing nutrition from past teaching research results, combined with the current practice of physical education classroom teaching in universities, this paper puts forward the reform idea of team-based college physical education teaching, aiming at developing the platform of physical education in depth, trying to promote the contemporary college students to understand the rich connotation of sports vividly and comprehensively.

Keywords: Sports Team; Classroom Teaching; Team Thinking; Teaching Reform.

1. INTRODUCTION
At present, China is in a new period that is closest to the prosperity and prosperity of the nation in history. The awareness of healthy exercise is more deeply rooted in the hearts of the people, and the pursuit of a high-quality life of physical and mental health has become the general consensus of the whole society. From the perspective of school physical education, the implementation of the physical education examination and college students' physical health test for many years has promoted the school, students and families to attach importance to the physical health of teenagers, and to some extent improved the physical quality and physical exercise awareness of China's youth. However, the weekly physical education courses in primary and secondary schools are roughly 2 to 4 hours, which is relatively small compared with other courses, leading to most students not forming good physical exercise habits. In college life, students have plenty of spare time, but the proportion of active participation in sports activities is relatively limited, and the enthusiasm of students to participate in physical exercise is not high [1]. In addition, the emphasis on technology teaching and single inculcation teaching are more common in PE classroom teaching, which further weakens the students' subjective initiative in PE learning and the comprehensive education function of PE classroom. Reflect on college sports classroom teaching, the teacher should bold ideas with The Times development, positive adaptation and integrated into the modern undergraduate education system in our country, active innovation classroom teaching form, cultivate college students' interest in physical exercise and daily exercise habits to develop, make college sports classroom teaching the education of college students' sports people function better service.

2. THE CONCEPT AND FORMATION OF THE CLASSROOM TEACHING CONCEPT OF THE UNIVERSITY SPORTS TEAM
2.1 University Sports Team Classroom Concept
University sports team class, as its name implies, is to carry out a series of corresponding teaching activities with all the members of a class as a community of Shared future. The role of teachers has changed from leading to technical skills guidance and guidance, and the classroom management of sports teams is dynamically managed by students according to their own characteristics and abilities, and a highly united group of members on goals is formed through various forms of teaching, getting along with, communicating and helping each other in and out of the classroom. And form a relatively solid collective emotional belonging, or build a PE class-style circle of friends. Every college students have individual advantages and individual characteristics, in terms of knowledge acquisition and strengths, if can make all the advantages of integrated into sports team classroom learning goals, with the aid of the collective wisdom of learning, learning together in helping each other, the progress and growth, believes in the classroom learning effectiveness and efficiency will have a bigger breakthrough, after all the wisdom of the collective can do great tasks.

2.2 University physical education classroom teaching is very important for college students to form a positive view of physical education
College sports class is the basis for the development of college students physical knowledge, skills, and platform, but also in the forefront of colleges and universities sports education, we should make good use of the sports classroom teaching platform, from the sports knowledge and comprehensive on ideology, persistent on students' sports concept and ability for scientific and effective guidance, the heart in every heart planted the seeds of healthy sports college students. And take good care of each seed, so that it can eventually grow into a towering tree. A strong youth makes a strong country. Without healthy bodies of young people, there would be no happiness and prosperity for all, and no lasting prosperity for the country in the future. College students' correct sports view and active sports motivation are the decisive forces to realize the formation of a healthy body for teenagers. However, there are negative
factors of physical education in both subjective and objective aspects of the current college students, which delay the achievement of the goal of comprehensive education in undergraduate education. In order to improve this negative situation, college PE educators must pay attention to and make good use of the starting point of PE education, that is, each PE class teaching, through rich teaching forms, to promote students to develop correct PE cognition view and action view in the course of unremitting preaching, teaching and solving doubts. The road of sports for all will be long and hard, but we should guard the channel of physical education constructively. This is also the original intention of this study, but also an attempt and exploration to inject new vigor and vitality into the teaching form of college physical education.

2.2 The current university physical education classroom teaching looks forward to a radical innovation

At present, what has been criticized most in college teaching is that it is "emphasizing wisdom over morality, one-way indoctrination, and teachers need to strengthen their awareness and ability of educating people", which can be described as the result of "superficial teaching thinking" [2]. So is physical education in colleges and universities. However, in the "teaching" method without "education", teachers can only stay in the way of indoctrination-type education, unable to get into the whole needs of students, leading to too single evaluation of students, unable to face up to the individual differences of students, and unable to see the important significance of PHYSICAL education [3]. With the development of The Times and the changes of the physical and mental characteristics of college students, the physical education educators in colleges and universities must keep up with the educational needs of The Times, overcome the current difficulties, make good use of the existing resources, actively explore the teaching methods of college physical education in a more appropriate era, and actively carry out classroom teaching reform. Will be more scientific and humanistic sports teaching view, introduces the present sports class use of flexible and vivid modern three-dimensional class arouse students' interests in sports classroom learning, guide students to establish positive energy of socialist sports world outlook, the outlook on life and values, to play college sports class for the college students' physical education.

2.3 The contradiction between the characteristics of physical education and the physical and mental development of college students

The long-term characteristics of physical exercise and the adaptive response of the body in the initial stage of physical exercise make it difficult to realize the vision of college students to carry out physical exercise persistently. At the same time, teenagers are in the flourishing period of physiological function growth, and the lack of adverse reactions of short-term exercise on physical function cannot be presented in a timely manner, which often leads to the psychological neglect of the importance of daily exercise. Therefore, the contradiction between the characteristics of physical education and the physical and mental development of college students is bound to exist in all college students. However, real education needs to gradually cultivate such a sense of value in individual life and encourage individuals to pursue the meaning of life [4]. The fitness effect of physical exercise needs to be gradually accumulated over a long period of time, and the healthy development of physical fitness is a continuous process of gradual change from quantity to quality. It requires teachers' persistent, patient and scientific guidance as well as college students' long-term unremitting efforts.

2.4 Limitations of traditional Chinese cultural and sports concepts

In the traditional Concept of The Chinese people, the emphasis is on literature rather than military force; The emphasis on brain, light physical strength, and the view of sports exam-oriented has been deeply rooted. Even though the current national quality has improved, the national level has repeatedly emphasized the vigorous development of sports, and the sports policies and measures under the national sports system have been increasingly strengthened. However, the concept change needs time to ferment, and the traditional Chinese thought that restricts the development of sports in the short term will inevitably restrict the development of college students' correct sports concept in a certain period.

2.5 Stage factors of social development

The contradiction between large populations and superior social resources has a long history. Although the national economy is developing rapidly and the society is more prosperous, regional differences inevitably exist, which leads to the inevitable and long-term existence of competition for high-quality resources. Coupled with the inertia factor of traditional concept, PE course naturally can only become a tool to compete for high-quality resources. When it has nothing to do with it, PE class is naturally marginalized.

2.6 Diversity and complexity of physical education for college students

China has a wide geographical area and a large population, and college students come from all over the country. Therefore, their physical literacy is bound to be greatly different due to individual differences and regional differences in physical education, which also leads to certain difficulties in college physical education classroom teaching. In order to truly benefit all students, physical education teachers in universities must have a thorough understanding of the actual situation of each student, reform the traditional teaching methods that are not suitable, constantly optimize the teaching methods and organizational forms of physical education classes, and carry out individualized and differentiated teaching in order to better serve all college students.

3. TEAM THINKING MUST DO SOMETHING IN THE REFORM OF COLLEGE PHYSICAL EDUCATION CLASSROOM TEACHING

"Team" is a community composed of grassroots and management personnel. It makes reasonable use of the
knowledge and skills of each member to work together, solve problems and achieve common goals [5]. Physical education classroom teaching is a course with high participation of students in practice and strong interaction between teachers and students. The integration of team management and PE classroom teaching has good adhesion to each other. Through the search of physical education teaching literature on Cn.com, we find that the intersection of the existing physical education classroom teaching behavior and team behavior is in the embryonic form, showing the state of simplification and fragmentation. For example, in a typical group teaching mode, the teacher divides the students in the classroom into a number of appropriate groups, and exercises and learns the tasks assigned by the teacher through the cooperation of the group members. From the research of many scholars, its effect is significantly superior to that of traditional infusion teaching. After group teaching is applied in class, students' initiative to participate in learning is significantly improved, students' communication is also significantly increased, and the classroom atmosphere is more active and harmonious. In general, there are multiple learning forms such as discussion and mutual correction in the learning process of the team, so as to improve the learning interest of college students and the in-depth exploration process of sports skills and tactics, thus improving the learning efficiency and learning effect of college students. The application of group teaching fully proves that there is a positive correlation between the teaching unit class and the team system, and also opens the door of thinking for the team classroom concept.

Through the search of Wang Min 2020-05-15VIP exclusive document (complete version) on Baidu Library, we have a certain understanding of Professor Zhang Xuexin of Fudan University on the teaching mode of fractional class, and found that the classroom implementation process also exists in the team thinking of collaboration and sharing learning factors. Half of the class time is allocated to interactive learning in the form of discussion. In addition to teaching and internalization, classroom discussion process is highlighted [6]. In the discussion section, students' common progress of knowledge is achieved through the process of exchange and discussion, that is, win-win cooperation after the class shares its own ideas. At the same time, from the reflection on the role of the teacher in the classroom, we can perceive that the teacher is not only the leading role of the classroom, but also the soul and beacon of the team spirit in the classroom, so as to truly guide but not instill. It solves the antagonism between teacher-student leadership and subject relationship in traditional teaching and shows the team strength of a community of Shared future between teachers and students. In addition to the teaching results, with the advent of the digital network era, China's flipped classroom concept, there is also the idea of team mutual assistance.

To sum up, wherever there are human social relations, the superiority of efficient teamwork is always a counter to the great potential of team thinking. So, what about the classroom? So we have put forward the team class is start from here, to every class into a team of sincere cooperation, a full of humanistic care the fate of the universe, and of every individual can make live in to classroom teaching objectives for the individual goals to strive, to obtain a sense of belonging and more benefits. When the team concept to think about sports classroom teaching, we are going to the classroom as a macroscopic field, rely on team atmosphere of classroom platform within the classroom teachers and students should play its active role, inspire the thinking of innovation teaching and learning between teachers and students, and so eventually promote the virtuous cycle development, more reach college students on the depth of the active of sports knowledge and learning and to adapt to the era of sports values, outlook on life and world view.

4. TO CARRY OUT THE THINKING OF THE ELEMENTS OF CLASSROOM TEACHING OF UNIVERSITY SPORTS TEAM

4.1 Relationship and positioning of the role of teachers and students in the classroom of the university sports team

Traditional sports teaching in class, the teacher in the classroom, the classroom in notes to teacher preparation in advance in order to develop the teaching process, teachers, of course, in the actual teaching process will be proper adjustment for the actual situation of the classroom, its purpose is to achieve the teaching goal of technical skill, enable students to master basic knowledge of sports and to ensure that students of moderate exercise load in the classroom. In order to better enable students to master the teaching content, teachers will adopt teaching methods and means such as group exercises to achieve the purpose of enabling students to master the sports technology. No matter what kind of teaching organization, method, means of the application cannot get around the teacher's role in the classroom. As far as college physical education curriculum is concerned, such a form restrains students' self-learning motivation and weakens the effect of classroom teaching. Generally speaking, the more mature the team, the less power the leader has [5]. The development process of PE classroom team will also follow such a rule. Teachers should consider the objective physical and mental characteristics of the teaching objects, innovate the guiding thinking, and how to change their leading role in the traditional classroom into a leading role scientifically and rationally, so as to stimulate the intrinsic motivation of the teaching objects. From the point of view of the physical and psychological characteristics of college students, college students have a strong sense of self, their own independent cognition and way of dealing with problems, personality characteristics are obvious, and they are eager to have their own thinking space in knowledge learning. And college students have grown up and are about to enter the society, the exercise of independence is an essential skill.

4.2 Project thinking of college sports team classroom construction

Team management is the core force for the team to work together and learn efficiently [5-7]. How to select the management team of the university sports class is...
particularly important. In this regard, it is necessary for us to form a feasible selection mechanism for college students to make their own decisions and make them widely recognized. At the same time, it is also necessary to establish specific goals and tasks for college sports team members in order to make the classroom practice and teaching activities of college sports team in an orderly manner. The active development of college sports team classroom teaching also needs to have a clear class members' common action goals, as well as the members' high degree of identity to the team action goals. How to define the action objectives of the classroom team and how to specify the roles and functions of the classroom team members is also an important work to improve the team-oriented classroom teaching.

4.3 Tracing the classroom spirit of university sports team

"Team" is a community composed of grassroots and management personnel. It makes reasonable use of the knowledge and skills of each member to work together, solve problems and achieve common goals [5]. The introduction of the concept of "team" into college physical education classroom teaching refers to the organization of teaching exercise in the form of teaching unit class as a team, so that the learning and exercise process of teaching actors interact and complement with their peers, and the refinement of teaching, organization and management of physical education unit class with the idea of team building. First of all, set up a student class management group to enhance the depth and breadth of the interaction between teachers and students. From the aspect of PE classroom teaching, the composition of students' class management team members should take into account the sports ability, organization and management ability and communication ability. Participate in classroom-led teaching together with teachers, play the core role of teaching and management for the classroom team, and promote the transformation from teacher-led class to teacher-led class. Under the guidance of the idea of "classroom team", the teaching platform in the form of PE classroom team is conducive to the improvement of physical exercise and skill learning efficiency of class members, and more conducive to the formation of students' interest in sports and active participation consciousness. Students' participation in class will be deepened due to the division of labor and coordination of roles.

5. CONCLUSIONS

Sports carries the dream of national prosperity and rejuvenation. When sports are strong, China will be strong, and when national transport is prosperous, sports will be prosperous. He also pointed out that the value orientation of young people determines the value orientation of the whole society in the future. The young college students are in the critical period of the formation and establishment of values, and also the important period of the formation of values of science and sports. Schools provide systematic and comprehensive physical education for teenagers, such as scientific physical education knowledge, rich physical education resources and capable sports atmosphere, etc., which have incomparable advantages compared with other places. Therefore, schools should be renamed as the core camp for the cultivation of core values of youth physical education [7]. As college sports workers, we should actively shoulder the responsibility of cultivating correct sports values of college students, fully explore the era function of sports team class in comprehensive physical education, serve the cause of physical education well, let college students establish scientific and comprehensive sports values, and better help college students to live a healthy and happy life in the future.

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A Study on The Employment Values of College Physical Education Students

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Abstract: The employment of PE majors in colleges and universities has a direct impact on the development of college PE major, and the employment value is the orientation of the employment process of PE majors and affects their employment behaviors. This article employs literature review method, mathematical statistics method etc., and studies the employment values of PE majors in five universities in China: East China Normal University, Southwest University, South China Normal University, Beijing Normal University and Central China Normal University. The results show that the employment values of the current PE majors have the characteristics of career choice utilitarianism, employment diversification, intensification of the competitive environment, being influenced by family environment, school, social and even individual factors etc., and on the basis of which, this study aims to research on the internal and external factors and other social factors restricting employment values and propose measures such as creating the social atmosphere, optimizing the policy environment, strengthening the professional education, adjusting employment and family relations, adjusting and improving students themselves, assisting sports industry and so on. This study aims to help PE majors set up the correct values of employment, solve the practical problems in their employment, and then enhance the effectiveness of college employment guidance work.

Keywords: Colleges and universities; PE major; employment value.

1. INTRODUCTION

With the continuous development of national fitness in China, as well as the success of various large-scale sports events in China, people's awareness of fitness and sports demand is increasing, a variety of sports fitness consumption places began to appear, sports also ushered in spring. In order to ensure the normal development of the cause of national fitness, there must be good management, understanding of management, and professional skills of sports personnel to regulate the market, and college sports students are such high-quality sports talent [1-3]. Therefore, physical education students can play a vital role in the development of sports. However, with the expansion of the size of physical education students, the number of physical education students also increased, coupled with students' families, individuals and employment concepts, resulting in their employment situation is not optimistic. The study of the values of college physical education students can help them face up to the employment situation and understand themselves, and at the same time can provide employment countermeasures to the employment guidance department and the government [4, 5]. Therefore, this paper studies the employment values of college physical education students, and guides them to self-position, establish positive and healthy employment concept, and achieve smooth employment, so as to cultivate high-quality composite talents for the society, thereby promoting the sustainable development of the cause of national fitness.

2. RESEARCH OBJECTS AND METHODS

2.1 Research subjects.

Based on the employment values of physical education students in colleges and universities, this paper investigates the values of internal, external and social parts, and selects the students of sports majors in five institutions of higher learning, including Central China Normal University, Southwest University, East China Normal University, South China Normal University and Beijing Normal University, to investigate the employment values.

2.2 Research methods.

2.2.1 Documentation Act.

Through library consultation and Internet search, we have consulted the literature on the research on the employment values of physical education students for nearly 8 years, and have a comprehensive understanding of the research on employment values, and formed a literature review, which provides reference for the structural design, selection basis and method application of this paper.

2.2.2 Questionnaire Act.

Based on the employment values of college physical education students, this paper distributes questionnaires to students of physical education majors in five universities: Central China Normal University, Southwest University, East China Normal University, South China Normal University and Beijing Normal University. The problem involves the value trend of students' career choice, employment influence factors and so on.

2.2.3 Method of Statistical Statistics.

The data obtained from this paper are entered into statistics using The Excel12000 and Spss13.0 Social Science Statistics Software Package on PC, defining the coefficient of variation of indicators at all levels, and finally establishing evaluation criteria.

3. ANALYSIS OF EMPLOYMENT VALUES OF COLLEGE PHYSICAL EDUCATION STUDENTS

3.1 Internal values.

As shown in Table 1, among the internal values of employment of physical education students, only the "get exercise" item, the highest degree of recognition of the
respondents, indicating that the values of the respondents are more uniform, are more important to improve their ability to work, eager to achieve self-development in their work. However, while paying attention to self-development, the recognition of "training" has decreased, indicating that the cognitive gap is beginning to widen, which fully shows that physical education students have both the future development of the improvement plan, but not too much recognition of training this way of upgrading. It can be inferred from this that it is the job training that affects the unemployed students, making them produce the awareness that they cannot be improved in the training, or only take into account the awareness that

Table 1. Statistics on the importance of development factors (N-1090).

<table>
<thead>
<tr>
<th>Factor</th>
<th>It doesn't matter</th>
<th>Ordinary</th>
<th>Important</th>
<th>it's extremely important</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>4.9%</td>
<td>26.2%</td>
<td>41.7%</td>
<td>29.3%</td>
</tr>
<tr>
<td></td>
<td>14.2%</td>
<td>42.3%</td>
<td>27.6%</td>
<td>13.7%</td>
</tr>
<tr>
<td></td>
<td>2.9%</td>
<td>13.6%</td>
<td>49.7%</td>
<td>33.8%</td>
</tr>
</tbody>
</table>

3.2 External values.
3.2.1 Work environment.
As shown in Table 2, among the external values of employment of physical education students, the respondents generally agreed that "harmonious atmosphere" and "harmonious coexistence" were the most important, at 48.6% and 48.1%, respectively. The cognitive importance of "convenient transportation" and "comfortable environment" was relatively low, at 23.9% and 21.7%, respectively. Respondents' perception of "work stress" was the lowest, with only 18.5% of the participants, indicating that college physical education students already had a certain degree of job stress preparation and their employment

Table 2. Statistics on the importance of environmental factors (N-1090).

<table>
<thead>
<tr>
<th>Environmental factor</th>
<th>It doesn't matter</th>
<th>Ordinary</th>
<th>Important</th>
<th>it's extremely important</th>
</tr>
</thead>
<tbody>
<tr>
<td>Convenient transportation</td>
<td>3.6%</td>
<td>31.2%</td>
<td>23.9%</td>
<td>23.2%</td>
</tr>
<tr>
<td>The environment is comfortable.</td>
<td>3.8%</td>
<td>31.5%</td>
<td>21.7%</td>
<td>18.5%</td>
</tr>
<tr>
<td>The atmosphere is harmonious.</td>
<td>3.1%</td>
<td>17.2%</td>
<td>48.6%</td>
<td>31.3%</td>
</tr>
<tr>
<td>Get along in harmony.</td>
<td>2.2%</td>
<td>16.7%</td>
<td>48.1%</td>
<td>33.7%</td>
</tr>
<tr>
<td>Work pressure.</td>
<td>4.3%</td>
<td>35.8%</td>
<td>40.4%</td>
<td>18.5%</td>
</tr>
</tbody>
</table>

3.2.2 Salary treatment.
As shown in Table 3, among the external values of employment of physical education students, only more than 40% of the respondents considered "unit social security to be complete" to be extremely important. "Good pay and benefits" and "providing accommodation" both exceeded 30%, i.e. the level of recognition of both respondents was not absolute. In terms of salary attitudes, respondents paid more attention to the social insurance provided by the unit. In the "salary stability" one, there are more people tend to pursue high pay, salary stability does not oversurgery risk. On the issue of pay. The ratio of "salary stability" to "accommodation" is higher. Physical education students in employment pay more attention to the protection provided by work, and for salary and benefits and hold a low demand but not too low view, so that the "pay and benefits good" importance accounted for 46.5%, but "pay stability" of the importance of 43.2%. This shows that the employment planning of physical education students has a clear understanding of salary treatment, the initial requirements of employment is not high, the salary bottom line problem is higher than the pursuit of salary stability. This kind of employment value is more in line with the current reality and the initial situation of employment, which is very beneficial to the future development of physical education students. The biggest difference in salary and treatment is the "providing accommodation" item, which relates to the question of whether students return to their places of origin when they are employed, each student's situation is different, students employed abroad will certainly have some requirements for accommodation, and the requirements of local employed students are relatively low.

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Table 3. Statistics on the importance of salary factors (N=1090).

<table>
<thead>
<tr>
<th>Factor</th>
<th>It doesn't matter</th>
<th>Ordinary</th>
<th>Important</th>
<th>it's extremely important</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unit social security is complete.</td>
<td>3.5%</td>
<td>18.2%</td>
<td>43.1%</td>
<td>41.2%</td>
</tr>
<tr>
<td>The salary and benefits are good.</td>
<td>1.9%</td>
<td>22.5%</td>
<td>46.5%</td>
<td>30.9%</td>
</tr>
<tr>
<td>Pay is stable.</td>
<td>5.3%</td>
<td>29.8%</td>
<td>43.2%</td>
<td>19.6%</td>
</tr>
<tr>
<td>Accommodation is provided.</td>
<td>5.0%</td>
<td>25.1%</td>
<td>37.5%</td>
<td>31.5%</td>
</tr>
</tbody>
</table>

3.3 Social values.

3.3.1 Social contribution.
As shown in Table 4, among the social values of physical education students, 25.2% and 20.6% of the respondents considered "creating value" and "serving others" were considered extremely important, 43.1% and 41.9%, respectively, and 27.2% and 34.7% considered "ordinary", respectively. In other words, the data basically represents the values of the respondents' contribution to society. In contrast, the overall proportion of "creating value" is higher than "serving others", although physical education students know the importance of creating value, but for "serving others" contains more content, which involves leadership recognition at work, co-worker harmony and family care. Because of their lack of social experience, their cognition in this area is still rather vague. For the cognition of social contribution, physical education students are mainly obtained in education and learning, lack of direct social experience to shape this value. Therefore, physical education students generally believe that social contribution to create value is an important part of the realization of self-worth, but because there is no work experience and value feedback to further reshape the value, it will reduce the judgment. But compared with the importance attached to other "self-interested" values, the judgment can also be said to tend to mature.

Table 4. Contribution factor importance statistics (N=1090).

<table>
<thead>
<tr>
<th>Factor</th>
<th>It doesn't matter</th>
<th>Ordinary</th>
<th>Important</th>
<th>it's extremely important</th>
</tr>
</thead>
<tbody>
<tr>
<td>Create value.</td>
<td>0.9%</td>
<td>27.2%</td>
<td>43.1%</td>
<td>25.2%</td>
</tr>
<tr>
<td>Serve others.</td>
<td>1.5%</td>
<td>34.7%</td>
<td>41.9%</td>
<td>20.6%</td>
</tr>
</tbody>
</table>

3.3.2 Social evaluation.
As shown in Table 5, among the social values of physical education students, the respondents' cognition of social evaluation seems more mature than their social contribution. The importance of "respect" was 43.6%, which showed that the respondents' most recognized performance of social evaluation was more uniform, while the "social status" was not very concerned, the importance was 31.5%, and the proportion of "ordinary" was larger, indicating that the value cognition of social status of physical education students was still at a stage of development. As can be seen from the table, physical education students for "respect" is the most concerned, which is closely related to their desire to enter the community to be recognized and respected, the biggest change in students into society is social recognition, which directly affects their confidence in employment development, so become the primary demand. In the case of "social status", this is the psychological need for work over time, and these values change as working hours and content change.

Table 5. Statistics on the importance of evaluation factors (N=1090).

<table>
<thead>
<tr>
<th>Factor</th>
<th>It doesn't matter</th>
<th>Ordinary</th>
<th>Important</th>
<th>it's extremely important</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social status.</td>
<td>8.7%</td>
<td>44.9%</td>
<td>31.5%</td>
<td>15.7%</td>
</tr>
<tr>
<td>Get respect.</td>
<td>3.1%</td>
<td>34.2%</td>
<td>43.6%</td>
<td>18.5%</td>
</tr>
</tbody>
</table>

4. GROUP CHARACTERISTICS OF EMPLOYMENT VALUES OF COLLEGE PHYSICAL EDUCATION STUDENTS

4.1 Utilitarian career choices.
The employment values of physical education students are constantly increasing in pragmatism and materialism, and utilitarianism has become the development trend of employment values. In the previous system of social supply and demand, college students were in an advantageous position, and the distribution of social wealth was more balanced, and the gap between the rich and the poor was not significant (2), so their employment values tended to be idealized. In addition, there are some college students in order to pursue social status and fame, eager to enter government departments, institutions. 61.6 per cent of the respondents chose to work in the north and south-eastern coastal areas, while only 7.8 per cent were willing to work in the western region. "North to Guangzhou" and the eastern region of the rapid economic development, high living standards, large space for development, social security system mature, while the western region of the relatively slow economic development, the climate is relatively bad, low living conditions, low pay and treatment is not high, these factors have caused sports students to choose the direction of work in developed areas, and rarely take into account the western region. This shows that physical education students in the employment planning to fully consider the purchase of housing, marriage and other circumstances, extremely pragmatic. However, in terms of development prospects, the western region is higher than the eastern region, which shows that utilitarianism and materialism have seriously affected the employment values of current sports students.
4.2 Diversified employment methods.
At present, the employment values of physical education students tend to be diversified, as are the choice of employment methods. In terms of employment types, physical education teachers, coaches, civil servants, enlistment in the army, self-employment and so on are the most popular. In terms of employment pathways, including network platform, talent market, campus recruitment, family and friends' recommendations. Data show that the largest number of people choose "network platform", followed by "campus recruitment", the choice of "friends and relatives recommended" the lowest number. This shows that the employment mode of physical education students shows a diversified trend. Formed in the market-oriented, national macro-control (3), colleges and universities to provide employment guidance, students and employers two-way choice of the model, forcing them to choose a variety of ways to employment, so that self-worth is realized.

4.3 Growing sense of competition.
In the talent market where the supply of college students exceeds the demand, some college students will enter the elite positions, and some college students will certainly engage in "blue-collar" work. In the future, the competition among college students will be a development trend, and the competition with professional college students is whiter hot. Their growing sense of competition is reflected in the employment values of the new era (4), such as the increasing number of examination and research, after-school qualifications, indicating that physical education students are in the direction of harmonious development with society to find a path of self-development.

5. THE INFLUENCE FACTOR OF THE EMPLOYMENT VALUES OF COLLEGE PHYSICAL EDUCATION STUDENTS
The employment values of physical education students are influenced by many factors, which have long-term influence, including family, college, society and individual factors.

5.1 Family factors.
Family is the first environment in which students' values are formed, and the family environment is also an important place for students to socialize. In addition to providing students with the necessary material support to grow up, the family also incorporates its own values in the process. The family economic situation, parents' educational background and way have a great influence on the employment values of physical education students. Therefore, to judge the formation of employment values of physical education students, we must first look at the impact of the family environment.

5.1.1 Family economic situation.
In the process of forming children's employment values, the family's economic situation can play a subtle role in promoting. The employment impact of economically sound families on their children is more focused on interest and professional development, while the impact of economically sound households on their children's employment is mainly reflected in wages. The main reason for the difference of family economic situation is the contradiction between urban and rural areas in our country, and the sports students from rural areas are affected by economic problems for a long time in the course of study and practice, which must make them pay priority attention to salary treatment in employment. At the same time, different economic conditions and growth environment, the economically in-poor physical education students are more likely to accept low-paid long-term employment in order to increase the employment success rate, while the better the economic situation of physical education students, they are more concerned about unit welfare, working hours, working environment, the more conditions created for the job will reduce the success rate of employment.

5.1.2 The educational background and manner of parents.
In the family, the educational background and way of parents can have a certain impact on their children's educational level and employment values. If both parents have a good higher education, their children's education level will also increase, and employment is more optimistic. If parents do not have a high level of education, their children's continuing education will be affected or even hindered. The educational background of parents will also have an incentive effect on their children, the democratic way of education will make their children feel free, in employment will also be a peaceful and objective attitude towards work, not easy to produce quick-impact employment values.

5.2 University factors.
For physical education students, colleges and universities are the bridge between family and society, and are another educational environment after family education. College education has a great influence on physical education students, and it lasts for a long time. This is because the ultimate goal of colleges and universities is to turn students into "social people", and college education is constantly changing the educational model with this purpose. The best feedback to test this educational model is employment. Therefore, the employment focus of colleges and universities will certainly have a guiding effect on the employment values of physical education students, and the main manifestation of this kind of guidance is the training planning and employment guidance education of college talents. College education is not only targeted to employment, but also has a scientific system, but the research still shows that there are many problems that need to be solved in the employment guidance of physical education students.

5.2.1 Talent development plans do not match market demand.
College personnel training planning is based on the past educational experience and physical education students to summarize, although talent training planning as far as possible in accordance with the "quantity" and "quality" of talent required by society to develop, and according to social
changes to make certain changes. However, talent training planning is not based on employment to develop, which makes it easy for physical education students in employment to use their own learning desires and real market demand mismatch in the fall of a sense of loss, and sports professional resistance, negative feelings to colleges and universities, this lack of self-confidence easy to make them with a negative attitude towards employment.

5.2.3 Employment guidance education is subject to specialization.
The employment guidance education provided by colleges and universities aims to provide more employment guidance for physical education students. But this form of guidance to the traditional online forums, lectures to carry out, lack of systematic and targeted, and education content is also more to the employment situation of colleges and universities, social employment situation and previous years of employment data as the core, the content is not objective and persuasive, simple statistics will only increase the general sense of employment of physical education students, and even make them anxious. In addition, the differences in the ability of guidance teachers themselves, whether colleges and universities access to employment information is timely and smooth, will also have an impact on the effectiveness of employment guidance, limited by the profession, many physical education students expressed disappointment.

5.3 Social factors.
People have social attributes, is based on social recognition as a criterion to measure whether it is necessary for society. Therefore, each person's social contribution has become the main basis for testing themselves. In this process, different social practices will also appear with different social ideas. Employment values are ultimately influenced by society. Physical education students have not experienced the employment test before entering the society, they only through social information to judge the current employment situation, thus forming imperfect employment values. As shown in Table 6, 41.6% of physical education students think that the current employment situation is common, opportunities and challenges are available, 24.8% of physical education students think that the current employment situation is not good, only 28% of physical education students think that the current employment situation is more optimistic.

| Table 6. Cognitive statistics on the employment situation of college physical education students. |
|-----------------|-----------------|-----------------|
| It doesn't matter.| 257        | 24.8%       | 32.5%       |
| Ordinary.        | 441        | 41.6%       | 73.4%       |
| Important.       | 226        | 20.3%       | 93.2%       |
| it's extremely important. | 98        | 8.2%        | 99.0%       |

After understanding the employment situation, it is a great challenge for physical education students to find a suitable job on their own. As shown in Table 7, only 15.1% of physical education students believe that they can definitely find a suitable job by virtue of their abilities, and 33.7% of physical education students have some confidence in finding a job. According to the results of the survey, physical education students still have greater confidence in whether they can find a job independently, only 6.6% of physical education students have a negative attitude towards finding a job.

| Table 7. College physical education students independently look for job confidence statistics. |
|-----------------|-----------------|-----------------|
| It doesn't matter.| 53        | 5.1%        | 6.6%        |
| Ordinary.        | 347        | 33.7%       | 38.5%       |
| Important.       | 518        | 45.7%       | 82.7%       |
| it's extremely important. | 160        | 15.1%       | 98.2%       |

It can be seen that the impact of social factors on employment values is the most direct, physical education students in order to truly integrate into society must be affected by society, and also to treat this impact rationally.

5.4 Personal factors.
Employment values are based on the comprehensive influence of family, colleges and society, and are linked to the employment values formed by individual social practice. However, differences in individual conditions can also have a restrictive effect on employment.

5.4.1 Units require cognition.
In addition to personal professional literacy awareness, in order to better achieve employment, but also to the employer's personal requirements of some awareness, in order to form a variety of values to add more factors. These factors mainly include academic requirements, achievement requirements, technical requirements and comprehensive literacy requirements. As shown in Table 8, physical education students for the unit's perception of individual requirements, think that comprehensive literacy is the most critical. Compared with academic qualifications and achievements, physical education students believe that skills are the most important requirements of employers. The successful realization of employment is mainly the combination that the individual seeks and the unit needs, and whether the individual has good quality is the primary factor to combine with the unit success.

| Table 8. Units require statistics on the importance of cognitive factors (N=1090), |
|-----------------|-----------------|-----------------|
| It doesn't matter.| 31        | 2.8%        | 2.8%        |
| Ordinary.        | 445        | 40.4%       | 43.2%       |
| Important.       | 552        | 49.4%       | 92.6%       |
| it's extremely important. | 51        | 4.6%        | 97.2%       |

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5.4.2 Gender differences.
According to the results of the study, the gender difference did not have a great influence on the employment values of physical education students. Although the gender bias in many jobs exists in reality and penetrates into all walks of life through various forms, there is no large gender difference in the analysis of the employment values of physical education students, which leads to a more uniform employment values of male and female sports majors.

Table 9. Gender differences and employment values.

<table>
<thead>
<tr>
<th>Gender</th>
<th>Employment Values (Average)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Man</td>
<td>4.03</td>
</tr>
<tr>
<td>Woman</td>
<td>3.99</td>
</tr>
</tbody>
</table>

6 Optimization strategy of employment values for college physical education students.
In order to guide students to develop positive and healthy employment values, it is clearly unwise to put goals in one factor. It is necessary to rely on scientific value theory and educational methods from a holistic point of view, to unite the forces of society, colleges and families, and to closely link the individual characteristics of physical education students, in order to achieve this goal.

6.1 Create a social atmosphere.
The ultimate attribution of employment is society, and the individual's values must conform to the needs of society before social cooperation can be carried out. Only by truly mastering the dynamics of social development and those who have a clear understanding of the requirements of employers can students successfully realize employment in the tide of employment. At the same time, society must constantly update various measures.

6.1.1 Adhere to the correct orientation.
After entering the information society, information has become the most powerful symbol of the times. If we want to understand the development trend of society, we must pay timely attention to the direction of social development. The disseminatation of social information cannot be separated from the trend of public opinion, public opinion is composed of many different information, but it will be formed and then instinct to exclude other information. Therefore, public opinion not only has a strong guiding function, but also a comprehensive and subjective grasp of social information. Physical education students in the employment process attaches great importance to reference to public opinion, high-paying industries, those cities employment pressure, employment situation, these employment issues will often form a unified public opinion-oriented. This orientation will soon be accepted by physical education students and incorporated into the values of employment. It can be seen that the orientation of public opinion must provide strong evidence and shoulder the correct orientation of employment values.

6.1.2 Clear criteria for the use of persons.
Physical education students in the employment process directly faced by the employer. Employers in different industries will make different demands on job seekers. However, at present, many employer’s employment standards in the physical education students in the process of job search there are vague information, opaque and other issues. Physical education students first job search, lack of experience, employers do not know much, do not have in-depth understanding on blind job search, often do not meet the requirements of the unit, after the entry regret and so on. In recruitment, employers should achieve transparency of information, clear employment standards, remove all hidden information, fair and objective, in order to find talent for the purpose of creating a healthy employment environment. In addition, employers should take a long-term approach to the problems of limited and inexperienced physical education students and provide them with more training opportunities so that they can make rapid transition.

6.2 Optimize the policy environment.
A sound employment policy can guide the direction of employment correctly. In order to help sports students, achieve employment and give full play to their professional strengths, the Chinese government attaches great importance to the employment of sports students. Because of the different times, the requirements of people are also different, in view of this, the government should formulate corresponding policies to guide the employment of physical education students. From a macro perspective, the government should encourage sports students to support the construction of the west, develop sports in the west and encourage them to start their own businesses. In addition, the State should also give more consideration to individual students in formulating policies, giving priority to their survival issues, so as to talk about development. Nowadays, many sports students do not blindly pursue high-paying jobs when they are employed, and the place of employment is no longer a single developed city, so it can be seen that the current policy adjustment is effective.

6.3 Adjusting the relationship between employment and the family.
For physical education students, how to coordinate the employment choice and family relationship is an important issue, the family to a large extent can affect their employment direction, only to deal with real life problems, avoid the risks that may be encountered in the future, can make employment long-term and successful. Therefore, the problem requires the participation of both students and parents: students should adjust the relationship between personal development and family responsibility, parents should not expect too much of their children, should

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encourage them to choose employment according to
their own learning, interests and real ability.
6.3.1 Adjust the relationship between personal
development and family responsibility.
The employment planning of physical education
students should be based on the family reality,
employment is not an individual thing, the selected
work for the future life has a direction, not only
consider the current situation, but also coordinate
the relationship between personal development and family
responsibility, should fully consider the views of
parents, respect the wishes of parents, rational
exchange of employment direction with parents, and
parents as far as possible to reach agreement. In
addition, physical education students also need to take
responsibility for the future into the employment
planning, to achieve real growth.
6.3.2 Parents encourage their children to make
employment choices in the light of their own
circumstances.
From a parent's point of view, parents should change
their thinking about their children's expectations too
high. In the traditional thinking of parents, children
should find a decent job, and do not take into account
the current employment situation, their professional
and interests, blind arrangements for their children's
work, which seriously affects their employment values,
the long-term development of their children is
extremely adverse. Parents should be fully aware of
their children's practical abilities and willingness to
work, and make reasonable recommendations on their
children's employment plans in the interests of the
family, rather than ordering them as "parents". It is
important to eliminate the mentality of over-
expectation of children and to avoid psychological
harm to their children.
6.4 Personal adjustment and improvement.
The essence of the employment difficulties of physical
education students also lies in improving personal
ability, learning professional skills, combining their
own ability and unit needs to make employment
planning, so as to be invincible in employment.
6.4.1 Improve your personal expertise.
On the one hand, physical education students should
obtain various qualifications recognized by the state
during their stay in school. Subject to the sports
profession, some students do not very much recognize
the qualification certificate, in their view, professional
skills are more important. However, the qualification
certificate is the primary requirement of many
employers, and the examination of qualification
certificate itself is a process to improve capacity, so the
national recognition of the qualification certificate is
extremely important. On the other hand, we should
cultivate interpersonal skills and team spirit (6),
increase experience, develop good adaptability,
organizational skills and innovation ability. Facts show
that these stealth abilities need to be cultivated in
practical learning.
6.4.2 Employment planning is developed in the light of
one's own abilities and the needs of the unit.
Physical education students can not improve their ability to
learn blindly, should clear their employment direction after
understanding the standards required by employers can be
targeted. Because of the particularity of physical education,
the students of physical education think that comprehensive
literacy is the most important in the cognition of the unit's
personal requirements. Compared with grades and academic
qualifications, physical education students believe that
professional skills are the most important requirements of
the unit. While expertise must be available, it is not limited
to this, and another knowledge needs to be improved
accordingly. If you focus only on your professional skills,
employment can be problematic when you can't find a job
with your professional counterpart. Therefore, physical
education students must be able to combine their own
abilities and unit needs to develop employment planning.
6.5 Sports industry-assisted employment.
Employment should not be limited to one road, to dare to go
out of the safe areas, to develop into new areas is also an
option. In recent years, the state has vigorously developed
the sports industry and encouraged the combination of
sports industry and sports. At the same time, in the rapid
development of "Internet Plus" mode and sports from the
media, we should guide physical education students to grasp
the development trend, seize the opportunity (5) and explore
diversified employment, so as to realize the long-term
development of physical education students.
6.5.1 Social support.
Social support refers to the development of the sports
industry in the process of giving sports students more
employment opportunities. The government should
introduce preferential policies for the development of the
sports industry and promote the development of the sports
industry in all aspects. At the same time, the development of
sports industry under the promotion of policy (6) cannot be
separated from the professional knowledge and skills of
physical education students as a talent support, the two
promote each other and common development.
6.5.2 College Training.
With the rapid development of sports industry, colleges and
universities should conform to the development of society
and cultivate the talents needed by society. It is necessary to
be able to engage in physical education, but also to be able
to engage in all kinds of sports events planners, sports town
operators, fitness industry practitioners, sports products
distributors, sports media distributors and sports tourism
leaders (8). Therefore, in the training of physical education
students, sports tourism, sports economy, sports news,
sports marketing and other courses are integrated into the
education system, and all involve the development of the
sports industry. Thus, it also solves the employment
problem of sports students.
7. CONCLUSION
The rapid development of social economy has enhanced the
competitive consciousness and commodity concept of
college students, and it is inevitable and of practical
significance for physical education students to attach
importance to utilitarian benefits in employment values in
order to adapt to society. Although interests are the driving
force behind all activities, their negative effects cannot be ignored. In terms of career choices, some physical education students take the salary as the criterion, rather than whether or not to develop professional skills, whether it is conducive to long-term development as a starting point for consideration. Higher-paying foreign trade, finance and institutions are the most popular. From the results of the investigation, the employment orientation of physical education students is influenced by family, college, society, individual and other factors, and is not easy to control. However, the main time of physical education students is still spent in colleges and universities, so strengthening the education of students in school has become the main way to establish correct employment values.

ACKNOWLEDGEMENTS

REFERENCES
On the Perfection of Chinese Foreign Resident System from the Regulation of the People's Republic of China on the Administration of Permanent Residence of Foreigners

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Abstract: The permanent residence system for foreigners is a product of the high-level development of international personnel mobility. In order to explore the permanent residence system suitable for China's national conditions, the Ministry of Justice issued the Regulation of the People's Republic of China on the Administration of Permanent Residence of Foreigners (Exposure Draft), which has merits worthy of recognition and issues that have sparked widespread controversy. In response to the hotly debated issues, such as some clauses that are too vague, lack of operability, worry about the super-national treatment of foreigners, and illegal immigration, compared with the immigration systems of western countries such as the United States, Canada and Australia, we can improve the permanent residence system for foreigners through the points evaluation system, unified management by the central government, equal treatment, and measures to combat illegal immigration.

Keywords: Foreigners; Permanent Residence; Points Evaluation System; Illegal Immigration.

1. INTRODUCTION
On February 27, 2020, the Ministry of Justice issued the full text of the the Regulation of the People's Republic of China on the Administration of Permanent Residence of Foreigners (Exposure Draft) (hereinafter referred to as the Draft Regulations) and published for soliciting opinions from the general public. The core concepts of relevant provisions involved in Draft Regulations have always existed, but it was the first time that provisions had been solicited on such a large scale. However, the intensity of the discussion in the whole society is unexpected. The reasons behind this are thought-provoking [1-2].

Draft Regulations is not China's first regulation on the permanent residence system for foreigners. Law of the People's Republic of China on Control of the Entry and Exit of Aliens was implemented in February 1986. Article 14 of it had already stipulated the issue of permanent residence. In 2004, China formulated Measures for the Administration of Examination and Approval of Foreigners' Permanent Residence in China and specified application conditions. Regulation of the People's Republic of China on the Administration of the Entry and Exit of Foreign Nationals promulgated in 2013 separated the visas of foreigners from the permanent residence of foreigners in China. The publication of the draft regulations this time is to further improve permanent residence system for foreigners on the basis of summarizing management experience [3-5]. This article focuses on three issues of widespread controversy.

1.1 Article 19 is too vague.
At present, China is making every effort to develop law-based governance, and the comprehensive rule of law is an important part of the four comprehensive strategic arrangements. For other legitimate reasons, foreigners who need to reside permanently in China can apply for permanent residency qualifications. Some people urge caution on vague conditions which may breed rent-seeking corruption. But the clause itself is Miscellaneous Provision, a common legal expression in legal texts. Because laws and regulations are highly abstracted and generalized, it is impossible to list all situations. The main purpose of Miscellaneous Provision is to prevent the lack of strictness of the law and the vicissitude of social conditions. For example, Article 26 of the draft regulations is also Miscellaneous Provision. “When it comes to the decision of not approving permanent residence, the sixth paragraph is not suitable for other situations of permanent residence.”

1.2 Regulations lack operability
To summarize Draft Regulations, there are five types for foreigners to apply for permanent residency status: outstanding contributions, high-tech talents, high education and high income, investment immigration, and family reunification. The public has no objection to the introduction of foreigners with outstanding contributions or large investments. However, in addition to the introduction of high-end talents, Draft Regulations also introduced relatively "ordinary" talents, namely the immigrant groups involved in Article 15, Article 17, and Article 18. This has caused a lot of controversy in the society. It is generally believed that these provisions lack specific implementation standards, and the thresholds listed in some regulations are too low.

For example, as Article 15 stipulates on academic qualifications, working years, and salary terms, should there be any restrictions on the school background of the "doctorate degree"? How to define "internationally renowned universities"? This clause is similar to foreign
skilled immigration, but compared with the strict and detailed systemic scoring mechanism of foreign countries, the clause is too loose and simple. Regarding family reunification in Article 17, how to define "a stable living security and residence"? In addition, Article 17 and Article 18 lack certain restrictions on people who come to seek refuge, which has raised concerns among Chinese people that foreigners may squeeze out domestic jobs and social welfare resources.

1.3 Concerns about the "super national treatment" of foreigners and illegal immigration
In recent years, news about foreigners enjoying super-national treatment has frequently appeared in the newspapers: foreign students live in the best dormitories and receive generous scholarships and living allowances; during the outbreak of COVID-19, some foreigners cut into the line waiting for nucleic acid test and claimed "Chinese get out", did not comply with home isolation policy and assault medical staff. Meanwhile, the issue of illegal immigration has long aroused concerns from all walks of life. According to the conservative estimate of the Ministry of Public Security, there are currently more than 100, 000 illegal foreign immigrants in China. Draft Regulations itself aims at better management, but the problems that have not been fully resolved in reality and the conflicts caused by immigration in foreign countries have caused some people to make negative judgments about the possible impact of Draft Regulations.

2. RELATED REGULATIONS OF FOREIGN COUNTRIES

<table>
<thead>
<tr>
<th>Scoring Items</th>
<th>Scoring Criteria</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Age</td>
<td>18-24 years old</td>
<td>25</td>
</tr>
<tr>
<td></td>
<td>25-32 years old</td>
<td>30</td>
</tr>
<tr>
<td></td>
<td>33-39 years old</td>
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</tr>
<tr>
<td></td>
<td>40-44 years old</td>
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</tr>
<tr>
<td></td>
<td>45-49 years old</td>
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<td>0</td>
</tr>
<tr>
<td></td>
<td>IELTS 4 individual 7 points</td>
<td>10</td>
</tr>
<tr>
<td></td>
<td>IELTS 4 individual 8 points</td>
<td>20</td>
</tr>
<tr>
<td>Work Experience (Skilled Occupation List)</td>
<td>Australian Work Experience</td>
<td></td>
</tr>
<tr>
<td></td>
<td>1-3 years</td>
<td>5</td>
</tr>
<tr>
<td></td>
<td>3-5 years</td>
<td>10</td>
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<tr>
<td></td>
<td>5-8 years</td>
<td>15</td>
</tr>
<tr>
<td></td>
<td>8-10 years</td>
<td>20</td>
</tr>
<tr>
<td></td>
<td>Overseas-work Experience</td>
<td></td>
</tr>
<tr>
<td></td>
<td>3-5 years</td>
<td>5</td>
</tr>
<tr>
<td></td>
<td>5-8 years</td>
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<tr>
<td></td>
<td>8-10 years</td>
<td>15</td>
</tr>
<tr>
<td>Educational Qualifications</td>
<td>Approved overseas apprentices</td>
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<td>Australian Certificate III</td>
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<td></td>
<td>Australian diploma</td>
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<td></td>
<td>Bachelor and Master (including Honours)</td>
<td>15</td>
</tr>
<tr>
<td></td>
<td>PhD</td>
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</tr>
<tr>
<td>STEM Degree (English acronym for science, technology, engineering and mathematics)</td>
<td>two academic years of Australian master or PhD</td>
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</tr>
<tr>
<td>Marital Status</td>
<td>Single applicant</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Partner Skills</td>
<td></td>
</tr>
<tr>
<td></td>
<td>IELTS 4 individual 6 points and passed the technical assessment</td>
<td>10</td>
</tr>
<tr>
<td></td>
<td>Australian permanent residence or citizen</td>
<td>10</td>
</tr>
<tr>
<td></td>
<td>IELTS 4 individual 6 points without professional assessment</td>
<td>5</td>
</tr>
<tr>
<td>Professional Year</td>
<td>Complete at least 12 months of vocational year courses within 4 years (applicable to Australian university graduates)</td>
<td>5</td>
</tr>
<tr>
<td>Regional Australia Study</td>
<td>Satisfy the requirements of 2 years of study in remote areas of Australia (higher education)</td>
<td>5</td>
</tr>
</tbody>
</table>

In order to achieve the purpose of serving their own political, economic, and security interests, foreign countries use systematic immigration laws to control the number of immigrants, adjust immigrants’ structure, and improve immigrant’s quality. On this basis, the similarities shown in the immigration laws of various countries are: without violating the international principles of movement freedom and humanism, all the countries are committed to encouraging the inflow of foreign talents and capital through different regulations that match the national conditions with advantages in differentiated competition.

2.1 The points evaluation form
The points evaluation form is a common method in the evaluation of skilled immigrants. The foreign scoring forms are mostly based on age, language ability, type of skill, length of work experience, education, spouse conditions, etc. Which accumulate points one by one, and finally judge whether the applicant meets the requirements of the total score condition. Although the United States is the world's largest immigrant country, its policies are useful for reference, but due to the uncertainty of the Trump ACADEMIC PUBLISHING HOUSE
administration's immigration policy, this article takes Australia, which has been popular among immigrants in recent years, as an example, as Table 1.

2.2 Control the number of immigrants

According to the U.S. Immigration Law, the immigrants of immediate family members of U.S. citizens are not subject to quota restrictions; the immigrants of relatives other than immediate family members are subject to annual quota restrictions. According to the Visa Quota Report for the 2020 Fiscal Year released by the US State Department, relatives accounted for 33%; occupational immigrants accounted for 23%. Among them, the occupational immigration quota for China was 10255. In addition, part of the quota balance for occupational immigrants comes from the remaining quota for relative immigrants in fiscal year 2019. In the 2020-2022 immigration plan of the Canadian Immigration Service, the economic category is the main body of immigrants, accounting for 57% of the total number, and family reunions account for 27%. In the 2020-2021 fiscal year immigration quota announced by the Australian Immigration Service, technical categories (including technology, employer guarantees, and business investment immigration) accounts for 67.9%. As an immigrant country in a non-traditional sense similar to China, Germany’s measures when faced with a shortage of high-tech talents are worth learning: While introducing talents in scarce industries through permanent residence policies, Law on the control and restriction of immigration and the regulation of the residence and integration of EU citizens and foreigners stipulates that domestic labor has priority in employment. After a thorough inspection of the overall labor market, in order to protect the employment of German nationals, labor priority testing and investigations will be conducted on certain occupations [6-9].

2.3 Foreigner treatment

In 2018-2019, the total number of Chinese students studying in the United States accounted for 33.7% of the total number of international students. Although China is the largest origin of international students, Chinese students do not have any special treatment. They must pass a language test when they enter the school. Those who fail to pass must take ESL language courses or will be transferred to a language school affiliated to the university; they take classes and exams with local students, and there are no second language courses specifically for foreigners or lower standards; campus life services will be more expensive than local students. During the COVID-19 pandemic, there have been many acts of discrimination and even violence against Chinese and Chinese students abroad. According to data from the Australian Human Rights Commission, in the first quarter of 2020, hundreds of Asians complained that they had suffered racial discrimination, accounting for 25% of complaints. The survey published by the Pew Research Center in the United States on July 1 further reveals that in the context of the raging new crown pneumonia, African and Asian groups in the United States experience more racial discrimination than ever before.

2.4 Combat illegal immigration

The Illegal Immigration Reform and Immigration Responsibility Act promulgated by the United States in 1996 stipulates: strengthen border control to prevent illegal immigration; quickly repatriate illegal immigrants; increase the categories of non-entry; penalize employers who hire illegal immigrants; strictly restrict illegal immigration social welfare. Law on Strengthening Border Security and Visa Entry Reform promulgated in 2002 stipulates that: intelligence and information sharing, cross-departmental cooperation and joint crackdown on illegal entry, visa examiners under the immigration bureau be stationed in embassies and consulates, etc. True Identity Law promulgated in 2005 stipulates that a driver’s license is a personal identity certificate. Foreigners and illegal immigrants who cannot prove their legal status cannot obtain a driver’s license. In Japan, affairs related to foreigners are jointly managed by the Ministry of Justice, the Ministry of Health, Labour and Welfare, and the Ministry of Foreign Affairs. In July 2012, the new residence management system for foreigners was officially implemented. Foreigners who fail to register for more than 14 days after the change of residence will be fined less than 200, 000 yen. If they fail to register for more than 90 days, their status of residence will be cancelled. From September 1, 2019, if the attendance rate of international students in Japan is less than 70%, they will face dismissal and cancellation of their status of residence.

3. SYSTEM IMPROVEMENT SUGGESTIONS

3.1 Establish a point evaluation system

Our point evaluation system should refer to international practice. For example, skilled immigrants can refer to Australia according to indicators such as academic qualifications, age, English ability, marital status, and whether to go to remote areas. Excellent singles should be encouraged to immigrate, and the score should be inclined. The scoring of high-tech talents can learn from China's relatively mature talents programs; the Foreign Experts Affairs Bureau also has scoring standards for all types of talents in issuing work permits for foreigners. For higher education, we can refer to the global university rankings released by US news, QS and Shanghai Jiaotong University each year. At the same time, a matching reconsideration and litigation system should be established to ensure the openness and fairness of the review.

3.2 Central government unified management

In the Draft Regulations, it is the local government that accepts and examines applications for permanent residence, and the central government only has the power to approve. It is recommended to coordinate all the activities of the nation as in a chess game and be directly managed by the central government. At the same time, based on the overall evaluation of population policies and the domestic labor market, priority should be given to Germany’s policies on
immigration control, and the immigration quota system should be implemented under the premise of fully considering the employment of its nationals to ensure that it will adversely affect the employment structure and labor market. The quota system draws on the model of Canada and Australia, with skilled immigrants in the majority and relative immigrants in the minority; while the flow between quotas is based on the US model, and relative immigrants can be adjusted to skilled immigrants with extra quota. In addition, we should be vigilant against the chain immigration brought about by the permanent residence policy. We should learn from other countries to avoid the various crises faced by European countries such as France: threats to the main nationality of the country, religious conflicts, squeezing of public resources, etc.

3.3 Equal treatment
Most countries do not have policies that give special preferential treatment to foreign students and immigrant groups. In special times, they are even more targeted. Based on China’s international development environment, and based on the principles of mutual respect, tolerance and complementarity, mutual trust and mutual benefit, equal treatment to all people of the same kind should be standard, especially the language barrier should not be easily relaxed. It is acceptable to provide preferential treatment to individual outstanding foreign students and immigrants, yet with strict and fair review.

3.4 Combat illegal immigration
Factors such as China's long border, vast territory, and huge population determine that once illegal immigrants enter the country, the cost of investigation will be gigantic. Therefore, the first critical point is to intercept illegal immigration at the border. Use advanced scientific and technological means to improve the identification accuracy of overseas floating population, and at the same time strengthen cooperation between countries (regions), and implement information exchange and data sharing. Secondly, the census helps to find out the true situation of illegal immigrants. The seventh national census will be launched on November 1, 2020. The subjects of this census include natural persons in China, but not foreigners who stay in China for a short period of time. In the future, it is recommended to strengthen the census registration of communities, township personnel and other grassroots areas, based on traditional household registration ideas, innovate the construction of community management, and give play to the advantages of group governance; at the same time, refer to the US True Identity Act to ensure that foreigners’ identity in China is unique and authentic. Finally, one of the difficulties in solving the problem of illegal immigration is that these foreigners are highly mobile and difficult to supervise. It is recommended to refer to the Japanese model, incorporate the Ministry of Human Resources and Social Security, the National Health Commission and other departments into the existing co-management government system, accelerate the construction of the nationwide population information network, realize the intelligence sharing of domestic personnel, and learn from the operation mechanism of the untrustworthy person list. With the application of modern technology such as big data and artificial intelligence in China, and the further improvement of urban modernization, illegal immigrants will gradually be nowhere to escape.

It can be seen that Draft Regulations has made great efforts to enhance the integration of foreigners who have obtained permanent residency qualifications, but there are still many areas that can be improved in terms of specific implementation rules, fair treatment of similar personnel, and combating illegal immigration. China should improve and update the supporting legal system as soon as possible, effectively protect legal rights and interests, severely crack down on illegal immigration and criminal acts, and safeguard China's national security and interests.

REFERENCES
Meta-Analysis of The Effects of Different Exercise Programs on Weight Loss in Obese Adolescents

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Abstract: This paper aims to systematically analyze the literature data of various exercise programs on body shape, body composition and blood lipid level of obese adolescents through the Meta-analysis system, and dazopride the best exercise prescriptions "according to company's situations. The results were as follows: Aerobic exercise can improve body fat percentage of obese adolescents, and the combination of aerobic exercise and resistance exercise has a more significant effect on improving body composition indicators such as BMI, body weight and body fat rate of obese adolescents. The exercise time is higher than the 12-week exercise cycle is more effective for obese adolescents.

Keyword: Obese adolescents; Exercise; Weight loss effect; Meta-analysis.

1. INTRODUCTION
Adolescent obesity is one of the most serious social problems in today's world. Exercise is a scientific and effective intervention measure for weight loss, but the effect of weight loss caused by different exercise programs is also different [1]. It is of great significance for the health of obese teenagers to rationally choose the reasonable combination of different exercise modes, exercise cycles and exercise intensity in order to seek the best exercise weight-loss program. This research use Meta-analysis at home and abroad about the impact of various movement scheme on obese adolescents who have weight loss data to carry on the system analysis, to explore different motion scheme of different influence on obese adolescents specific effect to provide scientific and rational basis, in order to obtain the best rational motion scheme of the obese adolescents exercise to lose weight.

2. MATERIALS AND METHODS
2.1 Inclusion criteria for literature
(1) It must be published in Chinese or English with the full text of the research paper and the doctoral and master degree thesis. (2) subjects are defined as obese or overweight (obesity standard refers to body mass index >28, overweight is 24 ≤ BMI ≤ 28). (3) The study must have experimental group and control group, in which the intervention measures of the experimental group include specific exercise program (exercise form, intensity and exercise cycle). 34 literatures were included based on meta-analysis.

2.2 Literature retrieval strategy
2.2.1 database
Consult papers in CNKI, Wanfang, Web of Science and PubMed databases.
2.2.2 retrieval type
The Chinese database was searched with "exercise" and "obesity" as the main subject, with "Adolescent" as the key word, and the English database was searched with "Obesity" and "Adolescent" as the main subject.

2.3 Effect index
BMI, body fat rate, body weight before and after intervention.
2.4 Literature screening and quality evaluation
Retrieve the literature according to the retrieval strategy, read the title and abstract of the literature, read the full text that may meet the inclusion and exclusion criteria according to the inclusion criteria, and determine whether it really meets the inclusion and exclusion criteria.

2.5 Data extraction
The author's name, publication year, sample size, type of exercise program and test index of the experimental institute were counted. The basic features of the included study were shown in Table 1.
2.6 Selection and division criteria of exercise program
In this paper, aerobic exercise, high-intensity intermittent exercise and aerobic combined with resistance exercise are selected for analysis, and the exercise time of 12 weeks is taken as the node for analysis.
2.7 Statistical Treatment
The RevMan5.3 software provided by the Cochrane collaboration was used for Meta-analysis.

3. RESEARCH RESULTS AND ANALYSIS
3.1 List of basic features of the included study [1-35], as Table 1

3.2 Influence of different exercise modes on weight loss effect of obese teenagers
3.2.1 Influence of aerobic exercise on weight loss of obese teenagers, as Figure 1

Fig.1 Forest map of body fat rate (aerobic exercise)
3.2.2 Effect of high-intensity interval exercise on weight loss of obese teenagers, as Figure 2

ACADEMIC PUBLISHING HOUSE
3.3.1 Effect of exercise intervention cycle less than 12 weeks on weight loss of obese adolescents

3.3 The effect of different exercise intervention cycles on weight loss and body composition in obese adolescents. The 95% confidence interval of body fat rate was [-4.02, -1.89] for aerobic exercise, [-2.48, -1.14] for aerobic resistance exercise, and [-2.48, -1.14] for high-intensity aerobic resistance exercise. It can be concluded that aerobic exercise has a significant effect on the reduction of body fat rate in obese adolescents. The combined effect of aerobic exercise with resistance exercise is [-2.48, -1.14].

Table 1. Basic information of included studies

<table>
<thead>
<tr>
<th>The serial number</th>
<th>The author</th>
<th>Age</th>
<th>Gender</th>
<th>Sample Size (experimental group/control group)</th>
<th>Means of intervention</th>
<th>Intervention cycle</th>
<th>Intervention frequency (times/week)</th>
<th>Intensity of intervention</th>
<th>The bias risk score (Researcher score)</th>
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<tr>
<td>1</td>
<td>Jing-jing wang 2011</td>
<td>17-18</td>
<td>Female</td>
<td>12/12</td>
<td>1</td>
<td>12 weeks</td>
<td>/</td>
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<td>17-18</td>
<td>Female</td>
<td>15/15</td>
<td>1</td>
<td>12 weeks</td>
<td>/</td>
<td>85 (2)</td>
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<td>3</td>
<td>Dai Weiyu 2014</td>
<td>17-18</td>
<td>Female</td>
<td>10/10</td>
<td>1</td>
<td>12 weeks</td>
<td>/</td>
<td>85 (2)</td>
<td>2</td>
</tr>
<tr>
<td>4</td>
<td>Hongfu liu 2016</td>
<td>17-18</td>
<td>Female</td>
<td>20/20</td>
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<td>12 weeks</td>
<td>/</td>
<td>90 (2)</td>
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<tr>
<td>5</td>
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<td>17-18</td>
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<td>25/25</td>
<td>1</td>
<td>Eight weeks</td>
<td>/</td>
<td>150 (3)</td>
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<td>15/18</td>
<td>Female</td>
<td>35/35</td>
<td>1</td>
<td>9 weeks</td>
<td>/</td>
<td>80-90 (1)</td>
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<td>17-18</td>
<td>Female</td>
<td>15/15</td>
<td>1</td>
<td>Eight weeks</td>
<td>3</td>
<td>(3), 120-150</td>
<td>6</td>
</tr>
<tr>
<td>8</td>
<td>2012 (Cheng Hongling)</td>
<td>13 and 14</td>
<td>Men</td>
<td>30/30</td>
<td>2</td>
<td>Eight weeks</td>
<td>2</td>
<td>/</td>
<td>5</td>
</tr>
<tr>
<td>9</td>
<td>Staino 2013 (10)</td>
<td>15 to 18</td>
<td>Female</td>
<td>27/27</td>
<td>2</td>
<td>20 weeks</td>
<td>2</td>
<td>/</td>
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<td>Ronald 2014</td>
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<td>75/76</td>
<td>2</td>
<td>22 weeks</td>
<td>4</td>
<td>65 (1)</td>
<td>5</td>
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<td>11</td>
<td>Wenjie Liu 2007</td>
<td>15 to 18</td>
<td>Female</td>
<td>30/30</td>
<td>2</td>
<td>40 weeks</td>
<td>5</td>
<td>60-60 (2)</td>
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<td>2</td>
<td>Eight weeks</td>
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<td>Yang Guang 2017</td>
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<td>Liu wen 2008</td>
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<td>Male</td>
<td>25/25</td>
<td>2</td>
<td>12 weeks</td>
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<td>Wang 2016</td>
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<td>Craig A. 2010</td>
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<td>Han Wenjiang 2017</td>
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<td>Male</td>
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<td>12 weeks</td>
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<td>Peng li 2018</td>
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<td>Joan Chen 2015</td>
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<td>June Carrier 2013</td>
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<td>48 weeks</td>
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<td>32</td>
<td>Marco 2011</td>
<td>15 to 18</td>
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<td>11-17</td>
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<td>34</td>
<td>Yan Hei 2010</td>
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<td>Male</td>
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<td>10 weeks</td>
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<td>60-80% (2), 70-80% (1)</td>
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Note: Methods of exercise (intervention): 1. High-intensity interval exercise 2. Aerobic exercise 3. Aerobic combined with resistance exercise. All observed indicators were body fat. Among the three exercise modes that have an impact on body fat rate, the 95% confidence interval of aerobic exercise is [-4.12, -1.63], and the combined effect is completely to the left of the vertical invalid line, proving that aerobic exercise has a significant effect on the reduction of body fat rate in obese adolescents. The 95% confidence interval of high-intensity intermittent exercise was [-1.61, -0.19], and the combined effect was completely to the left of the vertical invalid line, which could prove that high-intensity intermittent exercise had a significant effect on the reduction of body fat rate in obese adolescents. The 95% confidence interval of aerobic combined resistance exercise is [-6.21, -2.35], which also reflects the significant effect of aerobic combined resistance exercise on the reduction of body fat rate in obese adolescents. The combined effects of the three types of exercise were -2.88, -0.90 and -4.28, respectively. It can be concluded that aerobic exercise combined with resistance exercise has a more significant effect on the reduction of body fat rate in obese adolescents.

3.3 The effect of different exercise intervention cycles on weight loss of obese adolescents

3.3.1 Effect of exercise intervention cycle less than 12 weeks on weight loss of obese adolescents, as Figure 4

3.3.2 Weight loss effect of exercise intervention period higher than or including 12 weeks on obese adolescents, as Figure 5

Fig.2 Forest map of body fat rate (high intensity intermittent exercise)

Fig.3 Forest map of body fat rate (aerobic resistance exercise)

Fig.4 Forest map of body fat rate (less than 12 weeks)

Fig.5 Forest map of body fat rate (more than and including 12 weeks)
combined effect was located to the left of the vertical invalid line without intersection, proving that interventions below 12 weeks had a significant effect on the decrease of body fat rate in obese adolescents. The 95% confidence interval was [-5.38, -1.68], and the black diamond representing the composite effect was completely to the left of the vertical null line, demonstrating that interventions above and including 12 weeks had a significant effect on the reduction of body fat rate in obese adolescents. Two different cycle of exercise intervention for obese adolescents body fat rate decline has a significant effect, observe the synthetical effects of the two different exercise intervention cycle quantity of 2.17 and 3.53 respectively, therefore, through comprehensive effect measured results can be concluded that the higher and contains 12 weeks intervention for obese adolescents body fat rate to reduce the effect of the more significant role.

4. CONCLUSION
Compared with aerobic exercise and high-intensity interval exercise, aerobic exercise combined with resistance exercise has a significant or optimal effect on improving the body fat rate index of obese adolescents. Interventions above and including 12 weeks were effective in improving body fat rates in obese adolescents.

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Study on the Development Model of Youth Sports Tourism Health

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Abstract: Youth sports tourism is a new sports economy industry, which is of great significance to promote the development of youth physical and mental health. Therefore, this paper adopts the method of literature and materials, taking the significance of youth sports tourism as the starting point, according to the analysis of the main factors affecting the development of youth sports tourism, puts forward the measures for the healthy development of youth sports tourism. The aim is to promote the healthy level of youth sports tourism.

Keywords: Teenagers; Sports Tourism; Sports Fitness; Healthy State.

1. INTRODUCTION
In recent years, with the continuous development of our country's economy, the sports form of sports tourism has gradually risen in our country, which is also due to the continuous enhancement of the people's understanding of sports fitness and health. As an important reserve of talents in our country, teenagers should actively participate in sports tourism activities, develop healthy sports models and habits, and carry out sports with plans and regulations [1-3]. At the same time, through vigorously developing youth sports tourism, it can also achieve a win-win effect of promoting the economic development of sports tourism in China and improving the physical health level of young people.

The development of youth sports tourism can effectively enrich the form of youth sports, cultivate the thought of youth lifelong sports, and strengthen the spirit of youth exploration and knowledge.

1.1 Enriching Youth Sports
Most of the sports exercise of teenagers is only completed through the physical education classroom in school, which will inevitably bring a single boring content and form, which is not conducive to the cultivation of interest in sports [4-6]. The development of youth sports tourism can provide a new choice for teenagers, so that teenagers can get physical exercise in a more relaxed and pleasant way.

1.2 Cultivating Youth Lifelong Sports Thought
Lifelong exercise is a lack of thought in contemporary teenagers. Teenagers ignore the benefits and help of physical exercise in their own body in the heavy task of cultural curriculum. The promotion of youth sports tourism can provide more professional guidance for young people, more long-term and stable company, let young people gradually establish sports interest, establish lifelong sports thought.

1.3 Strengthen young people's quest for knowledge
In the process of participating in sports tourism, teenagers can experience different local customs, feel the cultural atmosphere of different regions, novel environment and interesting experience will stimulate teenagers' desire to explore and seek knowledge. At the same time, this advantage can also help teenagers to learn more easily and easily in other fields.

2. MAIN FACTORS AFFECTING THE DEVELOPMENT OF YOUTH SPORTS TOURISM

2.1 Network technology and generalization in the information age
The emergence and development of network technology has undoubtedly accelerated the speed of information exchange and dissemination, which has a better role for sports tourism, but under the background of more and more dominant network generalization and sharing, it will bring more difficulties and obstacles to teenagers' choice.

2.2 Promotion of public and self-employed media
The key of sports tourism lies in the integration and self-correction between sports and tourism. Therefore, more and more self-media platform and public media terminal began to shoot and produce sports tourism works. The benefit of this to teenagers is to help them understand the different forms of sports tourism more intuitively and conveniently, and its disadvantages are also remarkable, which will reduce the actual participation and interest of teenagers and indulge in the network too much.

2.3 Influence of Western Sports and Open Culture
The promotion and realization of global integration help young people to have more and more understanding of western culture. Western sports thought pays attention to and emphasizes competition and antagonism, which is obviously different from Chinese traditional mean thought. As the talents of the new era, teenagers are more tolerant of ideas and more easily influenced by western culture, so they have some deviations in the cognition of carrying out sports tourism in their own country.

2.4 Changes in Parenthood and Educational Ideas
Many parents still retain the traditional concept of physical education, think that physical education is only a way for teenagers to relax in their spare time, and do not really realize the significance of physical exercise for teenagers for life. Therefore, the acceptance of the concept of sports tourism is not high, and it will affect teenagers through emotion and communication, so that they can produce assimilated thinking and views, which is not conducive to the construction of youth sports tourism health model.

2.5 Value orientation and consumption concept development
Young people's living environment and ideological
education environment determine their attitude towards new things outside the world. Sports tourism, as a form of sports with relatively high consumption, cannot be accepted by those families with weak economic conditions. Many teenagers also miss the opportunity to participate in sports tourism, which is the main factor restricting the development of youth tourism sports.

3. YOUTH SPORTS TOURISM HEALTHY DEVELOPMENT INITIATIVE

3.1 Increase the dissemination of healthy sports tourism ideology

The application and promotion of sports tourism in our country has not been for a long time, so in order to better help young people to actively participate in it, we should first strengthen the interpretation and propaganda of relevant ideas and connotations. On the basis of distinguishing it from conventional traditional sports, we can further improve and build it. The specific implementation strategy can be contacted by the government to carry out lectures and forums on relevant professional knowledge, invite experts to give lectures, and increase the content of sports tourism practice in the daily physical education curriculum arrangement and planning. Let young people first experience and feel, from feeling to accepting.

3.2 Improving the chain and application level of sports tourism industry

If we want to promote the establishment and creation of a healthy sports tourism model, we must not lack the construction and perfection of its industrial chain, because only by constructing a closely continuous industrial chain can we directly materialize the demand. Drive and promote the long-term development and progress of sports tourism fitness. For teenagers, because both purchasing ability and consumption ability are directly restricted and affected by income, the role in the industrial chain is more an indicator and direction. Before carrying out sports tourism cultural undertakings in various localities, we should pay full attention to the large number of young people, respect and investigate the demand and suggestions of young people for sports tourism, optimize the internal industrial chain form and supply-side structure, so that young people can consume and experience in a transparent, green and harmonious sports tourism environment.

3.3 Establish and improve the system of safety protection for sports tourism

Teenagers have gradually developed and matured in psychology and physiology. The healthy sports tourism model must include the contents and parts of the personal safety protection of teenagers. The common forms of sports tourism are based on different sports cultural characteristics and natural factors, and carry out some tourism activities based on sports, such as skiing experience in the northeast, sand skiing in the desert, cableway on high mountains, glider experience and so on. Most of these sports are not common sports events, in the difficulty and safety of young people have a certain challenge. Therefore, in carrying out such activities, we must do a good job of security. Multiple security measures and instruments are set up around sports events, especially in the experience of teenagers, experts are appointed to popularize science and training before sports, to master sports skills and essentials, and to have certain knowledge of emergency self-rescue. Only in this way can teenagers experience sports tourism healthier and safer.

3.4 Giving full play to the practical auxiliary role of sports tourism associations

Community is a group and organization organized and established by sports tourism enthusiasts spontaneously, and its interior is mostly composed of members with certain sports experience and professional knowledge. Therefore, to promote the construction of youth sports tourism health model, there must be no lack of participation and guidance of these experts. It is necessary to give full play to the guidance and education role of sports instructors for young people, not only to strengthen and promote young people from professional skills, but also to help young people establish good habits and correct sports tourism ideas. For the instructor himself, in order to meet the requirements of the healthy state model, we should constantly improve our professional qualities and skills, participate in relevant training regularly, actively communicate with the outside world, open our horizons, and keep up with the latest fashion in the field at any time.

3.5 Promote the integration of traditional sports and modern ideas

In recent years, our country has continuously strengthened the attention to the sports cause, has repeatedly obtained the outstanding achievement in the international sports competition, has become the present world forest dazzling sports star. Therefore, under the promotion and promotion of this background, the healthy mode construction of youth sports tourism should also have the thought of big country and the mind of big country. There are many sports involved in sports tourism, many of which are the contents of western sports, but throughout the history of sports culture in China, there will also be excellent traditional sports. In order to promote the healthy development of youth sports tourism, we should promote the integration of traditional sports and modern ideas.

4. CONCLUSION

For young people, sports tourism is a more novel and interesting way of exercise. This form can broaden the cause of young people, cultivate and establish more inclusive and correct sports values, and in this process, it can stimulate the spirit of exploration of young people and promote the cultivation of comprehensive and comprehensive talents. However, although there is a good trend, there are still many influencing factors to interfere with the construction of healthy sports tourism model. In order to better promote the development of healthy sports tourism activities, on the basis of increasing publicity, it is necessary to contact departments and governments at all levels, combined with community services and expert guidance, to help young people correctly understand and complete sports tourism activities.

REFERENCES


The Strategic Analysis of Chinese Culture Towards the World from The Perspective of Intercultural Communication

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Abstract: The current China's comprehensive national strength enhanced rapidly, economic and social development is in major transition period, the construction of socialist culture to the world, has important practical significance: first, under the trend of globalization, the blending ideas within the scope of cultural exchange between more apparent, cultural security in China is faced with severe situation, the Chinese culture to the world become a positive response to maintain the cultural security in China. Second, at a time when peace, development and cooperation have become the themes of The Times, Chinese culture going to the world can offset the China threat theory by enhancing cultural soft power and enhancing national image. Third, in the international arena, once a country's cultural influence falls behind, it means the absence and deficiency of intangible spiritual elements in the comprehensive national strength. The introduction of Chinese culture into the world will help win China's voice in the world and enhance China's ability to participate in the international system. Fourth, the culture to the world strategy is a comprehensive national strategy put forward by China according to the overall interests of national development and in accordance with the laws of global economic and cultural development, which determines China's status and international influence in today's world.

Keywords: Cultural Communication; Chinese Culture; International Influence

1. INTRODUCTION

As for the introduction of culture into the world, the implementation of the "going out" strategy begins in the field of economy and trade. The Chinese government has realized that it is far from enough to rely only on the strength of economy to expand and consolidate economic achievements in foreign economic activities. It also needs to promote the "going out" of culture with the help of the strength of culture [1-3]. At present, cultural exchanges between countries and cultural integration between countries are becoming more and more frequent. Cultural exchanges and integration have also promoted the development of economic relations, and it has been recognized by the international community that culture has become the main driving force for economic prosperity. Downward trend in recent years, the global economy continues to spread and the economic development of our country under the background of the new normal, buck the trend of cultural industry special advantages, as a new point of economic growth, the world's major countries, such as Japan, South Korea, the United States, Europe and other developed countries mostly take support or practices, to promote the development of cultural industry to the development of cultural industry as the important pillar of national economic development, promote their own culture to the world, and achieved good effect in our country, culture to the world strategy began to rise for the national strategic level [4-8]. The world today is an era of globalization. Economic globalization and cultural globalization are the mainstream trends in the development of the international community in the 21st century. With the promotion of economic globalization, cultural globalization has increasingly penetrated into all aspects of human social life. In the era of cultural globalization, economic exchanges are increasingly turning into cultural exchanges, and the influence of a country on the world is also increasingly reflected in the influence of cultural forces. Therefore, countries around the world generally realized that in the interaction, mutual influence, mutual exchange of culture and competition to break out of it, you must dig deeper into the outstanding achievements in their culture, improve their influence the spread of foreign culture, attraction, affinity, and promote their own culture to "go out" to influence other culture, to form a broader cultural identity, enhance the international influence of its culture. Under such a background, the strategy of China's culture going to the world is put forward in line with the world development situation, conforms to the national interests and follows the law of cultural development, and determines China's status and international influence in today's world [9-14]. At the same time, Chinese culture is going global, aiming at promoting human progress and civilization, and making Chinese cultural contribution to the prosperity of world culture. In short, this topic chooses to study the strategy of Chinese culture going to the world from the perspective of cross-cultural communication, aiming to solve such a problem, that is, to explore the construction of the supporting system of Chinese culture going to the world through cross-cultural communication as the theoretical basis, and to promote Chinese culture standing in the forest of national cultures in the world.
2. PROMOTE CHINESE CULTURE TO THE WORLD STRATEGIC SUPPORT

2.1 Establish cultural confidence as strategic support
The strategic support for Chinese culture to go global should be confidence in its own culture. Cultural confidence means to have a heartfelt respect, trust and cherish for one's ideals, beliefs, doctrines and excellent cultural traditions. Confidence in one's own culture is a prerequisite for cultural communication with other countries. As long as we strengthen communication and persevere, prejudices and misunderstandings will disappear. Cultural confidence must become the supporting force for cultural exchanges with other countries. The current background, the worldwide cultural exchange, exchange, exchange more frequent and intense than in the past, in this situation, how effectively the Chinese culture to the world, a foothold on the world cultural stage, this needs us to this national culture has a high degree of confidence, this is indispensable in cross-cultural communication inner support force. Chinese culture has a long history of more than 5,000 years. For quite a long period of history, the Chinese people have written their own culture [15-20].

Always full of confidence and pride. From the perspective of practical reasons, with the in-depth development of cultural globalization, Western Culture as a strong culture. Local culture has exerted a profound influence on the values, ways of thinking and aesthetic tastes of the Chinese people. Some people lack confidence in our traditional culture, feel unconfident in revitalizing traditional culture and enhancing the international influence of Chinese culture, and some even maliciously disparage the excellent traditional culture of their own nation. In order to change this situation, it is necessary to establish China's cultural confidence, and the Chinese people need to value their own cultural traditions and values more, have an accurate judgment and positioning basis for their own cultural characteristics and values, and have a sense of reverence and confidence for the development and prosperity of the national culture. We should thoroughly explore and refine the ideological value and cultural spirit of keeping pace with The Times, and vigorously promote the prosperity and development of fine culture with Chinese characteristics, style and style. Carry forward the new contemporary culture formed since the reform and opening up; Actively absorb the excellent elements of foreign culture and build the rich connotation of cultural confidence.

2.2 The government attaches importance to and supports as strategic guarantees
From the perspective of the attitude of the government of a culturally developed country to the external communication of culture, the improvement of the influence of a country's cultural world has a direct relationship with the government's attention and support. The culture of most culturally developed countries can become a strong culture in the world, in addition to the support of its strong comprehensive national strength, the government's attention and support is also a key important factor. It is precisely because of the strong backing of the government that national culture has been better and faster spread to the outside world. The government plays an indispensable role in many aspects, from the top-level design of national cultural development strategy to the definition of specific forms of cultural "going out", and then, as the implementation subject of cultural "going out", it directly undertakes the task of cultural "going out". Chinese culture towards the world strategy is a comprehensive national strategy, which requires the national macro design and development ideas, and the full cooperation of forces at all levels and all levels. From the successful experience of developed countries, the formulation of cultural strategy at the national level is very critical. As a top-level design, cultural development strategy is related to the effect and influence of culture going to the world, as well as the geographical position of national culture in the world cultural map. However, compared with the culturally developed countries, China's culture started late and from a low starting point to the world, and the scale and level of culture going out are in urgent need of improvement. Because, under the background of cultural globalization, the strategy of Chinese culture going to the world is the need to realize the construction of China's cultural power, the need to set up a good national image on the international stage, and the need to maintain China's cultural security. Therefore, the country should carry out top-level design for culture to the world from a strategic height, formulate detailed and operable implementation plans, establish the overall goal, grasp the overall direction, decompose specific tasks, select the content of communication, cultivate the carrier of communication, and steadily and orderly promote Chinese culture to the world.

2.3 Improve the comprehensive national strength as the strategic basis
The present era is an era of comprehensive national strength competition. The strength of a country's comprehensive national strength directly affects any of its international activities, such as economic activities, political activities, cultural activities. In this sense, the comprehensive national strength is the basis and backing for cultural communication. The premise of cultural communication is the attraction of culture, that is, only after a culture has certain attraction among the people of other countries, can it have the basis of communication. And cultural attraction in many cases is closely related to the level of economic development of the country where the culture is located. The primary determinant of a language's worldwide popularity is whether the economy of the country in which it is spoken has global influence. Therefore, China's cultural communication with foreign countries is having a rare opportunity, that is, the influence of China's economic development in the world is increasing.

In the han and Tang dynasties, when China's ancient culture was developed, Chinese culture made great achievements in the process of spreading outward, which was inseparable from the strong economic strength, stable social
environment and strong government support at that time. During this period, China's comprehensive national strength was unprecedented, which provided a good development foundation and external environment for the rapid development of Chinese culture, the enhancement of cultural exchanges with foreign countries and the enhancement of the international influence of Chinese culture. Chinese culture was far ahead of the world for a long time, which was based on the strong comprehensive national strength of China at that time.

A strong comprehensive national strength will provide a solid material foundation for the promotion of culture to the world, and at the same time, it will make culture to the world with more charm and attraction. "Material success makes a culture and an idea attractive." All the achievements China has made in recent years prove that China now has a strong overall national strength, which provides a strong guarantee for China's cultural exchange and export with foreign countries. Therefore, only by accelerating its development and enhancing its comprehensive national strength can China provide a solid foundation for its cultural communication with foreign countries.

3.A MACRO STRATEGY TO PROMOTE CHINESE CULTURE TO THE WORLD

3.1 Enhance The charm of China

Since China's reform and opening up, China put forward a series of efficient development philosophy, not only to the development of our country, and have had a profound effect on the development of the world, reviewed the development of our country to put forward the idea of a process, from the sustainable development strategy to the scientific concept of development, from the concept of harmonious development to the construction of a harmonious society, and then to today's "new normal" of economic development theory, reform of the supply side, etc., all of these development philosophy sustained attention and study abroad. China is the world recognized, the first countries to put forward the sustainable economic development strategy in the early 1990 s, China has put forward economic development, protect resources and protect the ecological environment should be consistent, coordinated, the development of the modern people not jeopardize future generations can enjoy of resources and good environment, at the beginning of the 21st century, our country and put forward the scientific concept of development, it is the human social development put forward a great theory achievement, then, in our country and put forward the idea of building a harmonious society, once again aroused the concern of the world. Foreign media and scholars have unanimously commented that the series of development concepts proposed by China are of reference significance to the development of all mankind.

China's development is different from the previous path of world power rise. China has chosen the path of peaceful development, and its modernization and national rejuvenation will not harm the development interests of other countries. China pursues peaceful cooperation for mutual benefit and win-win results. China does not pursue hegemonism or power diplomacy. The "China model" has become China's outstanding contribution to the world's development model. Western countries believe that the so-called modernization and globalization means that the world follows the western development path, while the success of the Chinese model will overturn everything that the West considers as "modern" and represent a "cultural change" in the global sense. The Chinese model has far-reaching significance for the future development of China and the world, and its world historical value is self-evident. Kant once said: there are only two things in the world worthy of our deep admiration, one is the starry sky above us, the other is the high moral law within us. China's road, China's model, in any case, it has Came on, and will always be there. We should objectively and rationally analyze and improve China's path and model.

3.2 Foreign cultural communication

A famous American scholar Joseph nye argues that one of the main contents of soft power is cultural attraction and cohesion, if a country's culture and ideology, attractive and charisma can let other countries willing to follow, "follow their" voluntarily, thus influence government decision-making and the public will, will increase a country's international status and influence. Cultural communication to foreign countries is actually a process in which a country releases its cultural soft power. By spreading cultural values abroad, it reflects the penetration and appeal of the country's culture. The role and influence of cultural soft power are expanded and spread by various means of communication. Communication means are also manifested by the existence of cultural soft power. The cultural communication of a country depends on the international appeal of cultural soft power. In contemporary times, cultural soft power is not only an important force to promote a country's economic and political development and enhance its comprehensive national strength, but also an important factor to enhance the country's discourse power and influence the direction of world relations.

Foucault believed that discourse and power are inseparable, and the real power is realized through "discourse". The development of a country is bound to be integrated with the formation of the way of discourse, which constructively shapes the power of the state. Obviously, the acquisition of power is directly related to the ability of discourse, which itself is the manifestation of possessing or controlling power. Therefore, in today's world, discourse power is a kind of power to control public opinion. If you have the right to speak at the international level, you can influence world public opinion by virtue of your technical advantages, and build a good national image and lead international affairs through discourse communication.

In recent years, countries around the world have paid more and more attention to the acquisition of international discourse power, and it has become a prominent development strategy for major countries in the world to gain international discourse power, enhance national soft power and strengthen international influence. Since the
beginning of the 21st century, China has gradually changed from "economic construction as the center" in the early stage of reform and development up to "economic construction as the leading factor, focusing on improving soft power". Foreign aid is an important means for a country to improve its soft power. Foreign education aid, for example, can for the recipient to train various kinds of talents, provide talent support for the recipient to economic and social development and intellectual support, and help countries to take to the benign track of sustainable development, at the same time also can cultivate a batch of a friendly person with deep feelings of any countries, promote aid-giving country in recipient countries public image; Foreign medical assistance directly faces the ordinary people of recipient countries, which can better cultivate the public opinion base of recipient countries for friendly relations with recipient countries. On the one hand, it helps to consolidate the achievements of China's foreign aid; on the other hand, it also opens up the way for Chinese culture to go global and improves the effect of culture going global.

3.3 Establish cooperation mechanism
From the perspective of cross-cultural communication, the "One Belt And One Road" development strategy is a typical process and phenomenon of cross-cultural communication. The implementation of "One Belt And One Road" strategy will promote the deepening of cultural exchanges. China has always given top priority to developing relations with its neighboring countries in its diplomatic work. If China and the surrounding is regarded as a large group, then the history of China's relations with its neighboring countries is a pursuit of win-win cooperation, sharing, build fate (interest) the history of the universe, from the five principles of peaceful coexistence to stuck with their neighbourhood, with neighboring countries "policy, to" kiss, honesty, credit, "peripheral relations concept, is the common value of the construction of community of fate (interest).

The essence of a community of common destiny (interests) is to take into account the reasonable concerns of other countries while safeguarding and pursuing one's own security and interests
Cut, in pursuing national development to promote the common development of all countries, (interest) community "fate" is the core idea of sharing, cooperation, win-win and tolerance, the typical feature of "sometimes-complex mix-and-match, I have you" pattern of bilateral or multilateral relations, the development goal is to "different system, different types, different development stage of national interdependence, interest in harmony". (interest) community "fate" is new in international politics cognitive perspective, help us to break the old, not to meet the needs of the era of international political pattern of interests, and exploring the international political interests and value of human beings, can say, this is in the new era, our country on the international political governance is put forward and a new enlightenment, "community of destiny" concept has become our country deal with new ideas and new variety with neighboring relationship strategy.

3.4 Strengthen cultural diplomacy
China's international political and cultural concept can be summarized as "harmonious culture" on the whole. "Harmony" means unity and cooperation, harmonious coexistence among people and peaceful coexistence among countries. With all kinds of disputes in the international political arena, the international political concept of "harmonious culture" is more in line with the basic norms of international politics. The values of the "Harmony" ideology show the mutual acceptance of different cultural forms. A country's development not only attaches importance to its own strategic interests, but also to the interests of other countries. No matter developed or developing countries, big or small, they respect and cooperate with each other.

"Harmonious thought" is the macro guiding principle of China's internal politics and external strategy. On the value level, harmony thought holds that harmony is the core and justice are the premise; At the international level, the harmonious thought emphasizes that equality is the foundation and the legal system is the guarantee. At the national level, harmony suggests that mutual trust and mutual benefit, inclusiveness and openness are the best approaches. In short, the idea of a harmonious world is China's active oath and political commitment to maintaining world peace and development as a major power in charge. The idea of a "harmonious world" is an important contribution to international politics. It has won the respect of most countries and gained wide recognition for China, and has made China a "messenger of peace". Therefore, in our foreign exchanges, we should vigorously spread the new international political concept of a "harmonious world".

The charm of Chinese culture in the international communications, will be based on the national cultural soft power on the basis of cultivating national cultural charm, foster national cultural charm, fully understand and objectively evaluate the national culture on the international influence and appeal of the status quo, in fact is a must overestimate blindly, also cannot only see the bright side and ignore the negative problems. Cultivating Chinese cultural charm, is to establish and adapt to China's development demands, and realize the great rejuvenation of the Chinese nation that matches the new Chinese culture, is the realization of Chinese traditional culture, the cultural revolution construction and reform and foreign excellent culture organic integration of cultural forms, from mining, found in People's Daily life way and extract the most can reflect the country's cultural spirit, the most can represent the typical style of the people's lifestyle, such as food, festival, folk art, folk customs, etc., and arrange them, innovation and promotion, as a classic card on behalf of the national culture, cultivating Chinese cultural charm, to strengthen the cross-cultural communication.

3.5 Build national image
The image communication of a country is a kind of political information communication with culture as its content. The quality of a country's image will affect the understanding and support of the international community for the cause it
The Internet is a free and virtual space where people civilization. Details reflect cultivation, and details highlight ambassador of culture and a spokesman of national citizens go abroad. Every citizen who goes abroad is an improve the national quality. We can use the national thus creating a negative impression on China's national countries to misjudge China's online public opinion, expand their horizons, cultivate tolerance, enhance our promote national moral quality and cultural quality, and education, the media publicity, guide the rational , national excellent quality in foreign communication and network space, improve the public opinion of Chinese people abroad, lower Chinese society doubt, optimization of China's national image. Improving the quality of the people will help promote Chinese culture to the world by means of people-to-people exchanges, thus enhancing China's overall international status.

3.6 Explore the core culture

In the external communication of culture, the core is the communication of deep culture. The communication of superficial culture can make the overseas audience have some interest in Our culture, but in order to truly make the overseas audience understand and accept our culture, we need to spread the deep culture to them. Taking martial arts culture as an example, some researchers believe that the forms of martial arts culture are correspondingly divided into three levels, namely, the material and technical level, the institution and custom level, and the psychological value level. Among them, "psychological value layer" is the core of martial arts culture. Foreign core values is a key link in the process of cultural transmission, the core values represents the deep culture, deep culture dissemination is different from of shallow culture represented by various kinds of culture symbol, the spread of shallow culture intuitive, image, simple, and easy to understand, and deep cultural communication to understand the situation facing, understand the extent of the decision to accept degree. Therefore, the communication of China's external core values should achieve the unity of skills and connotation. From the source of values, contemporary China Core values come from traditional Chinese culture, new culture since May 4th movement and foreign culture. So, we need to pick and choose Core values with Chinese characteristics. Today's core values with Chinese characteristics are derived from the core values in traditional Chinese culture Values, and the new core values created by the Chinese people since the May 4th Movement." Traditional values and contemporary values should be taken into account in the process of disseminating core values to the outside world. Yu Xintian, a famous Chinese scholar, said, "People around the world are more concerned about the cultural values that Chinese people believe in today, and how Chinese people's thoughts, words and deeds, or the wisdom of ancient sages, are reflected in people's attitudes today." The core values of China's external communication should organically integrate the core values in traditional culture and the core values in contemporary culture.

4. CONCLUSION

As a theoretical perspective and research method, the research perspective of cross-cultural communication has penetrated into many disciplines of humanities and social sciences in the context of globalization, and has been paid more and more attention. However, due to the loose concept and the late start of cross-cultural communication research, there are few academic achievements in the study of cultural communication and communication from the perspective of cross-cultural communication. To this end, this paper briefly describes the overall situation of Chinese culture going to the world from the perspective of cross-cultural communication, and tries to break out of the limitations of the previous research field of vision, trying to open up a new perspective for the study of Chinese culture going to the world. Chinese culture to the spread of the world's strategy is a comprehensive project, including the content selection of transmission, the transmission carrier of cultivating, transmission mode of innovation are important steps, one of the core or the content of the innovation of the Chinese culture, which is to tap into the modern value of Chinese traditional culture, realize the modern transformation of traditional culture, the construction with characteristic of Chinese style, Chinese modern culture, concise "core values" in contemporary China, strengthen the competitive power of the Chinese culture in the world and esteemed. Specifically, clear culture to the culture of strategic target, strategic subject and the carrier, according to different object, the audience choose the spread of culture to the world of different content and different communication strategy, and give full play to the superiority of the socialist system, give play to the role of the government's "navigator", completes the macroscopic planning and design of the top, give full play to the government, non-governmental organizations, cultural enterprises and private individuals, domestic and
overseas and so on various aspects strength and resources, the culture to the world strategy combined with other aspects of the national strategy and so on, in a concerted effort to promote Chinese culture to the world.

REFERENCE
An analysis on the Agricultural Water Resources Efficiency in Yangtze River Economic Zone and Its Influencing Factors based on Two-Step Model of Malmquist-Panel Data

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Abstract: Per capita amount of water resources and the per unit occupancy of cultivated land area is at a low level in the Yangtze River Economic Belt. According to the two-step model of Malmquist-Panel Data, this paper analyses the spatial-temporal differentiation and the influencing factors of the efficiency of agricultural water resources in the Yangtze River Economic Belt. The results show that the level of economic development, the investment in fixed assets of primary industries, the endowment of water resources, the development level of water-saving agriculture, the implementation of the national strategy of the “Yangtze River Economic Belt”, regional variables and some temporal variables have prominent positive effects on the efficiency of agricultural water resources; while the planting structure has a significant negative effect.

Keywords: Yangtze River Economic Belt; water resources; agricultural efficiency; two-step model.

1. INTRODUCTION
In the past 20 years, from 1999 to 2018, agricultural water accounted for 56.4% of the total volume of water supply in the Yangtze River Economic Belt. In 2018, the total volume of water supply in the Yangtze River Economic Belt was 260.71 billion m³, in which agricultural water accounted for 51.88%, up to 135.16 billion m³. Water resources are an indispensable input factor for agricultural production. While farm crops are growing, the degree of water abundance directly affects the quality and yield of farm products. Therefore, ensuring the required water for growing crops and that to attain the required standards relates to national food safety, as well as rural economic development and social stability. On the one hand, with a continuously growing economy, and the rapid processes of industrialization and urbanization, the demand for agricultural water in the Yangtze River Economic Belt has increased. On the other hand, the unbalanced spatial and temporal distribution of water resources and extensive patterns of water use result in limited water resource in some areas [1]. In addition, due to the lack of effective regulation, much industrial wastewater and sanitary sewage are discharged into the river, which is far beyond the water’s self-purification capacity. The water resources carrying capacity of the Yangtze River is already nearing the limits of ecological restoration [2]. Presently, multiple problems of water resource scarcity, water management inefficiency, water environment contamination and water ecology degradation mutually overlap and seriously repress the sustainable development of agriculture in the Yangtze River Economic Belt. Therefore, further studying the spatial-temporal differentiation in agricultural water resource efficiency and its influencing factors in the Yangtze River Economic Belt is beneficial to accelerating the pace of agricultural modernization and breaking the bottleneck of agriculture development due to water scarcity; this may provide support for the sustainable development of the regional economy.

2. INFLUENCING FACTORS ANALYSIS OF AGRICULTURAL WATER RESOURCE EFFICIENCY

1. Index selection
According to various production factors needed for agricultural production, such as labour, land, capital and water resources, the input indexes mainly include the following: (i) Number of practitioners of rural primary industry, i.e., agriculture animal husbandry and fishery, unit: 10,000 persons; (ii) Sown area of farm crops, unit: 1,000 hm²; (iii) Total power of agricultural machinery, unit: 10,000 kW; (iv) Consumption of chemical fertilizers, which is calculated by purification, unit: 10,000 tons; and (v) Agricultural water consumption, unit: 100,000,000 m³. The output indexes representing agricultural water resource efficiency mainly include the following: (i) Added value of agriculture, animal husbandry and fishery, calculated at prices of the base period, i.e., 1999, unit: 100,000,000 RMB Yuan; (ii) Rural residents per capita annual net farm income, from household primary industry income, i.e., agriculture animal husbandry and fishery income, calculated at prices of the base period, i.e., 1999, unit: 1 RMB Yuan; and (iii) Effective irrigation area, unit: 1,000 hm² [3].

2. Variables selection
The panel data of 11 provinces or cities in the Yangtze River Economic Belt during 1999-2018 are used to analyse the influencing factors of agricultural water resource efficiency, which is research on the effects of samples; thus, a fixed
effects model is suitable [4]. According to the characteristics of agricultural water resource utilization of the Yangtze River Economic Belt, such as extensive form, the absence of supervision and uncompensated use [2, 5], the influencing factors considered are as follows:

The control variables are as follows: (i) The level of economic development (pgdp). Using per capita GDP of the provinces or cities in the Yangtze River Economic Belt represents the level of economic development [2], calculated at prices of the base period, i.e., 1999, to eliminate the influence of inflation; the unit is RMB Yuan/person. (ii) Investment in fixed assets of primary industry (invest), calculated at prices from 1999; the unit is 100, 000, 000 RMB Yuan. The larger investment in fixed assets of primary industry benefits improving water resource efficiency [3]. (iii) The endowment of water resources (endow). Per capita water resource quantity represents the endowment of water resources; the unit is m³/person. (iv) Water-use structure (watstr). Using the ratio of agricultural water consumption to the total volume of water supply represents water-use structure and is measured as a percentage. (v) The development level of water-saving agriculture (area and mech). Using the ratio of the area under water-saving irrigation to the area under sown crops (area), and the mechanical quantity of the agricultural water-saving irrigation of unit cultivated area (mech), represents the development level of water-saving agriculture [6]. (vi) The planting structure (planstr). Crops may be divided into grain crops and cash crops. The water-use efficiency difference of various crops is large. (vii) The implementation of the national strategy of the “Yangtze River Economic Belt” (strat).

The explanatory variables are as follows: (i) Time characteristics variables (yr2001-yr2018). The year 2000 is the base category and eighteen dummy variables, yr2001-yr2018, are selected to represent the years 2001-2018, respectively. (ii) Regional characteristic variables (centr and west) of the Yangtze River Economic Belt, which spans three geographic regions of the east, central and west. Due to the unbalanced development of the regional economy in China, the east, central and west regions have obvious differences in the rural level of economic development, agricultural technical progress, and irrigation and water conservancy (IWC). The dummy variables, i.e., regional variables (centr and west), are introduced. The variable centr takes a value of 1 for states in the central region and 0 otherwise, the variable west takes a value of 1 for states in the west and 0 otherwise, and the base category is the east.

(3) Analysis of regression results

The regression equation (5) selected based on the fixed effects model [4] may be estimated with the ordinary least squares (OLS) method [7]. To reduce the effects of heteroskedasticity and multicollinearity, except from the ratio variables and dummy variables, i.e., watstr, area, planstr, region and strat, the natural logarithm of the variables of the absolute terms, i.e., lnpgdp, lninvest, endow and mech, are taken. Statistics software Stata 15.0 was used, and the regression results are shown in Table 1.

### Table 1. The regression results of the model

| Var. | Coef. | Std. er. | t | P>|t| | Var. | Coef. | Std. er. | t | P>|t| |
|------|-------|---------|---|-----|------|-------|---------|---|-----|
| c    | -1.4383** | 0.5460 | -2.6341 | 0.0250 | yr05 | 0.0291* | 0.0193 | 2.1080 | 0.0612 |
| lnpgdp | 0.0431** | 0.0145 | 2.9750 | 0.0139 | yr06 | 0.0617*** | 0.0233 | 3.1961 | 0.0096 |
| lninvest | 0.0191* | 0.0149 | 1.6581 | 0.0901 | yr07 | 0.0527** | 0.0324 | 2.3236 | 0.0425 |
| lnendow | 0.0267* | 0.0240 | 1.1103 | 0.2929 | yr09 | 0.0527** | 0.0413 | 1.8441 | 0.0950 |
| watstr | -0.0008  | 0.0009 | -0.8642 | 0.4077 | yr11 | 0.0830* | 0.0630 | 1.8196 | 0.0988 |
| area | 0.0056* | 0.0016 | 3.5473 | 0.0532 | yr12 | 0.0818** | 0.0568 | 2.0653 | 0.0658 |
| lnmech | 0.0062** | 0.0101 | 6.1174 | 0.0001 | yr13 | 1.8903*** | 0.3954 | 4.7736 | 0.0008 |
| planstr | -0.0013* | 0.0005 | -2.4662 | 0.0333 | yr16 | 1.9966*** | 0.3778 | 5.3208 | 0.0003 |
| strat | 0.0080* | 0.0234 | 1.7461 | 0.0812 | yr17 | 2.0636* | 0.3701 | 5.2986 | 0.0003 |
| centr | -0.0159** | 0.0149 | 2.2441 | 0.0387 | yr18 | 1.9291*** | 0.3884 | 4.8775 | 0.0006 |
| west | 0.0266** | 0.0255 | 2.5219 | 0.0216 | | | | | |

Notes: ***, ** and * are significant at the significance levels of 1%, 5% and 10%, respectively.

The influence of the controlled variables. (i) The level of economic development (pgdp) is significant at the significance level of 5%. Its symbol is positive, which is consistent with the expectation. Because the absolute value of the estimated coefficient of pgdp is less than 1; agricultural water resource efficiency, MI (dependent variable), lacks elasticity in pgdp. When pgdp increases by 1%, MI increases by 0.0431%. The higher the level of economic development, the more the local governments pay attention to agricultural water resource efficiency. (ii) Investment in fixed assets of primary industry (invest) is significant at the significance level of 10%. Its symbol is positive, which is consistent with the expectation. When invest increases 1%, MI increases 0.0191%. The growth of the investment of fixed assets in primary industry facilitates the construction of water conservancy infrastructure and then improves agricultural water resource efficiency. (iii) The endowment of water resources (endow) is significant at the significance level of 10% and has a positive symbol. When the per capita water resource quantity increases 1%, MI increases 0.0267%.

In recent years, the local governments of the central and west provinces with a higher per capita water resource quantity have established systems of river and lake chiefs, which strengthen the management of water resources and publicity regarding water-saving. When water resources are allocated scientifically and agricultural water resource efficiency is improved, the pitfall of the “resource curse” is avoided. (iv) The symbol of the water-use structure (watstr) is negative, which is consistent with the expectation, but watstr is not significant. In the central and west regions with a higher ratio of agricultural water consumption due to the agricultural sectors reinforcing the management of water...
resources, water wastage is decreased to a certain extent. (v) The development level of water-saving agriculture (area and mech) is significant at the significance level of 1%. Its symbol is positive, which is consistent with the expectation. When the ratio of the water-saving irrigation area to the total area under crops (area) increases 1%, MI increases 0.0056%. When the mechanical quantity of agricultural water-saving irrigation of unit area (mech) increases 1%, MI increases 0.0062%. (vi) The planting structure (planstr) is significant at the significance level of 5%. Its symbol is negative, which is consistent with what is expected. When the ratio of the area under grain to the total area under crops increases 1%, MI decreases 0.0013%. Because the output value of the unit water resources of grain crops plantation is low, the higher the ratio of grain crops is, the lower the agricultural water resource efficiency. (vii) The implementation of the national strategy of the “Yangtze River Economic Belt” (strat) is significant at the significance level of 10%, with a symbol that is positive. The development of the Yangtze River Economic Belt has been made a national strategy since 2014, and the governments at all levels along the river began paying attention to water pollution prevention and water resources protection, which has had an effect on promoting agricultural water resource efficiency.

Spatial-temporal differentiation characteristics. (i) The effect of time characteristics variables are compared with the MI of the base period, 1999-2000 (2000 in short, the same below), the variables, i.e., $Y_{04}$, $Y_{05}$, $Y_{08}$, $Y_{10}$, $Y_{11}$, $Y_{12}$ and $Y_{15}-Y_{18}$ of years 2004, 2005, 2008, 2009, 2011, 2012 and 2015-2018, are statistically significant. The symbols are positive, which shows the agricultural water resource efficiency improved significantly. This improvement benefits from the active motivation of government sectors based on policy setting and social practice and from the farmers’ awareness of water-saving increased. (ii) The effect of regional characteristics variables. The regional variables (centr and west) are significant at the significance level of 5%. Their symbols are positive, which is consistent with the expectation. In the sample period, compared with the east region, the central and west provinces pay more attention to the protective development of water resources, such as in Guizhou Province, which has published Specialized Planning of Yangtze River Economic Belt Shoreline Protection and Development (Wujiangdu—provincial boundaries), Hubei province, which has established a negative list system of industry admittance.

3. CONCLUSIONS

Important conclusions can be drawn as follows: (i) The level of economic development, the investment in fixed assets of primary industry, the endowment of water resources, the development level of water-saving agriculture, the implementation of the national strategy of the “Yangtze River Economic Belt”, regional variables and a few temporal variables have significant positive influence on agricultural water resources efficiency, but the planting structure has a significant negative influence; and (ii) Compared with the base period, 2000, the agricultural water resource efficiency in 2004, 2005, 2008, 2009, 2011, 2012 and 2015-2018 was significantly improved. The agricultural water resource efficiency shows increased gradient characteristics in the east, central and west regions. Hence, the spatial-temporal differentiation characteristics of agricultural water resource efficiency in the Yangtze River Economic Belt are remarkable.

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Traditional Culture Permeates English Teaching

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Abstract: English is the language with the widest range of learning. It is very important to master the comprehensive cross-cultural communication skills of English listening, speaking, reading, writing and translating. Be able to introduce the cultural knowledge of Chinese scenic spots, Chinese food, tea culture, Chinese characters, calligraphy, Confucian culture and so on to foreigners in English. Studies show that open counterpart professional English course, can make students more comprehensive knowledge system about Chinese culture and related topics of English vocabulary and language expression, let the student through the study, enhance cultural self-confidence, have more speculative and expression ability of Chinese and western cultures, improve the cultural quality, engaged in teaching Chinese as a foreign language for the future, spread the Chinese civilization to lay a solid foundation.

Keywords: Traditional culture; Osmotic communication; International cooperation

1. INTRODUCTION
In recent years, China's material hard strength growth is gratifying, but the cultural soft power is still a short leg. The Chinese nation has five thousand years of culture, and enhancing cultural soft power of China is our future direction. Intercultural communication has become an integral part of the lives of every nation, every country, and even everyone. Thus, in recent years, colleges and universities pay more attention to the students' intercultural communicative competence [1-3]. However, they are mainly for English majors, and even if such courses are offered, they are mainly concerned with the culture and etiquette of English-speaking countries, and rarely with Chinese culture and its English expressions [4-6]. The goal of college English education is to develop students' comprehensive ability of application, especially to cultivate students' cross-cultural awareness, so that students can use English as a medium for the expression and dissemination of Chinese traditional culture to other countries. However, for a long time, the teaching of cultural knowledge in college English teaching has mainly focused on the culture of English-speaking countries, and rarely on the traditional culture of our country. This makes the native language culture in the English teaching and practical application in an awkward situation. As the main part of the cultural background- the English expression of Chinese culture, is still in a state of neglect.

2. NECESSITY OF PENETRATING

TRADITIONAL CULTURE
Language is the carrier of culture and part of culture and culture is the base of language. The purpose of students learning English is, of course, to communicate. Therefore, in college English teaching, the introduction of traditional culture has become a common understanding in the field of education. To inculcate the knowledge of western culture one-sidedly, in fact, is only the transition from the study of one kind of culture to the understanding of another culture. It is not the cross-cultural communication between China and the West, and it creates the meager content of communicating with others. When learning English, we should pay attention not only to English itself, but also to the western culture related to it. If we ignore the study of Chinese traditional culture, the end result is the loss of culture. The poor language is not conducive to the cultivation of national pride and sense of belonging. Unilateral inculcation of Western cultural knowledge can easily lead to blind worship of western values. Therefore, there is a saying that "the moon in a foreign country is rounder than that in China". People who study English should have a better understanding of Chinese traditional culture. We have the responsibility and obligation to spread the essence of Chinese culture abroad using the medium of language, so as to carry forward the spirit of Chinese culture. To achieve this, both the preacher and the receiver must attach importance to traditional culture. The teacher is to preach, infuse knowledge, and solve doubt. It is necessary to integrate Chinese traditional culture into English teaching in colleges and universities. It is a responsibility for students and a test for teachers.

3. THE CURRENT SITUATION OF TRADITIONAL CULTURE INFILTRATION
In order to study the current situation of Chinese traditional culture penetration in college English teaching, this paper selects 263 undergraduate students and 30 college English teachers from some typical universities of science and technology of Shaanxi Province for the questionnaire survey, such as Xi'an Jiaotong University, Chang'an University, Xi'an University of Architectural Science and Technology and Xi'an University of Technology. In order to make the measurement items reasonable, practical and scientific, it is necessary to carry out empirical research. Questionnaire survey is one of the most important methods to obtain empirical research data. The questionnaire in this paper is repeatedly revised based on the relevant research at home and abroad, combined with the actual situation of the existing questionnaires. The questionnaire uses the five-point scale suggested by Likert (very disagreeing, disagreeing, generally, agreeing, very agreeing) for expression, and the questionnaire is positive
scoring. The larger the number is, the more people agree with the description of the item. The measured content is divided into three parts: the first part is the understanding of Chinese traditional culture; the second part is the penetration in English language teaching, including teachers’ teaching and teaching materials’ content; the third part is the penetration of learning after the class. First, according to the actual situation to make the appropriate adjustments and modifications to the existing questionnaire, and then by industry experts’ repeated reading and analysis, the ambiguous, invalid items or those containing multiple concepts are deleted, and the final questionnaire is determined. Due to the limited space, the specific questionnaire is omitted.

4. PENETRATING STRATEGY
Textbooks are the basis and support of teaching, and the penetration of Chinese traditional culture in college English teaching needs to take textbooks as the starting point. At present, the English teaching materials used in colleges and universities emphasize cultural input. The selected articles all reflect the authentic culture of English-speaking countries and very few articles relate to Chinese traditional culture. Teachers can only pass on information to students with their own teaching experience and cultural accumulation, which is a serious lack of professionalism and systematization. It is urgent to introduce Chinese culture into college English teaching materials. If they will only follow the course, even in the face of English materials combined with Chinese elements, they cannot teach the knowledge to students vividly. Therefore, teachers should continuously enrich themselves and frequently read related Chinese culture books in English or Chinese. When teachers have a certain understanding of China elements, teaching will be quite easy and interesting, so as to improve the students’ interest in learning. It can also improve their cultural quality and intercultural communicative competence, which directly affects the penetration of China traditional culture teaching in college English teaching. English teachers with strong language skills also need to have higher cultural literacy and culture communication consciousness. In addition, in the process of English teaching, college English teachers should also actively guide students’ awareness of equal cultural exchange, avoid worshipping foreign countries, and pay attention to cultivating students’ national pride and self-confidence, so that students can truly achieve the mission of the traditional cultural heritage. In addition to normal classroom learning, it should also improve the after-class learning. Only by fully implementing the penetration of traditional culture in English teaching can we really promote the improvement of teaching results. Reform for the test of non-English majors should be made to make it mandatory for students to review and understand Chinese culture after class. For example, in the CET-4 translation, the content related to the elements of Chinese traditional culture should be added to reflect the history, culture and economic development of China. The CET-4 examination has always played an important role in all kinds of examinations in Chinese colleges and universities. The addition of the translation of Chinese elements into the important examinations is an effective way to promote students’ understanding of their own culture. In addition, the promotion of Chinese culture through the mass media can also pay up the importance of learning Chinese culture for students. Of course, schools can also offer elective courses for non-English majors.

5. CONCLUSION
Nowadays, English teaching in colleges and universities often neglects its fusion with Chinese traditional culture, pays too much attention to western culture and neglects its own traditional culture. In the development of culture, language is not only an important means to inherit culture, but also a prerequisite for the creation of culture. In the process of college English teaching, English exists not only as a language, but also as a necessary condition to improve the spiritual and cultural literacy of contemporary college students. The penetration of Chinese traditional culture in college English teaching is not only in line with the goal of college English teaching, but also meets the needs of cultivating students’ intercultural communicative competence. Contemporary college students should shoulder the burden of inheritance. The penetration of Chinese traditional culture plays an irreplaceable role in college English teaching.

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5G and Its Impact on Industrial Economic Development

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Abstract: We have entered the 5G era. The impact of 5G on social and economic development is very far-reaching. It will reshape the new pattern of industrial development. Developed countries have formulated national-level 5G strategies to meet the needs of cyberspace competition. This article discusses the impact of 5G on manufacturing, cultural industries, financial industries, and operators and its possible future operation models, with a view to providing references for future 5G research and industrial development.

Keywords: 5G; Industrial Economy; Impact

1. WHAT IS 5G AND WHAT IT CAN DO
5G is not a specific technology, but a collection of advanced communication technologies. 5G is not simply “4G + 1G”, it has higher value, can provide better services for a comprehensive, multi-angle, and multi-level industry, and fully explains the impact of digitalization on the economy and society. 5G is mainly for two markets, the consumer market and the industry application market. In the consumer market, 5G can improve user experience perception [1-3]. At the same time, 5G applications will also face different industries and expand into the field of social management.

5G communication technology will comprehensively build the key infrastructure for economic and social digital transformation, and promote the development of the digital economy from online to offline, from consumption to production, from platform to ecology. 5G is an important part of the strategy of a strong network nation and an important driving force for the development of the digital economy [4]. The European Union regards 5G as a key enabler of the digital revolution; the US government regards 5G as an important tool for maintaining global leadership and a game that the United States must win.

2. THE IMPACT OF 5G ON MANUFACTURING
In the future, 80% of 5G application scenarios will be in the Industrial Internet. The wave of the Industrial Internet has made industrial enterprises transform towards intelligence, networking, and digitization. The empowerment of 5G to the real economy can promote the digital transformation of traditional industries and create new economic growth points to promote high-quality development of the national economy and stabilize economic growth. “5G+” empowers the manufacturing industry. It should not only be an upgrade or expansion of the network environment and business model, but should make full use of the characteristics of 5G “large connection, high bandwidth, low latency, and high stability” to build a system that conforms to the “future manufacturing” the complete ecology of trends.

5G will have three impacts on the manufacturing industry in the future. First, it will profoundly change the production organization of the manufacturing industry. The application of “5G+Industrial Internet” makes it possible to upload massive amounts of data in factories in real time. Many companies have effectively solved the real-time transmission of data such as ultra-high-definition video surveillance and machine vision recognition through the application of 5G technology, and realized the integration of personnel, equipment and the environment. All-round interconnection and remote real-time control of production equipment are leading the manufacturing industry to develop towards unmanned, networked, intelligent and collaborative. The second is to promote the innovation of manufacturing business models. “5G+Industrial Internet” has greatly improved the remote operation and maintenance capabilities of equipment, enabling equipment maintenance to break through factory boundaries, enabling cross-factory and cross-regional remote fault diagnosis and repair. Many companies provide customers with more targeted and personalized services through comprehensive monitoring or control of the status of products or equipment, promoting the transformation and upgrading of manufacturing enterprises from production-oriented to service-oriented manufacturing, while improving economic benefits. The third is to give birth to new forms of manufacturing development. The integrated application of “5G+Industrial Internet” in various vertical fields of the manufacturing industry will drive the digital expansion of the industry, and provide support for the data accumulation of all factors, the entire industry chain, and the entire value chain of manufacturing, thereby promoting data modeling, edge computing, The development and application of new technologies such as network slicing technology, time-sensitive networks, and artificial intelligence have spawned a large number of data service companies, forming new organizations, new products, and new formats of manufacturing centered on intelligence.

3. THE IMPACT OF 5G ON CULTURAL INDUSTRY
5G technology has the characteristics of large network bandwidth and low latency, combined with MEC edge computing, cloud rendering and other technologies, will greatly promote the development of VR/AR. The gradual improvement of VR/AR technology will provide audience users in the future film and television and live broadcast.
industries with immersive, interactive and more new experiences. In the future, there will be more choices of film and television works combined with new technologies and carriers such as VR/AR and ultra-high-definition video. The expanded AR and VR experience can also provide content producers with a new channel to attract consumers.

“Rome” produced by Netflix won the Golden Lion Award at the 75th Venice International Film Festival and the 91st Oscar for Best Director, Best Foreign Language Film, and Best Photography. This makes the global film and television industry fully aware of the power of Internet film and television companies’ strength. The “Green Book” co-produced by Alibaba Pictures won the 91st Oscar for Best Picture, Best Supporting Actor, and Best Original Screenplay. This is the first time that a Chinese capital has won the Oscar for Best Picture. China’s Internet film and television companies, represented by Tencent Pictures, Alibaba Pictures, and Maoyan Entertainment, have gradually gained a foothold in the film and television industry. Not only that, Internet applications such as Tao Piao Piao and Maoyan Movies have gradually become the main channels for Internet distribution, promotion and ticketing. Such Internet companies often have huge capital and the ability to analyze user behavior preferences through big data, and the content they produce meets the psychology and needs of consumers. The traditional film and television industry in the 5G era are facing unprecedented challenges.

4. THE IMPACT OF 5G ON FINANCIAL INDUSTRY

5G will lead the financial industry into a scene-oriented era. Although scenario-based finance has made great progress in the 4G era, it is still in the initial stage of intelligent finance because 4G is not enough to support the “Internet of Everything”. In the 5G era, scenario-based finance has entered the advanced stage of intelligent finance. Scenario-based finance in the 5G era will widely dig out hidden financial supply conditions to meet the potential financial needs of the real economy. The richer data resources of 5G promote the development of Internet of Things finance, which is a deeper “online” of existing Internet finance. 5G enables cutting-edge technologies such as cloud computing, artificial intelligence, and blockchain to gain a wider range of financial application scenarios, thereby releasing more financial energy. When scene-oriented financial products such as Yu’ebao, Huabei, Weixin, and return freight insurance are integrated into our lives, scene-oriented financial supplies have become people's financial necessities. This general economic trend has made the eyes and actions of Internet companies and traditional financial institutions focused on the application of scenario-based finance. It can be seen that scenario-based finance is the future development direction of the financial industry.

5G scenario-based finance can solve many problems in the financial field. First, financing costs will be reduced. The scene-based finance of 5G breaks the information asymmetry between the financial supply and demand sides due to the enormous abundance of effective data, thereby making financial pricing more accurate. Second, inclusive finance has developed vigorously. 5G-assisted IoT technology can effectively improve supervision efficiency, use blockchain technology to achieve reliable tracking of information flow, capital flow, and logistics in supply chain finance, and improve risk identification and management capabilities in small and micro credit, agricultural finance and other inclusive financial fields to solve the problem of financing difficulties and expensive financing for small and micro enterprises. Finally, the innovation in the supply of financial products brings new momentum to economic development.
collaborative orchestrator open source software, which is convenient for individual and corporate customers to flexibly customize the operator’s network resources. The open source and openness of software functions can enable good interaction between the network side and third-party applications, and individual customers can obtain the customized telecommunications resources they need, which is required for future 5G operations. The third is to transform to data-analytic operation management. Big data can predict future user behavior and improve user experience. Therefore, operators should transform to data-analytic operation management. Telecom operation management needs to support real-time operation management functions, real-time operation-based management functions need to adapt to business and service agility requirements, and related data interface functions will be based on real-time analysis and acquisition strategies to further promote the stability and evolution of NFV.

6. THE EXPANSION OF VR AND AR APPLICATION IN THE 5G ERA
In the 4G era, enterprises use traffic operation as their main model, with To C end users as their main business objects, and their business structure is relatively simple, relying on traffic dividends and demographic dividends to drive growth. In the upcoming 5G era, 5G will realize changes from the three dimensions of technological innovation, customer revenue generation, and business expansion, and empower vertical industries from all aspects. With the advanced performance of 5G technology, the next-generation logistics information application represented by virtual reality technology (VR), augmented reality technology (AR), and mixed reality technology (MR) will significantly broaden the application scenarios and scope. These next-generation 5G commercial applications can not only create many logistics emergency handling simulations that were previously difficult to achieve, such as extreme scenarios such as earthquakes and firefighting, but also simulate many high-cost and high-risk logistics industry training, such as extreme conditions. Vehicle driving, warehousing operations, drone control, etc. have greatly reduced logistics costs.

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REFERENCES
Research on The Development Path of Mass Sports Promoted by Local Sports Social Organizations from The Perspective of National Fitness

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Abstract: National fitness has risen to the height of building a "healthy China" national strategy, accelerating the development of mass sports path exploration, is an important factor to promote China's sports power strategy. Local sports social organizations are the main force to promote the development of mass sports. Based on this, using the method of documentary, expert interview method, in view of the current public sports development situation as well as local sports social organizations to promote mass sports development train of thought, to understand the local sports social organizations of mass sports development influence of related factors, and put forward relative Suggestions, for the analysis of the local sports social organizations to promote mass sports development related factors and to explore the future path of development.

Keywords: National fitness program; Local sports social organizations; Materialized reform; Mass sports.

1. INTRODUCTION
Since 1995, when China promulgated the Outline of the National Fitness Program, the people in China have become more aware of physical training, and the number of physical exercises has increased. National fitness is the strategic foundation, front end and strong support for the development of a healthy China. It is also the basic guarantee for all the people to improve their health and lead a happy life. In the past 25 years, mass sports have developed rapidly, and with the increasing wealth of people, people have more and more attention to their health needs. Local sports social organizations, as "grassroots sports social organizations", can start from grassroots sports work, conform to the actual local mass sports situation, and vigorously promote mass sports activities. At the same time, local sports organizations can undertake the purchase of public sports services by the government, so as to promote the development of mass sports. While people are constantly participating in mass sports activities, their lifelong sports awareness is also constantly improving, so as to achieve the goal of national fitness, thus achieving the strategic goal of a healthy China [1-5].

In 2014, the State Council issued several Opinions on Accelerating the Development of Sports Industry and Promoting Sports Consumption, which promoted national fitness as a national strategy and took mass sports as the basis for expanding the development of sports industry and expanding sports consumption. On June 23, 2016, the State Council issued the National Fitness Plan (2016-2020), which is the "first top-level design" after national fitness was promoted as a national strategy, highlighting that national fitness is an important way and means for national health. As one of the 15 special actions of the Healthy China Action (2019-2030), the "National Fitness Campaign" highlights the role of exercise in promoting health. Life lies in sports, and sports need science. Exercise in order to resolve our country adult rate is low, lack of physical activity lead to chronic diseases occur, endurance, flexibility, strength and other indicators of change is not optimistic, most residents in sports activities when the scientific nature of outstanding issues, "national fitness action" proposed by the year 2022 and 2030, urban and rural residents reached more than the national physique determination standard of qualified of the proportion of no less than 90.86% and 92.17% respectively; The proportion of people who regularly take part in physical exercise reaches 37% and above and 40% and above; The per capita sports area is 1.9 square meters and above and 2.3 square meters and above respectively; Not less than 1.9 and 2.3 social sports instructors per 1,000 people; The coverage of sports facilities in rural administrative villages has basically reached the targets of full coverage and 100% coverage. National fitness is the strategic foundation, front end and strong support for the development of a healthy China. It is also the basic guarantee for all the people to improve their health and lead a happy life [6-11].

2. SOCIAL ORGANIZATION OF SPORTS
2.1 Social organization of sports
Sports social organization refers to the non-profit, civil and mass organization formed by people voluntarily to engage in various sports or fitness activities in accordance with the articles of association in order to achieve specific service purposes or common wishes. According to the classification of the Ministry of Civil Affairs, sports social organization belongs to a kind of social organization, social programs including sports clubs, sports a people-run non-enterprise unit and 3 most sports foundation, a non-profit, organization,
autonomy, voluntary, public welfare and other characteristics, in the maintenance for popularized sports rights, organizing competitions, sports, provide professional sports service has the unique functions.

2.2 Connotation and composition of the development ability of sports social organizations

Sports social organization development ability refers to the social organizations to survive and develop, in related to their own political, economic, social and geographical environment interaction of sports activities associated with the right rein in practical ability, energy and quality, reflected in the internal management ability, service ability and social influence, etc. Fundamentally speaking, the development ability of sports social organization is the efficiency of input and output. The higher the efficiency is, the stronger the development ability is. Specifically, input ability refers to the ability of sports social organizations to invest manpower, material resources and financial resources in the three parts of normative construction, internal governance and organizational operation in order to achieve endogenous growth, which specifically includes indicators such as legal person qualification, personnel structure, office conditions, financial management and fund use. Output ability refers to the ability of sports social organizations to serve all kinds of subjects and be unanimously recognized by the outside world, including the indicators of serving members, serving the government, serving the society, internal evaluation and external evaluation [12-16].

At present, national fitness is in the initial stage of insufficient basic cognition and unbalanced overall supply. It is difficult to achieve the established strategic goals purely relying on government planning or market allocation of national fitness resources. In this context, social sports organizations should seize this opportunity to improve their development ability in the process of serving the national fitness, such as holding low-threshold and multi-interest sports activities to stimulate the vitality of national fitness.

3. THE CURRENT SITUATION OF MASS SPORTS

3.1 The development course of Mass sports in China

The development of new China's mass sports policy can be roughly divided into three stages:

3.1.1 Initial Development period of mass Sports Policy Theory (1949-1965)

Article 48 of the Common Program of the Chinese People's Political Consultative Conference, adopted by the Chinese People's Political Consultative Conference on September 30, 1949, stipulates that national sports started and various sports policies were put forward. Due to the imperfection of the legal system, it was difficult to carry out the mass sports policy in the early stage, and mass sports developed slowly [17-23].

3.1.2 Period when the policy of mass sports was seriously disturbed (1966-1976)

The "Cultural Revolution" in the field of sports is the "sports revolution". Sports have been criticized as detached from the leadership of the Party, detached from proletarian politics, and bourgeois activities without capitalists. The policy of mass sports was destroyed, and mass sports was severely damaged [1]. Although sports activities were criticized during the "Cultural Revolution", due to the love of the masses, mass sports activities such as swimming and table tennis were gradually developed. However, many mass sports on a large scale were more closely related to politics and showed more formalism.

3.1.3 Period of mass sports policy recovery and rapid development (1977-present)

This period can be divided into two stages:

(1) 1977-1994 was the period when the policy of mass sports began to resume. With the end of the cultural Revolution, sports policies began to put things right. In 1978, the All-China Sports Trade Union pointed out that the cultural Revolution's criticism of sports policies was revisionism, and all of them were cut off, causing great chaos to sports work. The meeting affirmed a series of effective sports policies made after the founding of the People's Republic of China [1]. It is clearly proposed that a more reasonable sports system should be established on the basis of various investigations and studies and the summary of previous sports policies, so as to quickly recover the policies destroyed by the "Cultural Revolution" and establish sound sports policies in time.

(2) 1995-present is the period of rapid development of mass sports policy.

In 2014, the State Council issued several Opinions on Accelerating the Development of Sports Industry and Promoting Sports Consumption, which promoted national fitness as a national strategy and took mass sports as the basis for expanding the development of sports industry and expanding sports consumption. On June 23, 2016, the State Council issued the National Fitness Plan (2016-2020), which is the "first top-level design" after national fitness was promoted as a national strategy, highlighting that national fitness is an important way and means for national health. As one of the 15 special actions of the Healthy China Action (2019-2030), the "National Fitness Campaign" highlights the role of exercise in promoting health. During this period, the mass sports policy was constantly adjusted with the demands of the society and sports practice, with the quantity increasing rapidly and the quality improving continuously. It is not difficult to see from the memory of China's mass sports policy that the development of mass sports policy has a process from simple to complex and slow improvement. When the country's political, economic and social development situation is good, mass sports policy can be formulated and implemented smoothly, then mass sports will achieve rapid development, and vice versa.

3.2 There are problems in the development of mass sports in China
3.2.1 There are great differences in the development of mass sports in different regions.

It is difficult to meet the diversified sports demands of the masses due to the shortage of sports resources and the relatively weak physical basis. The contradiction of supply and demand between different regions and different groups makes the development of mass sports in different regions unbalanced. The reason is mainly caused by the administrative mandatory resource allocation system under the planned economy system.

3.2.2 The establishment of the joint participation mechanism of the whole society is not perfect.

At present, the enthusiasm of the whole people for sports and the social environment of advocating sports and living a healthy life are gradually taking shape. However, various social sports organizations at all levels will be limited by many subjective and objective factors in carrying out mass sports activities, such as the unsmooth channels of participation, weak motivation, lack of policy support, lack of funds and other problems. The main reasons for these problems are that the work of local sports associations focuses on the development of competitive sports and that the mechanism of the whole society participating in the implementation of the National Fitness Plan is not perfect.

3.2.3 The government purchases public services from sports social organizations.

In the world, it is a common and increasingly popular practice for governments to purchase public services from social organizations. In China, with the continuous deepening and reform of social and economic structure, the diversified demand pattern is formed step by step. At the same time, the ideas of people constantly changing, growing willingness to participate in public management and service, combined with the Chinese government a single management mode has been difficult to adapt to the change of the actual situation of the government organization purchase of public services to the society as the current our country government department mouth to provide public services of a new kind of idea, system and method, in promoting the construction of local government, and expand the ways and means in the public service has played a positive role.

The purchase of public sports services by the government is still in the exploratory and experimental stage in China, and the amount of government purchase of public sports services is far from meeting the needs of mass sports. In some economically and socially developed areas, it is practiced, while in less developed areas, the purchase of public sports services by the government is slow. Main reasons: First, the purchase capital scale is small. It is mainly influenced by the public and the government. The public believes that public sports services should be provided by the government and lacks confidence in the services provided by the private sector. Through administrative power, the government manipulates resources to provide public sports services, which are instead provided by the private sector. The government lacks motivation. Second, the scope of buyers is narrow. The purchase of public sports services by the government is a sports association or association directly entrusted to the management of schools and sports bureau. There are few open, fair and transparent competitive purchases. This requires a change in government philosophy and the rapid growth of sports social organizations.

4. Local sports social organizations should promote research on the development path of mass sports.

4.1 Local sports social organizations should develop mass sports in accordance with local conditions.

Each region has its own different sports resources and economic development plans, and local sports social organizations are more familiar with their own local sports resources. When promoting the development of local mass sports, they should combine with their own local sports resources to establish their own model of mass sports development. Local sports social organizations with poor development of mass sports can learn from places with good development of mass sports, instead of blindly copying mechanically, they should develop by combining their own local mass sports resources. The establishment of a mass sports development model in line with local sports resources can more attract local people to participate in sports, so as to better implement the national fitness plan and accelerate the transformation of China from a sports power to a sports power.

4.2 Local sports social organizations shall establish a sound mechanism for the joint participation of mass sports.

The National Fitness Program needs all the people to participate in it, not just the people who love sports, but more for all the people. Local sports social organizations are specially established to distinguish mass sports departments from competitive sports, because mass sports do not need to deliberately pursue victory persistent, more is to keep the masses interested in sports, social, entertainment and so on. Establish a sound mechanism of joint participation, lower the threshold, so that the masses can participate in, at the same time, increase the publicity of mass sports, improve popularity, so that the masses can clearly understand the content of the activities, improve the interest of the masses, more active and spontaneous participation.

4.3 Local sports social organizations actively promote the completion of materialized reform.

In the context of the reform of national sports associations, most local sports social organizations are still on the sidelines, leading to the strong dependence of local sports social organizations on the government. It has become an important way for local mass sports development to push forward the materialized reform of local sports social organizations. However, the local sports social organizations have some problems, such as poor autonomy, dependence on the government in all aspects, lack of professional talents, and non-standard internal governance. Local social sports organizations should pay close attention to and consider the overall reform plan of the state, the reform plans and policies of the General Administration of Sport and the All-China Sports Federation, and they should...
be in line with the reform of provincial social sports organizations and the reform of national sports organizations, so as to achieve mutual linkage. We will strive to complete the substantive reform of local sports social organizations at an early date and play an active role in mass sports activities.

4.4 Local sports social organizations should combine with the government to improve public sports service ability

We will completely change the supply of government-run public sports services and provide people with diversified public sports services. For sports social organizations, "government purchasing public services" can bring them the source of funds, stimulate their development potential, support and cultivate a large number of social organizations, which is conducive to the construction of mass sports in China. At the same time, social organizations of sports should strengthen their self-management, and the government should strengthen the supervision of social organizations of sports, so as to make them standardized and institutionalized. Social organizations of sports should raise development funds in a diversified way. Depending on the funds allocated by the government, it is difficult for sports organizations to survive and develop. They should solve the source of funds through diversified financing channels such as government grants, corporate and social donations, membership dues and so on.

5. CONCLUSIONS

Local sports social organizations are the main force to develop mass sports in China. Under the background of national fitness, we should effectively explore the development trend of mass sports in China. Under the background of "One Belt And One Road" [J]. Journal of Beijing sport university, 2019, 42(02):25-35.


Research on the Reform of Middle School Physical Education from the perspective of multiple Intelligences

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Abstract: With the development of new curriculum reform in China, the traditional concept of exam-oriented education has been gradually abandoned. The middle school period is an important stage for teenagers in physical and mental development, and it is also a key period for the improvement of students' physical quality and intelligence. However, the current state of traditional middle school physical education in China still has some problems, such as obsolete teaching methods, boring teaching content and dull teaching evaluation methods. Students gradually lose interest in PE and fail to better reflect the basic idea of the new curriculum. In our country, Multiple intelligence theory and quality education has a close correlation to the new curriculum standard. Therefore, the innovation of sports teaching method which based on the theory of multiple intelligences should optimize the teaching process, changing the teaching concept is the effective way to realize the all-around development of education. At the same time, it can better adapt to the development needs of the current school physical education reform and promote the comprehensive and diversified development of middle school students.

Keyword: Middle school sport; Quality-oriented education; Reform in education; Theory of multiple intelligences.

1. INTRODUCTION
In accordance with the compulsory education Curriculum Standard of Physical Education and Health formulated by the Ministry of Education in 2011, the process of physical education in secondary schools should take "health first" as the guiding ideology to improve students' sports motivation and learning interest. In the choice of teaching objectives, teaching content and teaching methods, more attention is paid to the relationship with the actual situation of students. Teachers should pay attention to students' emotions, cultivate their correct social values and sense of responsibility, and cultivate students' hardworking spirit and habit of physical exercise [1-3]. Give full play to the leading role of teachers in the teaching process, cultivate students' ability of independent study and inquiry, and improve students' learning ability. At the same time, pay attention to the differences of each student, choose appropriate teaching content and teaching means, and effectively use teaching methods and multiple evaluation means to make each student benefit from physical education, so as to promote the continuous progress and development of students.

1.1 Concept of the theory of multiple intelligences
In 1983, a US scientist specialized in psychological development H. Gardner put forward the theory of multiple intelligences, following the discovery of differences in learning ability from a patient with brain trauma. This theory calls for building a diversified, contextualized, and individual-centered evaluation system to the extent that teachers, students, classrooms and practices can be facilitated. It also holds that "movement can represent the level of intelligence, and those students who are well-positioned in movement intelligence would have acute feelings and extraordinary performance in the awakening state of their bodies, so it is essential to value and discuss."

In the scenario of New Curriculum Reform, the theory of multiple intelligences not only provides a new insight and entry point into PE practice in secondary schools, but also fuels on the reform and evaluation of PE course in secondary schools. PE practice in secondary schools is offered to all secondary school students with different intelligence advantages [4-6]. In this sense, secondary school students would develop their intelligence levels to the extent possible, if the theory of multiple intelligences is applied to PE practice in secondary schools.

1.2 Significance of the theory of multiple intelligences in boosting the reform and development process of PE practice in secondary schools
Over time, traditional PE practice in secondary schools calls for reform and development. The theory of multiple intelligences as a new theory in the education community is aligned with the reform and development needs of education practice in the new era. This theory opens up a broad path for PE practice in secondary schools, and provides PE teachers in secondary schools with an opportunity to seek reform and development of PE and health teaching approach in secondary schools. Jumping out of the three-point mire (demonstration, instruction, and exercise) in traditional PE practice, this theory brings the means of teaching practice to a plural, diversified and individual-centered path, and fully considers the needs of students with different intelligence strengths as to the offering of teaching...
According to survey findings, PE practice in secondary schools has been reformed in respect of teaching methods, selection of teaching contents, and teaching modes as a response to the requirements of New Curriculum Reform, which in turn arouses students' interest in physical exercises to a certain extent. However, subject to the exam-oriented education and the stress of secondary school entrance examination, the social influence and in-campus attention of PE is much behind any of other subjects. Especially for PE practice in high schools, the educational concept of New Curriculum Reform can be hardly fulfilled. This is a distressed situation.

2.2 The learning atmosphere is inactive, it is difficult to stimulate students' interest in classroom. There are several reasons behind the fact that students are inactive in taking exercises. Through field work and questionnaire survey, many students are found to be highly motivated in extracurricular exercises, compared with the teacher-led PE class. This can be attributed to the following reasons: first, teacher delivers instruction to many students in open air, so he cannot follow up with the classroom performance and learning of every student. Second, due to differences of physical movement and proficient level, repeated exercises of the same sports events or movements will demotivate the students with better command from those with poorer command. As a consequence, the classroom atmosphere cannot be improved significantly. Third, certain events included as a part of the secondary school entrance examination are often delivered, but ball games, sports games and other contents preferred by students are scarcely delivered. Teacher acts as the facilitator and organizer in classroom, and the learning atmosphere will directly influence teaching and learning efficiency. In this concern, teacher and students should get involved in creating a congenial learning atmosphere.

2.3 Teaching evaluation is performed in a single way. Teaching and evaluation processes are interactive. Evaluation is a means of teaching process that assists and facilitates the teaching practice, which functions as a critical part of the teaching process. Teaching practice should be reviewed and tuned against the evaluation result, thereby facilitating the development of secondary school students, teachers and teaching practice, and enhancing the self-awareness of students. By now, teachers are more inclined to evaluate students by absolute scores, but neglect their learning processes. Test scores are more highlighted in the teaching process, but the emotional changes of students are neglected, which counters against the general course principle in the context of New Curriculum Reform. Over-reliance on traditional evaluation mode of teaching philosophy doesn’t conform to the modern education philosophy and curriculum evaluation model, and the value orientation of modern students on fashion, leisure, entertainment and challenge psychology, and counters against the intention of education philosophy in the context of New Curriculum Reform.
pick up knowledge and skills, prepare themselves for lifelong exercise development in future, and attend to the multiple intelligences practice with theme-based instruction. Stimulating students to take a part in life practice, showing respect for their individualized learning method, and caring for the development of interpersonal relations and self-recognition among students, it provides an ample space for students to gain a successful experience. These are in line with the goal of fostering students’ practice and scientific spirit advocated by the New Curriculum Reform.

3.2 Call for diversified learning evaluation modes and improve students’ self-recognition
Aligning with the guideline for “health goes first”, PE course standards in secondary schools should not classify teaching contents merely by sports events, but divide learning areas by referring to skills, recognition, emotion and behavior. Furthermore, the knowledge and skills of physiology, psychology, health care, environment, society, safety, nutrition and other subjects associated with PE should be also taught to secondary school students. This is the only way to attaining the target of “health goes first” and to establishing a new PE curriculum system for secondary schools. This is exactly the extensive and diversified feature that the theory of multiple intelligences shows.

The theory of multiple intelligences holds that human intelligence should cover multiple aspects, and everyone is unique and has its own strength of intelligence. The core part of the theory of multiple intelligences is to tap into students’ potential to the extent possible and facilitate the full-scale development of secondary school students. The New PE Course Standard for Secondary Schools is expected to boost the development of students’ talent in full scale, and help secondary school students know themselves better. In this way, they can find and tap into their life value to the extent possible and “make the best use of talent”.

3.3 Stimulate innovation in teaching practice and develop a portfolio of teaching models
PE teachers in secondary schools are advised to employ various evaluation approaches and teaching methods to develop a portfolio of students-centered PE practice models, where every student is aware of his strength of intelligence; considering the sensitive period of physical growth of secondary school students, enrich PE teaching contents to avoid repetitive teaching practice, use appropriate teaching methods instead of using a single teaching model to stimulate learning interests and satisfy different needs of students. For example, play five-in-a-row game while taking endurance running, which can transfer the fatigue of students, allow them to use brains, and develop digital logic intelligence. In sports training, use video playback technique to make students aware of their composition of movements, and develop body movement intelligence. To motivate students by giving command, change the tempo of giving command, do warm-ups accompanied with rhythmic music to tap into their music intelligence. In class, assign students to groups for practice; after class, request students to finish the task assigned by teacher and perform peer review, so that they learn how to work as a team, foster their team spirit, capitalize on introspection intelligence and interpersonal intelligence. Motivate students to answer the questions raised by teacher and learn how to make an independent summary. PE practice in secondary schools featuring the theory of multiple intelligences can fit well for quality-oriented education, accommodate with the requirements under the New Curriculum Reform, and facilitate the growth of secondary school students in a full-scale, healthy, happy and confident way.

3.4 Create a diversified learning setup, attend to students’ emotional changes, and stimulate their potentials
The theory of multiple intelligences suggests that a diversified teaching setup should be created to suit the needs of different leaners. For PE classroom teaching practice in secondary schools featuring multiple intelligences, teaching materials are delivered in a plurality of methods. It is not only limited to traditional course, but a flexible and diverse teaching system. PE practice in secondary schools is not uniform and synchronized teaching anymore, but theme and health-centered, organizational inquiry learning and fitness. In teaching practice, the role of students as learning subjects should be put under the spotlight to the extent that they can seek inquiry-based learning by way of team cooperation. The offering of new course and new teaching materials, along with the development of multimedia and network technology, facilitates the building of intelligent environment that benefits the students’ development with multiple intelligences. To stimulate different intelligences and achieve the best state of development, teacher had better provide students with sufficient interactive spaces in the design work of PE and health course in secondary schools, so that students are accessible to all forms of teaching resources. Students with different intelligences should be further provided with various tools for thinking, learning and problem-solving. This is the only way to developing a diversified teaching setup, where students are delivered the tangible experience about multiple intelligences.

3.5 Foster a proper view of teaching values, students-centered practice, highlight the development of students in full scale
To foster a proper view of teaching values, teacher is required to: first, be good at observing students and clearly knowing the intelligences of each student, identifying the best entry point of delivering education. Second, PE researcher and educator are advised to gain a deep insight in this area and make reflections and adjustments if needed. Third, use endeavors to inspirer who can stimulate all potentials of students by using the most appropriate teaching method. Seize every opportunity to deliver targeted multiple intelligences education, permit every student to seek full-scale development of moral, intellectual, physical, aesthetics and labor education. This coincides with the current needs of quality-oriented education.

4. CONCLUSION
As the full-scale quality of students stands in the center of education undertaking, PE course is subject to new development and reform with respect to course target,
teaching concept and method, just like other subjects. To deliver PE course, we should not only instruct students to develop strong physique, extraordinary expertise, skills and techniques and sound character, but also attend to personality and development potentials of each student, so that every student can “get the best out of learning” and seek the best path of development. Seek individualized, intelligent and diversified scenarios in PE practice. Given the specific condition of each student, make use of the theory of multiple intelligences to assist teaching practice, deliver a sense of achievement to students in physical activities, and facilitate the full-scale development of individuals. As secondary school is a critical stage of the physical growth of students, PE teachers in secondary schools are advised to employ a plurality of evaluation approaches, enrich teaching contents, and use various means to form a portfolio of PE course models, every student can be aware of his intelligence strengths, exercise the function of multiple intelligences in facilitating PE teaching practice, to the extent that it can accommodate with the needs of quality-oriented education and New Curriculum Reform, and facilitate the development of students in a full-scale, healthy, happy and confident way.

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Research on The Health Literacy of College Students

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Abstract: Under the background of the rising standard of living of our country, the level of health quality has become a hot topic. The research on the health literacy of college students has always been one of the research hotspots in the field of health literacy research in our country, because college students are the future development of the country and the hope of national rejuvenation, the research work of college students' health literacy strengthens the school, family and college students' own attention to the content of health literacy, because the health problems of college students have a great impact on the future development of college students, but also affect the future development process of the country, so this paper first of all on the current situation of college students' health literacy research. Secondly, the specific factors affecting the health literacy of college students are explored, and finally, the path of the improvement of college students' health literacy level is analyzed, with the aim of contributing a force to the study of college students' health literacy.

Keywords: College Students; Health Literacy; Strategy

1. INTRODUCTION

1.1 The physical fitness of college students continues to decline
According to the 2015 National Physical Monitoring Bulletin, the physical fitness behavior of college students continues to decline, while the physical fitness of college students continues to decline with the personal age, especially the detection rate of poor vision is very high, most college students continue to have a deepening of myopia, obesity detection rate continues to increase, while the proportion of overweight female obesity is lower than that of boys, but the average lung activity index evaluation is lower than that of girls [1-3].

1.2 The sub-health rate of college students is higher
The World Health Organization has put sub-health as the first human body without nonracial lesions, but the body's physical and even psychological changes in the third state. Judging from the physical quality of college students in our country at present, there are different degrees of sub-health status in different regions. From a physiological point of view, not most college students have cervical sub-health problems, and some college students have severe cervical vertebral bounce, and the risk of cervical sub-health increased continuously. At the same time, the occurrence of sleep disorders in college students continued to increase, most students' sleep quality cannot meet the sleep standards, and female college students’ menstrual disorders and pain and other sub-health conditions are extremely prominent. In addition, nearly 24% of college students have different degrees of psychological sub-health symptoms, while college students' psychological sub-health symptoms are mainly psychological stress, low work efficiency and so on [4, 5].

1.3 High risk of chronic diseases in the respiratory and digestive systems
Today, nearly 23% of college students are suffering from chronic diseases, while the prevalence of chronic diseases among female college students is much higher than that of male college students, while chronic diseases are mainly respiratory diseases and digestive diseases, while the emergence of chronic gastroenteritis, tooth decay and gum inflammation and other oral diseases will affect the physical health of college students.

1.4 The level of mental health quality is low
In recent years, the number of college students who have dropped out of school due to psychological problems has been increasing, while the number of college students committing suicide has also been increasing continuously, and the seriousness of psychological problems among girls is higher than that of male students, according to relevant research reports.

2. FACTORS AFFECTING THE HEALTH LITERACY OF COLLEGE STUDENTS

2.1 Individual factors
2.1.1 Personal Cognition
The level of health cognition of college students is relatively low, so the level of health literacy of college students is relatively low. The psychological cognition level of college students has a great influence on the physical health quality of college students, because the health consciousness of college students is relatively weak, cannot fully understand the importance of health quality, college students will even allow the development of bad health behavior. In addition, college students' health cognition level is relatively low, the knowledge of healthy lifestyle and even infectious disease prevention is not high, so it is impossible to take the correct method to ensure the health literacy level of college students.

2.1.2 Personal behavior
There are relatively many unreasonable health behaviors of college students, which is due to the need for college students to live independently after they are separated from their parents, while the self-care ability and self-control ability of college students are relatively poor, which eventually leads to a series of bad health behaviors. Such as college students eat irregularly, overeating and overeating behavior, will lead to college student’s obesity, digestive diseases and other health problems. In addition, the daily life

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2.4.1 Education and teaching courses

2.4 School factor

China. The proportion of sub-health status of college students in performance, which eventually leads to the increasing lifestyle in order to improve their academic development of college students' moral, intellectual and physical exercise, choose to give up a healthy lifestyle for college students. As early as many years ago, China has appeared quality education problems. As early as many years ago, China has appeared quality education reform methods, clearly put forward that the major universities need to pay attention to the comprehensive development of college students' moral, intellectual and physical beauty. Nowadays, the talent selection mechanism of the society still pays attention to the assessment of theoretical knowledge, selectively neglects the mental health problems existing in college students, and then leads college students to neglect their physical exercise, choose to give up a healthy lifestyle in order to improve their academic performance, which eventually leads to the increasing proportion of sub-health status of college students in China.

2.4.1 Education and teaching courses

Under the premise of the full implementation of the strategy of "Healthy China", the university platform is an important platform to exercise students' physical fitness and strengthen the psychological quality of college students, but the major universities have not paid attention to the physical health problems existing among college students. Most colleges and universities set physical education and mental health education as elective content, the assessment method is mainly the final examination, in the long run, students' enthusiasm for physical exercise gradually disappeared. Coupled with the fact that colleges and universities rarely take the lead in organizing students to carry out physical exercise, the physical fitness of college students continues to decline, resulting in overweight, vision loss and other problems.

2.4.2 Teachers

There are different management requirements for teachers in colleges and universities in different regions, so there are teachers in individual regions in the teaching process, only to complete the teaching activities, and gradually extinguish the enthusiasm of students to participate in the classroom.

2.4.3 Sports facilities

Nowadays, the enrollment scale of colleges and universities is expanding, and the number of college enrollments is also increasing, but the physical education facilities inside colleges and universities have not been perfected and expanded, which eventually leads to too many students inside colleges and universities, sports equipment cannot meet the needs of students to exercise.

3. THE PATH OF IMPROVEMENT OF COLLEGE STUDENTS' HEALTH LITERACY

3.1 Improve the social health care system

In the report of the 19th National Congress of the CPC Central Committee, it was clearly stated that it was necessary to construct a medical and health care system with Chinese characteristics and a medical security system, and also to strengthen the construction of a primary health care service system. The reform of a series of medical methods also has a predetermined effect on the health literacy of college students, which is convenient for college students to seek medical treatment. The social medical department needs to combine with school education, strengthen the publicity activities of college students' health and hygiene knowledge, let medical experts give lectures on health knowledge, and then strengthen the health consciousness level of college students.

3.2 Establish a health-first philosophy

How to strengthen the health education of college students has become an important problem that colleges and universities need to solve, so it needs to attract the management attention of colleges and universities from the following aspects.

First, colleges and universities need to continuously guide college students to establish the concept of "health first", while organizing college students to systematically learn theoretical knowledge about healthy China, based on the "Healthy China 2030" planning outline content, to carry out a series of knowledge learning lectures, to help college students understand the spirit of the "planning outline" content, and comprehensively improve the importance of physical health in the hearts of college students.
Second, colleges and universities need to inject new teachers at the level of health education, effectively enrich the professional knowledge of college teachers, strengthen the personal level literacy of college teachers, comprehensively improve the teaching efficiency of health courses, and realize the innovation of teaching methods of health education courses. Third, effectively increase sports facilities and expand student sports venues. College administrators need to rationally develop the available space environment in the university, set up sports venues, order physical exercise equipment based on the exercise needs of college students, and provide facilities support for the development of physical exercise activities of college students.

3.3 Strengthening the role of family education
Family education for college students to improve the level of health literacy has a role in promoting, for this reason, parents need to give full play to their role as role models, and constantly strengthen their own character and cultivation, consciously manage and urge college students to cultivate good habits, so that college students live in a good family atmosphere, with a healthy regular diet to ensure the health of college students. In addition, the family needs to strengthen the degree of concern for the psychological needs of college students, through strengthening the communication and communication frequency of college students, and then help parents, guardians understand the true thoughts of students, help college students to ease their own psychological pressure, guide college students to release their bad emotions, in the future development can confidently face the future of learning and challenges.

3.4 Raising the health awareness of college students
In order to strengthen the personal health level of college students, we need to pay attention to cultivating the health consciousness of college students, for this reason, college students need to study the relevant theoretical knowledge content, the "Healthy China" strategy and related health knowledge concepts have more learning and understanding. In addition, college students need to develop their own health awareness, pay attention to personal hygiene and good rest time behavior habits, comprehensively enhance the enthusiasm of college students to participate in physical activity, while in extracurricular time can independently carry out leisure and fitness activities, develop good fitness habits, to achieve the organic combination of exercise and fitness.

3.5 Build a school health management platform
The health management platform set up by colleges and universities is based on multi-platform cooperation, so it can give full play to the advantages of various departments in colleges and universities resources, now China's university health management platform involves mainly mental health management centers, school medical departments and sports departments, multi-party collaborative health management platform needs to pay attention to the exchange of information on the platform As well as mental health management, mental health centers can organize college students to carry out mental health testing activities in batches, the mental health test results with the help of the platform and the school medical department and sports department to carry out information resources efficacy, for the discovery of mental health problems or mental health problems of students' psychology and Xining telephone push. In the process of guiding and treating these students with mental health problems, the sports department and the school medical department carry out all aspects of the guidance and treatment work for college students to ensure that they can get good education management. The physical education department of colleges and universities needs the data results of the hospital department to carry out the physical education curriculum teaching plan, the medical examination information of the university hospital needs to be connected with other departments on the school health management platform in a timely manner, and for students with serious problems in physical or psychological testing, they can provide free regular medical examination work and follow-up observation and guidance management.

3.6 Create a "shared gymnasium" for colleges and universities
I now have a lot of old planning of public sports facilities in our country, for the maintenance and renewal of sports facilities lack of planning, so the majority of college student's sports equipment is mainly provided to physical education teachers for teaching and use, college students in their spare time is unable to use the relevant sports equipment to carry out sports of interest. In response to this problem, colleges and universities set up similar to the library type of "shared gymnasium", college students can be paid to borrow the higher-priced sports equipment in the museum, to meet the different sports needs of college students. For some colleges and universities lacking funds, students can be called upon to make compulsory donations for sports measures in "shared stadiums", and sports equipment donated by students can be borrowed free of charge;

3.7 Design college health management app
The construction of health management app is the need for colleges and universities to set up a special department to manage the health status of college students, through statistical analysis of college students' physical health data information, relying on the smartphone app software, WeChat public number and other platforms for the release of health data, to guide the health behavior of college students, while planning and evaluating all types of health activities of students. The Health Management app not only stores information about students' physical and mental health status, but also strengthens the health guidance of college students through activities such as testing and psychological counseling appointments with the help of the school's health education knowledge. In addition, colleges and universities need to be based on the interests and hobbies of contemporary college students, planning a variety of sports apps, with the help of app software alone college students actively participate in extracurricular exercise activities. At the same time, the health management
app designed by colleges and universities can be associated with other types of health network software to realize the association and sharing of sports information on campus. If students can book sports equipment on the University Health Management app, check the equipment "shared gym" sports equipment on the loan inventory information.

3.8 Strengthen the leading value of high-level athletes in colleges and universities
Each university has more or less high-level athlete resources, which are an important basis for colleges and universities to carry out health literacy teaching. High-level athletes are also an important part of the college student group, can communicate closely with college students, so the high-level athletes' groups regularly carry out sports activities, can stimulate college students' interest in sports participation. In order to give full play to the leading role of high-level athletes, colleges and universities need to build a perfect high-level sports management system, the system needs to include high-level athletes physical education and employment guidance work, on the one hand, not only to alleviate the problem of a large number of athletes in China after retirement employment difficulties, on the other hand, from a more professional point of view to improve the overall health literacy level of college students.

4. CONCLUSION
College students are the hope for the future development of our country, for the improvement of college students' health literacy level, but also for the "healthy China" strategy. As there are different degrees of problems in the mental health and physical health of college students in our country at present, it is necessary to strengthen the guiding management of the improvement of college students' health literacy level from all aspects, and promote college students' self-improvement of their own physical health book review with the help of college health management app, school health management platform and health priority concept, so that sports fitness consciousness runs through the daily life of college students, and then realize the overall improvement of college students' overall health literacy.

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REFERENCES
Research on The Reform of Teaching Mode to Improve the Effectiveness of Physical Education Curriculum

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Abstract: With the deepening of educational reform and the continuous improvement of educational concepts, the core concept of education with the goal of students' all-round development has been widely penetrated, and physical education has received more and more attention. In this context, it is an important prerequisite for college physical education to carry out the reform of teaching mode and improve the effectiveness of physical education curriculum to promote the healthy development of college students and make them become qualified builders and successors to the socialist cause in the new era. By clarifying the necessity of the reform of physical education mode in colleges and universities, this paper analyzes the existing problems in physical education teaching in colleges and universities, aims at improving the effectiveness of physical education curriculum, and explores the practical ways of reforming physical education mode, with a view to providing effective reference for the reform and development of physical education mode in colleges and universities and realizing the goal of educating people.

Keywords: University physical education; Teaching mode; Reform of the education.

1. INTRODUCTION
1.1 The realistic needs of students' all-round development
One of the core ideas advocated by modern education and teaching is to pay attention to the all-round development of students, emphasizing that the traditional single subject of teachers is the center, and the transformation is centered on students, with teachers and students developing at the same time. The physical and mental development of college students has become relatively mature, and their all-round development needs to be fully respected [1-3]. Therefore, in physical education teaching in colleges and universities, it is necessary to adjust according to the realistic needs of students' development. Specifically, physical education in colleges and universities not only needs the teaching of basic theoretical knowledge and special skills, but also pays attention to the cultivation of students' lifelong sports consciousness, healthy behavior habits, positive mental state, competition and cooperative spirit, so as to provide guarantee for the all-round development of college students and lay a good foundation for their future development. The concern for the all-round development of college students is the essence of the goal of physical education in colleges and universities, and it is also the fundamental requirement of the development of education in the new era. Therefore, college physical education teachers must change the traditional teaching mode, realize the reform of physical education teaching mode, from the traditional teacher-centered, to student-centered, respect the development of students' individuality, pay attention to the development of students.

1.2 Teachers realize the real needs of growth
The focus of modern education reform not only includes the all-round development of students, but also emphasizes the common growth of teachers and the personal development needs of teachers. In education and teaching, emphasis is placed on teachers' personal growth and development, that is, in the evaluation of classroom teaching, attention is paid to promoting teachers' personal development direction, improving teachers' sense of achievement, and guiding them to carry out career planning [4, 5]. For college physical education teachers, they shoulder the important roles of skills transfer, curriculum development and builder, sports culture spreader and so on. Therefore, colleges and universities must attach importance to the development of physical education teachers, provide them with a platform for education, training and learning, and constantly improve the professional teaching ability and quality of physical education teachers, improve their personal development, so as to play an important leading role in the reform of physical education mode, improve the effectiveness of physical education curriculum, and ensure the all-round development of students.

1.3 Complete the realistic need to teach with learning
Quality education requires the development of teaching activities to take students as the main body, around the student center to carry out classroom teaching. Therefore, the traditional classroom teaching evaluation method has been difficult to adapt to the real needs of teaching, cannot keep up with the development requirements of the times. With the rapid development of today, the reform of modern education and teaching attaches great importance to learning and teaching, that is, emphasizing that the evaluation of classroom teaching is mainly a process evaluation, while non-result evaluation, attaches importance to the evaluation of the state and development of students in learning activities, and realizes "teaching by learning". As for physical education teaching, the examination of students' physical education skills should no longer be regarded as the
only or most important index to evaluate students, but should be integrated into the comprehensive assessment index in the process of learning sports theory knowledge or sports skills. From this point of view, the reform of the teaching mode of physical education in colleges and universities requires it to enhance the students' sense of participation and experience in the study of physical education courses, starting from stimulating students' interest in physical education participation.

2. AT PRESENT, THERE ARE PROBLEMS IN THE TEACHING OF PHYSICAL EDUCATION COURSES IN COLLEGES AND UNIVERSITIES

2.1 Insufficient attention is paid to the overall development of students

Physical education is an important part of perfecting students' personality, and it is also one of the important ways. The essence of physical education teaching in schools is to train people with physical education and all-round development. The group of college students is the backbone of the future national construction and social development, so the comprehensive ability and quality of college students are not only directly related to their own development, but also will be particularly important for social development. However, from the reality, the impact of the reform of education and teaching on the reform of teaching in colleges and universities is weak compared with that of primary and secondary schools, coupled with the long-term lack of attention to physical education in colleges and universities, resulting in physical education in colleges and universities is still based on the traditional teaching model, the teaching content is old, the attention to the overall development of students is insufficient, resulting in students' enthusiasm for physical education is not high. Therefore, in college physical education teaching, most of them stay at the primary level of promoting students' physical health, which is insufficient to improve students' mental health level and improve students' social adaptability.

2.2 Too much emphasis is paid to the transfer of sports skills.

One of the main goals of physical education in colleges and universities is to enable students to master physical education skills, which is also an important task of physical education teaching in colleges and universities. Therefore, in the traditional physical education teaching, teachers are often only to impart skills, in the teaching process, more use of indoctrination, one-way teaching methods, in physical education teaching reflects that teachers to perform action demonstration, students follow the imitation exercises, and require students to practice repeatedly to master the normative action. This mechanized skill transfer teaching model seriously harms the enthusiasm of students' physical education, and even excludes physical education, and the quality of students can not be effectively improved, let alone promoting students' all-round development through physical education teaching.

2.3 The teaching evaluation system is unreasonable.

The problem of unreasonable and imperfect evaluation system of physical education teaching in colleges and universities is more common. As far as the evaluation of physical education teaching in colleges and universities is concerned, the purpose of evaluation is not to select professional sports talents, so it should be based on process evaluation, establish students' sports confidence, stimulate students' sports interest and enthusiasm, so as to cultivate their lifelong sports consciousness. However, at present, many colleges and universities in the process of physical education teaching evaluation, the use of "results-based evaluation, process evaluation as a supplement" evaluation model, pay attention to the evaluation of students' physical performance, and in the process evaluation, mainly to teacher evaluation, evaluation of the subject of a single, evaluation content lack of perfection, teaching evaluation effect is poor. This has greatly affected the efficiency of physical education in colleges and universities.

3. THE REFORM MEASURES OF TEACHING MODE TO IMPROVE THE EFFECTIVENESS OF PHYSICAL EDUCATION CURRICULUM

3.1 Improve the platform of physical education in colleges and universities and develop the position of physical education.

School physical education is the main position of physical education, college physical education to improve the effectiveness of education, it is necessary to develop the position of physical education in colleges and universities. In the process of positioning the concept of physical education in colleges and universities, we must break the thinking limit of single-skill education, establish a physical education mode that improves students' physical health, cultivates students' physical education ability and literacy, enriches campus physical education culture and so on, promotes students' all-round development of education orientation, and explores physical education teaching mode that meets the needs of college students' physical and mental development. Therefore, colleges and universities should combine their own actual situation, establish a perfect physical education platform, to provide students with a good learning environment, is to improve the effectiveness of physical education courses.

First of all, play the basic role of physical education classroom. College physical education is a compulsory course and option course, and it is the main platform for college students to participate in sports activities. On the basis of promoting the improvement of students' physical fitness, the teaching concept of physical education courses in colleges and universities also requires increasing the educational ideas of cultivating students' ability development and perfecting students' personality, paying attention to innovative teaching methods, and by deconstructing and reorganizing teaching content and constructing teaching mode flexibly, it will promote students' all-round development of education and education, so as to cultivate the development of physical and mental health, have strong social adaptability, and achieve all-round development of college students.

Secondly, give full play to the complementary role of university associations. The association organization of
college sports is an important supplement to the physical education of colleges and universities, which greatly enriches the development form of sports, increases the entertainment and interest of sports, and is also an important platform of physical education in colleges and universities. Specifically, schools should supplement their role from the following aspects, first, colleges and universities should pay attention to the development of the diversity of sports associations, expand the broad participation of students, enrich campus sports activities, provide college students with a variety of sports platform, in the participation in sports activities to cultivate their sound personality. Second, the activities of college sports associations should have strong autonomy and flexibility, so that college students can start from their own interests, free choice of associations to join, teachers to the community activities to participate in a moderate and guidance, to provide college students with a relatively free and equal atmosphere of sports activities, so as to activate campus sports, promote the physical and mental health of college students. Third, the activities of college sports associations should pay attention to the quality and improve the high-level activities. The physical and mental development of college students has become more mature, and their cognitive level is high, the traditional, simple and repeated sports community activities, it is difficult to attract the interest of college students, creative organizational activities, innovative sports spirit products are more attractive to the group of college students, and in participating in sports activities, it is also more conducive to the cultivation of college students' creative awareness and ability.

Finally, give full play to the leading role of competitive teams. College sports team is an important guide and demonstration for the development of college sports, which not only shows the level and strength of college sports, but also is an important part of the construction of campus sports culture. College sports team through professional training and competition, can effectively lead the trend of campus sports, to create a good sport atmosphere.  

3.2 Implement the teaching purpose of "educating people" and innovate the management mode of physical education in colleges and universities. In order to realize the teaching goal of "educating people", the connotation of "health education" needs to be expanded continuously. Physical education is an integral part of education and is a purposeful, planned and organized educational process through physical activity and other complementary means. Its basic characteristics are outstanding educational and teaching. Physical education takes teaching as the main way, classroom teaching or specialized counseling as the main form, physical exercise and health care as the main means.

On the one hand, we attach importance to the health education of college students at the quality level, that is, to cultivate certain sports hobbies and interests of college students, to cultivate their lifelong sports consciousness and ability, to enhance their physical quality, to cultivate good sports character and cultivation; With good comprehensive quality and ability to invest in social development, for social development to make due contributions. Under this goal, physical education in colleges and universities needs to speed up the reform of teaching mode and strengthen the recognition and support of college students. In physical education teaching, teachers need to change the traditional teaching methods, from the actual situation of students, choose to adapt to the characteristics of physical and mental development of college students and learning requirements of the teaching model, and really let college students participate in sports projects. For example, in physical education teaching, the use of more competition mode, can not only stimulate students to participate in sports enthusiasm, but also can also cultivate students' teamwork ability, innovative learning ability, and so on, effectively improve the effectiveness of physical education classroom teaching, to achieve the goal of educating people. At the same time, college physical education teaching should keep up with the development of the times, enrich and innovate college physical education options, at the same time strengthen the use of information technology, innovative teaching classroom, for college students to provide an innovative platform for physical education development. In the content of physical education teaching, physical education options courses should change the traditional one sports rules, war technology and other training-based teaching content, the appropriate introduction of sports events, sports entertainment and other content, enrich the content of teaching courses, stimulate the enthusiasm of college students’ sports. At the same time, colleges and universities can also make use of information technology innovation off-campus distance physical education teaching platform, relying on modern social software, such as WeChat, to develop physical education "teacher-student interactive teaching management system", students in the after-school or off-campus period, teachers can use the system for students to carry out daily physical exercise guidance, tracking healthy students daily physical activity, from training college students adhere to daily physical exercise, form lifelong physical awareness and habits, and constantly improve physical fitness, promote their physical and mental health.

3.3 Pay attention to the main body of students and improve the evaluation system of physical education teaching. Teaching evaluation is a process of judging the reality or potential value of teaching activities, which has an important summation and sublimation effect on classroom teaching. In the physical education teaching of colleges and universities, the teacher's teaching evaluation system is not perfect, the teaching evaluation method is unreasonable, which greatly affects the students' interest and participation in physical education. In the process of reforming the mode of physical education in colleges and universities, taking physical education as the goal of teaching, improving the effectiveness of curriculum education requires physical education teachers to pay attention to the subject of students,
improve the teaching evaluation system, and ensure the correctness, objectivity and motivation of teaching evaluation. Therefore, college physical education curriculum should innovate a multi-subject, multi-angle, all-round perfect teaching evaluation system. From the evaluation subject, physical education teaching evaluation should introduce the student evaluation subject on the basis of teacher evaluation, and provide an effective way for students to participate in classroom evaluation through innovative evaluation methods. For example, in physical education classroom evaluation, teachers can organize students to carry out team cooperation project exercises, so that student’s self-assessment, mutual evaluation. For example, in table tennis group exercises, teachers can integrate mutual evaluation and self-evaluation of students into the teaching evaluation system.

In the evaluation content, it is necessary for college teachers to establish a multi-angle, all-round evaluation system. On the one hand, the content of physical education classroom evaluation should, on the basis of professional skills assessment, increase the content of students’ participation in physical exercise, students’ physical fitness test and so on, ensure the comprehensiveness of student assessment through rich assessment content, on the other hand, the evaluation content of physical education classroom participation, learning attitude, learning results and other aspects of comprehensive evaluation of students, to determine the content of teaching evaluation based on encouragement and motivation. to stimulate the enthusiasm of students in sports and improve self-confidence in self-study.

In the evaluation method, we can adopt the method of multi-test, vertical ratio and constant test, which can not only effectively avoid the influence of external factors on students’ physical examination results, improve the accuracy of evaluation, but also allow college students to achieve their own vertical comparison and see their own stage progress, thus encouraging students to adhere to physical exercise, develop lifelong physical activity habits, and ensure their all-round development.

4. CONCLUSION

At present, there are still some problems in the teaching mode of physical education in colleges and universities, which affect the teaching effect and make it difficult to realize the goal of physical education. In order to effectively improve the effectiveness of physical education curriculum teaching in colleges and universities, it is necessary to carry out the reform of physical education teaching mode. Therefore, in view of the existing problems in physical education teaching in colleges and universities, in the reform of physical education mode, colleges and universities should give full play to their position of physical education and provide students with a perfect platform for physical education, at the same time, colleges and universities should adhere to the educational purpose of “educating people”, constantly innovate the management mode of physical education teaching, pay attention to the status of students’ center and improve the teaching evaluation system in the evaluation of physical education. By effectively improving the teaching mode of physical education, it provides an important guarantee for college students to realize all-round development, and also protects the healthy and sustainable development of college sports.

REFERENCE

Research on Financial Services in The Revitalization of Rural Areas in Ethnic Areas

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Abstract: With the development of social economy, in the process of Rural Revitalization in ethnic areas, the provision of financial services has a very good help to the development of the region. Therefore, it is necessary to carry out in-depth research and discussion according to the characteristics of rural finance in the current ethnic areas, in order to achieve an effective solution to the problem of financial services. In this paper, from the problems of financial services in the process of Rural Revitalization in ethnic areas, we will explore what measures should be taken to achieve an effective response to the problem of financial services in Rural Revitalization in ethnic areas, so as to enter the rural areas in ethnic areas through financial services, so as to achieve the revitalization and development of the region.

Keywords: Ethnic Areas; Rural Revitalization; Financial Services; Rural Cooperative Financial Organizations.

1. INTRODUCTION
1.1 The Ambiguity of Farmers' Property Rights
At present, under the current system of our country, the farmer's own property rights are mainly composed of three parts, namely, the right to contract the land, the right to use the homestead and the right to distribute the collective income. Among them, the right to contract management of land mainly refers to the collective ownership of the collective or the state-owned units owned by the whole people or the use of state-owned land. Under this system, farmers' land management rights only have the right to produce and operate, but they do not own property rights. And from the right to use the homestead to see the rural homestead can also be transferred between the village collective members, does not have liquidity. At the same time, the distribution of rural collective income is protected by law, farmers have the right to distribute collective income according to law, the concept belongs to a vaguer concept, and there are great differences between the benefits brought about by the rural collective income right in different regions. It can be seen that the overall property rights in rural areas are more vague and lack a clear definition of rights in law, which makes it impossible to use the homestead to see the rural homestead can also be transferred between the village collective members, does not have liquidity. At the same time, the distribution of rural collective income is protected by law, farmers have the right to distribute collective income according to law, the concept belongs to a vaguer concept, and there are great differences between the benefits brought about by the rural collective income right in different regions. It can be seen that the overall property rights in rural areas are more vague and lack a clear definition of rights in law, which makes in the process of financial services revitalizing rural areas, because of this unclear definition of property rights, the contracted land as the main property of farmers and the property of the homestead cannot be used as farmers' property rights to participate in financial services [1, 2].

1.2 Weak Credit Record

As China is currently in the stage of economic transition, some farmers in the process of the problem of breach of trust is more serious. The main reason for this problem lies in the fact that the binding force of the traditional credit moral concept on people has become weaker in the face of economic interests, and the credit concept and credit consciousness which are suitable for the modern market economy have not been established. At the same time, the construction of credit system is a process of accumulation, and the accumulation of long-term credit records, can make an objective and reasonable evaluation of people's credit rating. However, because at this stage in the process of rural revitalization in ethnic areas, farmers often do not have the basic conditions for life, so that most farmers do not have the corresponding credit record, resulting in the overall credit record of farmers is relatively weak. This makes it impossible to use the objective conditions of credit history as a basis for providing financial services in the process of providing financial services to farmers. Therefore, in this context, because financial institutions cannot provide the corresponding financial services for farmers under the principle of risk aversion, farmers usually need to adopt an organizational model to enable their financial needs to meet their own needs.

1.3 Financial Services Profit-sane
As an important factor affecting economic behavior, the principle of risk avoidance is very different in the face of different costs. In this process, traditional financial institutions, in order to avoid risks, it is necessary to have a full understanding of the situation of the financiers. This includes the acquisition of fixed asset strength, income, credit history, performance capacity and other information. The difference in the accessibility of information will also make the cost of credit have a certain degree of difference. This makes the traditional financial institutions as investors in the process of providing financial services often show a "one-to-many" state. In the process of providing financial services to farmers, traditional financial institutions also need to collect key information such as income, property and credit, and because rural areas in ethnic areas often lack credit records and secured property. At the same time, traditional financial institutions in the process of entering the rural areas of ethnic areas to provide services, due to traffic, natural environment and other factors, also make them into the farmers to provide services. It often shows a negative attitude under the influence of cost-selling in the financial institutions because of the instability of the investment in credit collection costs in the process of providing services, and when the overall service shows high-risk, low-yielding farmers' financial services.
2. MEASURES TO ADDRESS MEASURES RELATED TO THE REVITALIZATION OF FINANCIAL SERVICES IN RURAL AREAS

2.1 The Rational Use of Social Capital
At present, in the process of rural revitalization in ethnic areas, it is usually through the construction of rural cooperative financial organizations to deal with various problems in the process of financial services. The use of social capital can first realize the control of information cost. This is due to the social composition, the rural society is mainly acquaintance society, mutual knowledge of each other, this is its ability to the rural mutual aid society members of the credit level of a precise and fast judgment, in order to achieve an effective reduction of information costs, so that farmers can more conveniently access to financial services. In terms of supervision cost, the establishment of corresponding rural cooperative financial organizations can use social capital to ensure that members can correctly use their own enjoyment of financial services, and maintain a good credit record. At the same time, through the embodiment of social trust in social capital, it is also possible to effectively deal with the cost of risk management, to provide a good basis for the development of financial transactions. In this way, through the network of acquaintance society and the rational use of social capital such as moral restraint and social norms of social members, we can realize the information cost, supervision cost and risk management cost in the process of financial transaction, so that its internal personnel can enjoy perfect financial services, and reduce the difficulty of rural areas to enjoy financial services.

2.2 Construction of Multi-Win Mechanism
In the process of rural revitalization, the corresponding win-win mechanism is constructed on the basis of rural cooperative financial organization, which can effectively solve the problem that it is difficult to be efficient and sustainable development in the process of independent operation. By playing the leading role of rural cooperative financial organizations as a new type of subject, we can actively guide and live farmers to enter services and or in various professions, while constantly improving their own organization, standardization, to broaden the production and operation space of farmers, and reduce the market risks that small farmers need to bear, so as to achieve mutual risk sharing, benefit sharing.

3. CONCLUSION
Moreover, through the mode of "farmers + new type of agricultural operation subjects + government + financial institutions", the interests of all parties are connected, so that the overall risk is kept in a controllable state. This has greatly increased the profits of financial institutions, so that financial institutions also benefit greatly in this process. Taking an area as an example, it has obtained nearly 3 million yuan of loans by building a multi win mechanism of new rural cooperative financial organizations. The financial service satisfaction rate of farmers has also reached 96.46%, which guarantees the production and life of farmers, and at the same time, ensures the win-win and mutual benefit among all parties.

REFERENCES
Research on The Influence of Business Environment on Economic Development in Poor and Backward Areas

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Abstract: Under the background of "five in one" and "urban and rural integration", strengthening environmental construction in poor and backward areas has become an important research topic in the new period. Accelerating the sustainable economic development in poor and backward areas is the basic requirement of building a socialist environment-friendly society. Based on the business environment, this paper analyzes the economic development of poor areas to ensure further optimization of business environment and promote the economic development of poor and backward areas.

Keywords: Business environment; Poverty and backwardness; Economic development.

1. INTRODUCTION
Under the background of Rural Revitalization Strategy, the state holds high the banner of "Rural Revitalization" and advocates that economic construction should be based on Rural Revitalization and development. Based on the current situation of economic construction in poor and backward areas, economic development is slow, infrastructure is backward, and the legal environment is not sound. Therefore, relevant scholars have focused on the optimization of business environment in poor and backward areas to ensure the acceleration of economic construction process in poor and backward areas.

2. HELP PRIVATE ENTERPRISES TO TIDE OVER DIFFICULTIES
Under the influence of Xinguan epidemic, local private enterprises are facing many challenges. At present, it is imperative to promote enterprises in poor and backward areas to resume work and production and help enterprises tide over difficulties. The national action plan for optimizing the business environment only focuses on the whole life cycle of production and operation of private enterprises. Combined with the business environment of market entities, we should strengthen the policy preference and capital subsidies for private enterprises, revitalize the vitality of private enterprises and alleviate the problem of capital shortage of private enterprises [1-3]. The government implements the tax subsidy policy, deeply tap the potential of business environment, and ensure to support the development of private enterprises in poor and backward areas.

3. ADHERE TO THE PEOPLE'S SUPREMACY
AND PRECISE POVERTY ALLEVIATION
General secretary Xi Jinping emphasized the importance of "adhering to the people as the center" in the "Xi Jinping's talk on governing the country". He called for the people's stand as the fundamental position and the yearning for people's good life as the general objective of the struggle, which demonstrated the purpose of the party's "never forget the original mind and bear in mind the mission". The business environment is the concentrated expression of the enhancement of the country's soft power. The party and the state have increased the macro-control of the business environment, taking the protection of market subjects, employment protection and attracting foreign investment as important starting points. To ensure that through the optimization of the business environment, activate the market players, better balance the level of economic development between urban and rural areas, drive the economic development of poor and backward areas, and promote rapid economic development. Under the development of the new era, optimizing the business environment is the "crucial battle" to promote the comprehensive deepening of reform. In order to speed up the economic development in poor and backward areas, relevant people suggest that we should try our best to solve the problems of private enterprises, improve service quality, actively build a new type of government-business relationship, strengthen financial support for private enterprises in poor and backward areas, help enterprises expand the market, effectively improve the efficiency of the masses, and create a healthy and good development environment.

4. OPTIMIZE THE BUSINESS ENVIRONMENT AND HELP THE ECONOMY RECOVER
The business environment can effectively activate the entrepreneurial vitality of poor and backward areas, and optimize the business environment, which is also a strategic means to form talent agglomeration effect. Since the reform and opening up, under the background of Rural Revitalization Strategy, the economic construction in poor and backward areas has achieved obvious results. However, in balancing urban and rural development, it still needs to be further solved. In order to fundamentally promote the economic development of people's livelihood, we still need to start from the economic construction of poor and backward areas. The local governments in poverty-stricken and backward areas should increase policy preference, give full play to government functions, increase macro-control, actively introduce funds, technology, talents, and improve
infrastructure construction for the poor and backward areas, enhance the comprehensive strength of the poor and backward areas, ensure sustained and stable economic growth in the poor and backward areas, and focus on agriculture. The industrial chain of heart. We should create an environment of "prosperous industry, livable ecology, civilized rural culture, effective governance, and affluent life", so as to realize the vision of a better life for the people in poor and backward areas with the strong support of the local government. The impact of optimizing business environment on poor and backward areas is mainly reflected in the following aspects:

4.1 Strengthen the construction of investment environment in poor and backward areas.

Under the new situation, speeding up the construction of rural economy in backward areas has become an important research topic in the new era. Some poor and backward areas, under the influence of business environment, speed up the rectification of people's living environment, strengthen the centralized treatment of sewage in poor and backward areas, gradually promote garbage classification policies, comprehensively rectify dangerous housing in poor and backward areas, improve drinking water, electricity, communication networks in poor and backward areas, strengthen the care of children left behind in poor and backward areas, the elderly left behind, build medical and health services, rural old-age care, civilian service system, strictly in accordance with the poverty-poor backward areas planning and housing construction goals. We will optimize the allocation of resources in poor and backward areas and continuously improve the happiness index of people in poor and backward areas.

4.2 Improve the construction of the legal environment in poor and backward areas.

Driven by laws and regulations such as the Rural Revitalization Promotion Law and the Rural Collective Economic Organization Law, the State has increased its support for the economic development of poor and backward areas, accelerated the reform of the collective economic system in poor and backward areas, guided by the needs of farmers and farmers, established and perfected environmental mechanisms for business, and taken agricultural market operation as the main body, effectively providing benefits to the people in poor and backward areas to ensure that the people enjoy benefits. Local governments accelerate the development of agriculture in poor and backward areas, increase the promotion and application of new agricultural planting technologies and agriculture, comprehensively build demonstration agricultural bases, ensure that local farmers in poor and backward areas produce and sell their own products, become self-sufficient, gradually build up agricultural and ecological models, and promote the development of secondary and tertiary industries. We will promote the harvest and increase the yield of local farmers and better promote the overall economic development of poor and backward areas. Strengthening the construction of environmental legal system in poor and backward areas is an effective means to accelerate the transformation of economic development in poor and backward areas, and can contribute to the sustainable development of poor and backward areas through balanced economic development and ecological construction. Under the influence of business environment, some poor and backward areas have gradually changed their local economic development from extensive mode to intensive mode, improved the utilization rate of resources, actively developed circular economy, and guaranteed the basic needs of people in poor and backward areas for production and life.

4.3 Optimize the construction of ecological environment.

Based on the perspective of business, the government and relevant departments must strengthen decision-making, coordinate the relationship between economic development and ecological construction in poor and backward areas, and rationally allocate natural resources in poor and backward areas. By establishing the decision-making mechanism of environmental legal construction in poverty-stricken and backward areas, environmental protection departments should give full play to their ecological protection functions, and earnestly formulate the ecological environment improvement plan in poor and backward areas. We will accelerate the implementation of environmental legal system in poor and backward areas, and ensure that under the supervision of government law enforcement, we will promote the construction of ecological environment in poor and backward areas. Therefore, under the influence of business environment, the poor and backward areas pay more attention to the synchronous development of economic development and ecological construction, so as to ensure the activation of economic construction in poor and backward areas under the business environment.

5. CONCLUSION

To sum up, under the new situation, the business environment has been continuously optimized and improved, effectively driving the economic development of enterprises in poor and backward areas, accelerating the construction of new countryside, and constantly optimizing the political environment, legal environment and economic environment of poor and backward areas. We should enhance the self-confidence of economic development in poor and backward areas, and ensure that under a good business environment, the economic development of poor and backward areas will be pushed to the level of new normal development.

REFERENCES

The Effect of Acupuncture and Massage Combined with Functional Exercise on the Rehabilitation of Hemiplegia after Brain Injury

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Abstract: Objective: To explore the effect of acupuncture and massage combined with functional exercise on the rehabilitation of hemiplegia after brain injury. Methods: 80 patients with hemiplegia after craniocerebral injury were divided into control group (functional exercise) and research group (acupuncture and massage combined functional exercise) according to the difference of rehabilitation nursing mode. Through the observation and comparison of the two groups of patients with functional changes, determine the late rehabilitation effect. Results: NIHSS score, MQ score, ABC score, FMA score and Barthel index of the study group were better than those of the control group (P < 0.05). Conclusion: Acupuncture and massage combined with functional exercise have a positive impact on the rehabilitation effect of hemiplegia after brain injury, which can effectively improve the quality of life of patients.

Keywords: Acupuncture and Massage; Functional Exercise; Brain Injury; Hemiplegia; Rehabilitation Nursing.

1. INTRODUCTION
Hemiplegia is a common complication of patients with brain injury, mainly manifested as consciousness disorder, motor dysfunction, language disorder, daily life dysfunction, etc., which has a huge impact on the quality of life, physical and mental health of patients [1]. In the treatment of hemiplegia after craniocerebral injury, we should improve the functions of the patients through effective nursing, and promote the recovery of the patients. This paper mainly discusses the effect of acupuncture and massage combined with functional exercise on the rehabilitation of hemiplegia in the later stage after brain injury.

2. DATA AND METHODS
2.1 Data
After the approval of medical ethics committee, according to the inclusion criteria [2] (confirmed hemiplegia patients after craniocerebral trauma; patients receiving rehabilitation treatment and nursing; patients voluntarily participating in the study) and exclusion criteria (patients with severe mental diseases before the onset of the disease; patients with other serious physical or organ diseases; midway transfer or withdrawal from the study) from the hospital between January 2018 and December 2019 80 patients with hemiplegia after craniocerebral injury were selected as the research object. According to the wishes of patients and their families, the study samples were divided into two groups by the method of drawing lots. There were 40 cases in the control group, 22 males and 18 females, age (40.52 ± 5.31) years old, course of disease (144.45 ± 8.78) days. There were 40 cases in the study group, 21 males and 19 females, aged (40.73 ± 5.68) years, and the course of disease was (144.78 ± 8.22) days. There was no significant difference in general data between the two groups (P > 0.05).

2.2 Methods
Control group: score the patients' abilities, and make individualized and systematic functional exercise program for the patients according to the evaluation results. Under the guidance of professional nursing staff, following the principle of people-oriented and step-by-step, we can flexibly carry out activities such as body passive training, sitting training, body active training, single and parallel bars feet standing training, walking training, language communication training, reading training, etc. Study Group: on the basis of the control group, the patients were treated with acupuncture and massage. For example, acupoints such as Neiguan, Jiquan, Hegu, Baxie, futu, Fengchi, Sanyinjiao, Zusani, Yanglingquan, Qihai were taken. After routine disinfection, use Pingbupingxie acupuncture, keep the needle for 30 minutes, once a day, five times a week. The acupoints of the patient's affected limbs, such as Hegu, Waiguan, shousansi, Fengfu, Fengchi, Waiguan, Zusani, were massaged for 30 minutes, once a day and six times a week. All patients were treated for 28 days.

2.3 Observation index
The National Institutes of Health Stroke Scale (NIHSS), memory quotient scale (MQ), Chinese aphasia scale (ABC), limb motor function scale (FMA) and Barthel index scale of daily living ability were used as the observation indexes. The changes of nerve function, language function, motor function and daily life function were evaluated before and after treatment. NIHSS score is inversely proportional to the corresponding ability, while MQ score, ABC score, FMA score and Barthel index are directly proportional to the corresponding ability.

2.4 Statistical processing
Using the statistical software SPSS20.0 to process the study data, NIHSS score, MQ score, ABC score and other measurement data with the average number of the standard deviation \( \bar{x} \) (s), other counting data with the number (n) and rate (%) expressed, the intergroup comparison with t or \( \chi^2 \) test, with P 0.05 to indicate that the difference is
statistically significant.

3. RESULTS
Prior to treatment, the control group and the study group NIHSS score (28.43 ± 4.61) points, (28.43 ± 4.66) points; MQ score (80.11 ± 10.25) points (80.12 ± 10.72) points; ABC Score (72.72 ± 8.76) and (72.70 ± 8.73) min; FMA score (37.85 ± 10.26) and (37.86 ± 10.31) and Barthel (32.45 ± 7.66) points, (32.45 ± 7.70) and so on, the difference is not statistically significant (P > 0.05), after treatment, the two groups of patients improved the neural function, motor function, language function, daily life function, etc., but the improvement effect of the study group was more obvious, the score was better than the control group (P < 0.05), as shown in Table 1.

Table 1. Comparison of function scores after treatment [(x±s), Points, n=40]

<table>
<thead>
<tr>
<th>Constituencies</th>
<th>NIHSS Rating</th>
<th>ABC Ratings</th>
<th>FMA rating</th>
<th>Barthel Index</th>
<th>MQ rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>Control group</td>
<td>22.42±4.45</td>
<td>142.35±20.89</td>
<td>73.88±10.73</td>
<td>62.26±12.39</td>
<td>86.47±12.23</td>
</tr>
<tr>
<td>Research Group</td>
<td>17.56±4.02</td>
<td>198.78±22.47</td>
<td>86.62±11.94</td>
<td>78.45±12.45</td>
<td>94.54±14.28</td>
</tr>
<tr>
<td>t</td>
<td>5.13</td>
<td>11.63</td>
<td>5.02</td>
<td>5.83</td>
<td>2.70</td>
</tr>
<tr>
<td>P</td>
<td>0.00</td>
<td>0.00</td>
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</table>

4. CONCLUSION
In the face of the increasing number of patients with craniofacial trauma, it is very important to strengthen the treatment and nursing of paraplegia after cranial trauma. Analysis from the results of this study can be seen: after treatment of patients in the study group, the performance score was better than the control group (P < 0.05), showing that the effect of acupuncture combined functional exercise on the rehabilitation effect of paraplegia after brain injury was positive and significant, and could effectively improve the patient's neurological function, language function, motor function, daily life function, etc., and improve the patient's quality of life.

REFERENCES
Research on The Cooperative Training of Maritime Talents Between China and Pakistan

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Abstract: Since the establishment of diplomatic relations in 1950, Pakistan and China have strengthened strategic mutual trust and carried out all-round mutually beneficial cooperation in many fields. As everyone knows, one belt, one road, is located in Pakistan, which is a great location for shipping. Therefore, strengthening maritime cooperation between the two sides is the common demand of each other. This paper mainly studies the cooperative training of Chinese and Brazilian maritime talents, for the reference of relevant personnel.

Keyword: Pakistan; Maritime; Personnel Training.

1. INTRODUCTION
Due to its special geographical location, Pakistan has unique maritime advantages. One belt, one road, is the most important part of the development of maritime industry. The two countries need to take the two sides as a breakthrough, strengthen communication and study, promote cooperation and build more "one belt and one way" applied maritime talents, and promote the two countries to seek common development in cooperation.

2. ANALYSIS OF THE PROBLEMS IN THE TRAINING OF MARITIME TALENTS BETWEEN CHINA AND PAKISTAN
The lack of maritime students has become a universal problem. Moreover, compared with ordinary undergraduate colleges, the situation of Vocational Colleges in terms of student source is more severe. By exploring the reasons, we can find out that under the development of China's economy, the gap between land and sea work in terms of wages has been narrowing, which has led to the decline of the professional attraction of seafarers. Therefore, the number of students applying for maritime major has gradually decreased. At the same time, the social reputation and status of seafarers have declined in the development of seafarers. Compared with other industries, the occupation is more difficult and its attraction to the younger generation is weakening. At present, the major shipping companies in China generally have the situation of shortage of crew talents, low quality of management personnel and high rate of crew turnover. This, to a large extent, results in the shortage of talent reserve in the cooperative training of maritime talents between China and Pakistan, and restricts the development of China's maritime power strategy [1].

In the setting of professional courses in most maritime vocational colleges, there is too much emphasis on theoretical teaching, but not on the cultivation of students' application ability and professional quality. In the form of teaching, students mainly listen to the teacher and the teacher gives priority to. Students' moral subject status is not highlighted, and the cultivation of students' ability is lack. To a large extent, this leads to the weak practical ability of students, and the quality of maritime talents cannot be fundamentally improved, which is very unfavorable to the development of talent cooperation between China and Pakistan.

Through the investigation of relevant shipping enterprises, the graduates of maritime colleges and universities in China generally have poor practical ability and low English level. The overall quality of graduates is not high, and it is difficult to adapt to the technical innovation and development of shipping industry, which restricts the rapid development and safe operation of shipping industry to a certain extent. Based on the above situation, maritime colleges and universities should reform teaching ideas and teaching mode through the talent cooperation and exchange between China and Pakistan, fundamentally improve the teaching efficiency and teaching effect, teach students according to their aptitude, and strengthen the ability training of students, so as to cultivate more excellent maritime talents for China and provide talent guarantee for the realization of China's maritime power strategy.

3. CHINA PAKISTAN MARITIME TALENTS COOPERATION TRAINING STRATEGY
In order to realize economic power, we should strengthen the strategy of maritime power and shipping power. The construction of a maritime power cannot be separated from the support of high-quality maritime talents. Based on the background of China Pakistan maritime talents cooperation training, at the government and social level, we should effectively improve the social status of seafarers and attract more talents to invest in the marine industry. China should strengthen the exchange with Pakistan government, promote the solution of the problem of lack of marine talents through the broadening of vision. On the basis of recruiting maritime talents at home, China should actively expand foreign advanced talents and promote the development of China's marine talents reserve. The government should increase investment in navigation, broaden investment channels, strengthen the training of seafarers, provide services for major airlines and the vast number of seafarers, form a bridge between the government and airlines, and promote the healthy development of the shipping industry.

The cooperative training of maritime talents between China and Pakistan can be started from maritime colleges and universities. Taking a maritime vocational and Technical
College as an example, in order to further develop the training of maritime talents, the college carried out the relevant China Pakistan maritime exchange meeting, which promoted the talent exchange between the two countries. Through strengthening educational cooperation, the joint training of maritime talents has been strengthened.

Relevant maritime colleges and universities should be based on themselves and actively explore the innovation of teaching mode in international exchanges. The relevant colleges and universities should change the traditional knowledge teaching mode and strengthen the cultivation of students' ability. For example, in the teaching of marine equipment operation, the integrity of teaching should be emphasized. If students are in the learning process, the equipment disassembly has not been completed, they should learn the next knowledge point immediately, which is very disadvantageous for students to learn the working principle of equipment. To a large extent, it affects the effect of classroom teaching, resulting in the lack of students' ability training. This requires that teachers should integrate the curriculum from fragmentation into a complete teaching, and implement the principle of integration of teaching, learning and doing in the mode. In addition to explaining the knowledge and principles of marine equipment, the practical operation should be supplemented to effectively cultivate students' operational ability of marine equipment. Teachers should actively break the shackles of traditional teaching mode and thinking concept, change the disciplinary teaching mode, so that students can get better practical ability training [2].

In the training of maritime talents between China and Pakistan, in addition to the exchange between the government and colleges, we should also strengthen the construction of teachers' team, and build a "double qualified" teaching team with reasonable structure. This requires that the teaching staff should not only come from the front line of navigation, but also serve the front line of navigation. Teachers should strengthen the connection with the specific maritime cause, promote the close combination of classroom education and practice. Teachers should actively explore the cooperative research with the Pakistani government with an open mind, closely follow the development trend of advanced technology in the industry, and based on the cooperation and exchange between China and Pakistan, broaden students' vision, strengthen students' international integration, and realize maritime cause forward looking training of talents.

4. CONCLUSION

One belt, one road, is to promote the training of maritime talents in China and Pakistan. This is conducive to the development of maritime talents in both countries, and is conducive to the development of maritime affairs between the two countries, and effectively promotes the construction of the whole region.

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REFERENCE

Research on The Construction and Practice of Chinese Language Courses for Foreign Students Coming to China Under the Guidance of Curriculum Thinking Politics

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Abstract: Curriculum Thinking politics" is the guiding ideology of "cultivating morality and cultivating people" as the teaching goal. In this paper, the "curriculum ideological and political" as the main research object, aiming at the relevant content of Chinese as a foreign language courses for foreign students in China, to carry out theoretical research and practical exploration. Combined with the author's many years of experience in teaching Chinese as a foreign language, combined with the relevant teaching objectives and teaching practice, to provide help and support to the relevant teachers in the field of foreign language teaching. This paper is only for the reference of relevant researchers.

Keywords: Curriculum Thinking politics; International Students coming to China; Teaching Policy; Teaching Concept; Foreign Chinese Course.

1. INTRODUCTION

Curriculum thinking is the teaching thought of constructing full, full course and whole curriculum to educate people in the new era. Based on the teaching concept of curriculum thinking, it has become an important research topic in the field of education to carry out the related teaching and practice research of Chinese language courses for international students coming to China, which has aroused a series of discussions and explorations [1-3].

With the steady growth of China's economy and the rapid development of international trade, the number of Chinese as a second language learning is also increasing. As of March 2014, more than 100 million people had learned Chinese as a second language [4-6]. The global Chinese learning fever continues to heat up, providing opportunities for the development of Chinese as a second language teaching, and also put forward a new research direction theme. How to make use of artificial intelligence technology to further improve the quality and learning efficiency of Chinese teaching a foreign language is an urgent problem to be solved in the current situation of insufficient number of Chinese teachers [7]. In the 21st century, the development of information technology and the popularization of 3G networks, personal computers and mobile smart terminals have provided a good opportunity for the development and application of intelligent teaching systems for Chinese as a foreign language. The perspective teaching system from the learning subject can free the learner from the limitations of learning time, space and teachers and curriculum, and at the same time, the intelligent teaching system can provide students with immediate and personalized learning guidance. From the educator's point of view, the teacher's professional quality depends on the application and development of new technology, especially the intelligent teaching system. However, according to research, the current level of application of the intelligent teaching system of Chinese as a foreign language, especially in the intelligent design of the four modes, also need to improve the thinking, to better meet the needs of personalized, independent learning [8]. The focus of teaching Chinese as a foreign language is on teaching Chinese as a foreign language. It is the exchange of cultures and technologies in different languages. This is actually a one-way cultural export process, is a major cause in China. The development of teaching Chinese as a foreign language is of strategic importance for promoting Chinese language to the world, spreading excellent Chinese culture, enhancing mutual understanding and friendship between China and the peoples of the world, cultivating more friendly people to China, expanding economic exchanges and cooperation, and connecting with the world in cultural terms to enhance China's international influence. As more and more people devote themselves to Chinese learning. Generally speaking, such a system can improve learning efficiency at the same time to provide timely feedback, so that learners after a period of continuous learning, can improve their Chinese level. More importantly, learners can improve their deep understanding when reading Chinese, so as to better learn Chinese and improve learning efficiency.

2. THE BASIC CONNOTATION OF CURRICULUM THINKING

Curriculum thinking refers to the construction of full, full course, full curriculum education pattern of the form of all kinds of courses and ideological and political theory classes to peer, forming a synergistic effect, "To cultivate people by virtue " as the fundamental task of education a comprehensive educational concept. The essence of curriculum thinking is to cultivate people by virtue, the educational idea is collaborative education, the teaching structure is three-dimensional pluralism, and the teaching method is in the form of explicit combination. Through the...
application of relevant teaching ideas, further expand the traditional teaching in the relevant gaps [9]. With the gradual strengthening of China's national strength, the development of cultural exchanges and academic discussions among Chinese and foreign students is increasing day by day, thus promoting the development and innovation of Chinese language courses abroad. Based on the teaching purpose of curriculum thinking, the development and exploration of Chinese teaching of Chinese by Chinese students in China has become the most important research topic at present [10].

3. STUDY ON THE TEACHING OBJECTIVES AND PRACTICE OF CHINESE LANGUAGE COURSES FOR FOREIGN STUDENTS COMING TO CHINA

3.1 Fluent Language Expression
Under the guidance of Ideological and political courses, adhere to the educational concept of moral education, deeply integrate the whole staff, the whole process and the whole curriculum education pattern, and carry out effective TCFL courses in depth, so as to improve the learning quality of overseas students in China. As a Chinese as a foreign language course, first of all, its teaching goal should be to achieve effective language exchange and fluent expression of relevant semantics and content. As a teacher of Chinese as a foreign language, we should first understand the students' basic level of Chinese, then carry out targeted teaching of Chinese as a foreign language, and carry out relevant teaching work according to the actual situation. At the same time, combined with the teaching concept of Ideological and political courses, the teaching work is integrated into the daily teaching courses. In addition, for the language expression ability of overseas students in China, we should adhere to the teaching idea of speaking more, dare to say and want to say, and carry out effective teaching content in combination with the daily activities of students.

For example, in order to further improve the Chinese expression ability of overseas students, various language performances can be carried out. On the one hand, with entertainment as the guide, teachers can realize the effective use of foreign students' language expression ability with students' interest as the guide, combined with the teaching concept of Ideological and political courses. On the other hand, based on the principle of shaping the three-dimensional teaching method of foreign students, combined with the ability of body expression, further improve the expression and use of Chinese by foreign students. With the help of various ways of expression, the language content is more clear, accurate and concise. Because the Chinese tone is composed of four tones, many European and American students cannot fully grasp it in the learning process. Relevant foreign language teachers can learn flexibly by gliding or pithy formula. After mastering a certain degree, students' language expression ability can be further improved in the form of performance, so as to achieve flexible use.

3.2 Writing Smoothly

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and using as the core, carry out relevant teaching work. For example, the usage of prepositions in Chinese is simpler than that in other languages. The usage of "in" in English is very diverse. However, there is no specific distinction between Related words and sentences in Chinese. On the one hand, Chinese characters and grammar are extremely refined, full of charm and art of characters. On the other hand, the same content of expression, Chinese is more accurate and transparent, so as to prove the advanced sense and superiority of Chinese grammar. As a foreign student in China, we should put down the burden of thinking, take the principle of reading, writing, speaking and seeing more, combine the teaching policy of Ideological and political courses, and further realize the flexible use of Chinese grammar. In the process of a large number of expressions, Chinese will naturally understand the relevant grammatical content, thus forming a habit of expression and realizing the integration of Chinese grammar [2].

3.4 Chinese Literature Reading
Literature reading is the highest level of Chinese learning, usually based on ancient Chinese. As a foreign student, many students only know Tang poetry, Song Ci and Yuan opera, but they have little knowledge of ancient Chinese literature. Through the study of language expression, language writing, grammar application and so on, and finally carry out the literature reading of ancient Chinese, we can really understand the essence of Chinese culture. As related teachers, we should always adhere to the teaching concept of Ideological and political courses, and integrate it into students' daily learning. Chinese learning is not only the learning of a language, but also the learning of culture and life. Through the reading and understanding of ancient Chinese articles, we can find countless philosophy of life, thus building a Chinese faith with a certain value of life. And this power can help students fully understand the joy and interest of learning, so that they are more fascinated and love Chinese [3].

3.5 Establish Learning System
In order to achieve a certain teaching effect, the system based on modern computer network technology can automatically complete the courseware production, and connect it with the general teaching system in the actual teaching process. It not only realizes the effective improvement of traditional teaching mode, but also promotes the effective improvement of teaching quality. In the actual teaching process, mainly through the above system to build a system with advanced teaching quality. The main task of this system is to establish a multimedia network database and generate corresponding teaching courseware on this basis. The whole process is completed through the system. Therefore, in the process of building the system, we need to build a system structure combined with the courseware making process, and then get the corresponding results. The design process of multimedia courseware is shown in Figure 1.

Figure 1. Multimedia courseware design process.
As shown in Figure 1, the system needs to combine the process shown in Figure 1 for comprehensive analysis in the actual work process, and on this basis, the design process of multimedia courseware can be analyzed and the corresponding results can be produced. After running the system needs to authenticate its identity, and after entering the corresponding account number and password can get into the system, different roles have different system permissions, after entering the system can put forward the corresponding requirements, and can produce corresponding multimedia courseware in the system. Multimedia courseware in the system will produce a courseware background, the system's main menu has the corresponding mode selection, in the actual production process to choose the corresponding production mode, these modes will contain the courseware production process, and there are some choices for users to choose. After the production of courseware can be demonstrated in the system to play, observe the effect of courseware production, and then the courseware can be modified accordingly, and constantly improve its treatment, and finally get the teaching courseware to match the teaching curriculum. In the process of making multimedia courseware, the system is mostly done automatically, and the established multimedia files are stored in its database.

4. INNOVATION AND DEVELOPMENT OF CHINESE LANGUAGE COURSES
With the ideological and political education as the core idea, we can carry out a practical and effective teaching program for overseas students in China. Combined with the relevant activities, aiming at the reading ability, writing ability, expression ability, understanding ability and other aspects of foreign students, the innovative development of Chinese teaching is carried out, so as to build a series of new teaching ideas. In this way, we can help foreign students to master the use of Chinese as soon as possible, so as to help the friendly communication of Chinese and foreign cultures. With ideological and political courses as the core, we will continue to carry out efficient teaching programs, and carry out teaching content adapted to local conditions around the daily learning environment of overseas students. Let foreign students further integrate into the local language system, constantly create a more dynamic and vigorous Chinese teaching, realize the learning dream of foreign students, and expand the language influence of Chinese teaching. We
should continue to extend the excellent traditional culture of the Chinese nation, actively develop the good communication and transmission of Chinese and foreign cultures, so as to continuously enhance the influence and development momentum of Chinese culture in China.

5. CONCLUSION
To sum up, based on the ideological and political education thought of the course, combined with the current teaching ideas of overseas students in China, we will continue to expand the relevant Chinese teaching content, so as to build a series of teaching experience. Through systematic comparison and analysis, the construction and practice of Chinese course has unimaginable function and significance, so as to further realize the core purpose of Chinese teaching and express the essence and content of Chinese traditional language and culture. However, compared with the intelligent teaching system of English, the current teaching system of Chinese as a foreign language is not only small in number, but also mostly has the defects of lack of systematic and practical resources, less consideration of the personalized characteristics of learners, neglecting the evaluation and feedback of learning effect, improper use of teaching methods and teaching strategies, and there is a clear gap in intelligence level.

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On the Construction of Ideological and Political Education Function of National Defense Education in Colleges and Universities

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Abstract: The fundamental purpose of national defense education is to strengthen the education and training of college students' patriotism. It reflects the organic connection between national defense and education and occupies an important strategic position in the development of the country. However, national defense education has unique advantages in patriotism education. National defense education can become an effective carrier for organizing college students to carry out civic moral education based on basic moral standards. National defense education in colleges and universities is conducive to improving personality and psychology and is an important basis for ideological and political education of college students. National defense education plays a promoting role in cultivating college students' spirit of hard struggle, enhancing their awareness of the advantages and disadvantages in times of peace and danger, and improving their comprehensive quality. It enriches and supplements the contents and methods of ideological and political education in colleges and universities, and is an effective way and carrier to further strengthen and improve the ideological and political education of college students in the new era.

Keywords: National defense education; Ideological and political education; Effect.

1 INTRODUCTION
Carrying out national defense education in colleges and universities is of great significance for strengthening the national defense concept of college students, establishing a scientific world outlook, outlook on life and values, stimulating their patriotism and collectivism spirit, and promoting their overall improvement in ideology, morality and quality. National defense education and ideological and political education are not only different but also intrinsically linked. They are interrelated, dialectically unified and mutually promoting [1]. Between national defense education and ideological and political education, there is also the phenomenon of mutual cooperation and mutual influence. National defense education is not a simple form, but through national defense education to enhance college students' sense of hardship, cultivate and stimulate college students' patriotic enthusiasm, enhance national cohesion and centripetal force [2]. It is closely related to the ideological and political education in colleges and universities and fully embodies its value in the ideological and political education of college students.

2. THE EFFECT OF NATIONAL DEFENSE EDUCATION ON COLLEGE STUDENTS' IDEOLOGICAL AND POLITICAL EDUCATION
2.1 It is beneficial to cultivate the spirit of hard struggle of college students
As a comprehensive patriotism and national spiritual strength education that runs through all fields and works, national defense education has many commonalities with ideological and political education in colleges and universities in terms of content, purpose and function, which is of great significance for enriching the content of ideological and political education in colleges and universities. Hard struggle is the quality and style of struggle that the Chinese proletariat has shown in its long-term practice of fighting for revolutionary ideals and fine causes. It is the glorious tradition of our Party and army and is an important guarantee and spiritual strength for the victory of the Chinese revolution and socialist construction [3]. In the new era, the main task of national defense education in colleges and universities is to fully implement the party's educational policy, to run ideological and political education through the whole process of students' military training, and to give full play to the function of political education [4]. The aims of national defense education and ideological and political education both include patriotism education, strengthening citizens' national defense concept and stimulating patriotic enthusiasm. The identity of aims has laid a foundation for the cooperation between national defense education and ideological and political education.

2.2 National defense education is an effective way to expand ideological and political education
Practice has proved that national defense education in colleges and universities, whether it is military teaching or daily activities, can cultivate the students' spirit of loving the motherland, loving the collective, loving life, cherishing honor and being proactive, and promote the all-round development of college students. In particular, military training, which is the main form of national defense education, can enable young students to learn the firm political stand of the army under the leadership of the party, correct world outlook and outlook on life, and promote their ability to distinguish right from wrong through personal practice. It is an education to train new talents with ideals, morality, culture, discipline and certain military scientific knowledge and basic skills. Therefore, national defense education, as a comprehensive patriotism and national
spiritual strength education that runs through all fields and works, has many commonalities with ideological and political education in colleges and universities in content, purpose and function, and must be incorporated into the overall ideological education system [5]. Strengthen the national defense and national security awareness of college students, strengthen patriotism and collectivism, strengthen organizational discipline, and promote the improvement of college students' comprehensive quality.

2.3 It is conducive to the formation of college students' consciousness of supporting the army and the establishment of collectivist discipline view
National defense education is not only an important way to strengthen the construction of our national defense reserve force and raise the national defense awareness, but also an effective measure to strengthen ideological and political work in colleges and universities. The stronger the citizens' national defense awareness and patriotic spirit, the more conscious they will be to fulfill their obligation to defend the motherland. The size of our national security coefficient depends to a large extent on the degree of citizens' concern for national and ethnic interests. Many people lack attention to the world situation and military developments, so military knowledge and national defense knowledge are quite scarce. In order to cultivate college students' social responsibility and make students feel patriotic, they should start from the things around them and finish their studies. Developing a civilized and polite life style is an effective way for students to integrate into the collective and improve their self-cultivation. National defense education in colleges and universities should be infiltrated into all aspects of ideological and political education, and the promotion of ideological and political effects in colleges and universities should be promoted with the aid of national defense education as a catalyst.

3. IMPROVING THE EFFECTIVENESS OF NATIONAL DEFENSE EDUCATION IN COLLEGE STUDENTS'IDEOLOGICAL AND POLITICAL EDUCATION
3.1 Relying on the platform of ideological and political education for college students to carry out national defense education in colleges and universities
College students, as a generation of the socialist cause connecting the past with the future, are of self-evident importance in their comprehensive quality. Carrying out lively competitions is an important form of ideological and political work in national defense education. In the tense life of military training, various competitions can effectively arouse the enthusiasm of college students. In training, through the study of the regulations of the Chinese People's Liberation Army, students can be trained in organizational discipline and collectivism, learn tolerance and obedience, and improve interpersonal relationships. Take national defense education as the center to promote the national spirit of college students. The core of national defense education is patriotism education, the fundamental purpose of which is to strengthen the education and training of college students' patriotism concept. Schools should regard national defense education as a major issue related to the rise and fall of the country and the rejuvenation of the nation. We should improve national defense education institutions and set up special military teaching and research sections. In addition, it is necessary to reasonably allocate educational teachers to improve the overall quality of teachers. It is helpful for them to make correct choices when the interests of the state, the collective and the individual are in conflict, so as to cultivate college students to set up the outlook on life and values with courage to offer [6].

3.2 Advocate and support students' spontaneous national defense education
Education is a process of subjective and objective factors. Only by giving full play to students' subjective initiative can good results be obtained. The discipline system on which national defense education depends is military science. Modern military science is a comprehensive science with extensive scope and rich contents. To improve the comprehensive quality of students; To enable students to master basic military knowledge and skills and lay a good foundation for the Chinese People's Liberation Army to train reserve troops and reserve officers and for the country to train builders and successors for the socialist cause [7]. For example, the debating contest will be introduced into the classroom, so that students can look up materials and express their opinions in view of current events, and teachers can guide them in a timely manner, so that debaters and participants can enrich their knowledge and establish a correct awareness of national defense in the face of drastic changes. Colleges and universities should carry out national defense education in a free system, "so that students can master basic national defense knowledge and skills, establish national defense concepts and national security awareness, strengthen national self-confidence, self-esteem and pride, and further stimulate patriotism, collectivism and revolutionary heroism. To further improve their creativity and comprehensive thinking ability, promote the improvement of scientific quality, is more conducive to improving students' humanistic quality.

3.3 Continue to expand national defense education ideas and integrate national defense education and ideological and political education resources
National defense education is an effective way of patriotism education. It has unique advantages in patriotism education. The national defense consciousness with patriotism as its essence and with peace and danger as its center can enable college students to consciously safeguard national interests, safeguard national security and prevent foreign aggression. College students are easy to pay attention to interesting or novel things and stimulate their interest in learning, which is the key to solve the problem. Secondly, from the perspective of the development law of national defense education, the constantly developing situation requires the national defense consciousness to adapt to it. At the same time, the richness of national defense education content and the extensiveness of its objects also objectively require that the forms and methods of national defense education must
be diversified. The frontier and mystery of military science knowledge itself can also greatly stimulate students' interest in learning. At the same time, military science is itself a humanities and social science. Learning military science is conducive to improving students' humanistic quality. Through national defense education, it not only promotes college students' patriotism, but also promotes the cultivation of college students' spirit of unity, peace-loving, industrious and brave, self-improvement and self-esteem, self-confidence and pride.

3.4 Promote the diversification of forms and contents of national defense education

Take national defense education as a medium to promote the cultivation of good moral quality and civilized behavior of college students. Through national defense education, college students can be familiar with and master basic military theories and military science and technology knowledge, which can not only improve their creative thinking and comprehensive analysis ability, but also drive and promote the learning and consolidation of relevant professional knowledge. Through various forms of education, the positive impact of military training on students is continuously strengthened and internalized into students' subjective consciousness, thus achieving the goal of consolidating the results of military training. Therefore, the university stage is a key period to guide students to establish socialist core values. National defense education should do something in the youth of students and guide students to have correct ideological and political orientation. At present, there are quite a number of experts and famous teachers in political and ideological education in schools. They have rich theoretical knowledge and educational thoughts, and have achieved fruitful results in teaching practice. They can be specially recruited to join the national defense education team. National defense education is a comprehensive education integrating ideological content, knowledge and skill training, which plays an irreplaceable role in improving the comprehensive quality of college students [8]. Therefore, schools should support these student associations in carrying out national defense education activities from various aspects such as funding, venues and equipment.

4. CONCLUSION

In short, we should correctly understand the relationship between the two, carry out ideological and political education in national defense education in colleges and universities, and strengthen national defense education in ideological and political education. Therefore, advanced multimedia teaching methods can be adopted in national defense education to enable students to have a visual and intuitive understanding of advanced weapons and advanced technologies, thus stimulating their enthusiasm in learning military theories. The combination of national defense education and ideological and political work in colleges and universities can not only make the national defense education in colleges and universities have longer vitality, but also give full play to the comprehensive benefits of educating people in colleges and universities. Implementing national defense education in institutions of higher learning is not only a task entrusted by law, but also an important content and form of implementing quality education for students. It is also an important opportunity and platform for college students to hone themselves, improve themselves, prove themselves, and grow and progress.

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Research and Implementation of License Plate Automatic Recognition System in Complex Environment

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Abstract: With the rapid development of information technology, more and more industries in China are marching towards informatization, in which intelligent transportation has gradually become the focus of information technology. As the only thing to prove the identity of vehicles, the role of license plate is self-evident. Therefore, the use of license plate automatic recognition system has an extremely important impact on intelligent transportation. This paper mainly discusses the development status of license plate automatic recognition system and analyzes the application fields of license plate automatic recognition system.

Keywords: Complex environment; License plate automatic recognition; Research; Implementation.

1. INTRODUCTION
License plate automatic recognition system is a kind of recognition technology of vehicle license plate by using computer video image technology. For example, etc system in Expressway and recognition system in underground garage are widely used. The current license plate automatic recognition system needs to extract the moving license plate from the complex environment, and ensure the accuracy of extraction. At present, China's latest license plate automatic recognition system can achieve 99% of the recognition rate.

2. THE DEVELOPMENT STATUS OF LICENSE PLATE AUTOMATIC RECOGNITION SYSTEM
With the rapid development of China's automobile industry, more and more cars are owned in our country. How to manage the automobile reasonably has become one of the urgent problems to be solved. The emergence of license plate automatic recognition system helps people manage cars efficiently. For example, the most frequently used are etc. system of freeway, parking lot identification system, vehicle access management system and so on, which are widely used in the field of license plate automatic recognition system. However, there are still many problems in the current license plate automatic recognition system. For example, some problems such as blurred line of sight, shooting angle, line of sight distance and too fast speed will lead to the failure of image recognition system. Therefore, the development of license plate automatic recognition system needs further research [1-3].

3. INTRODUCTION OF LICENSE PLATE AUTOMATIC RECOGNITION TECHNOLOGY
The automatic license plate recognition technology in China is mainly divided into the following aspects:

3.1 License Plate Location
The license plate is located by the following several ways: firstly, the license plate is located by scanning the edge information of the license plate. Firstly, the collected vehicle video is recognized in a large range, and then the region that conforms to the characteristics of the license plate is found and filtered. Then, the best image is found in the screening process, and then the license plate location is completed.

3.2 Character Segmentation
After the license plate location is completed, the license plate area is divided into single characters, and then recognized one by one. This recognition method of character segmentation generally adopts the vertical projection method, because there is obvious color difference between the Chinese characters and the background of the license plate, so after the license plate binarization, the pixels of the characters and Chinese characters become 1, and the pixels of the background part become 0. Then, the binary image is projected horizontally to determine the upper and lower boundaries of the character part, and then the binary image is projected vertically. Finally, the left and right boundaries of each character are determined. After a lot of investigation, the vertical projection method can obtain character information more directly, simply and quickly.

3.3 Optical Character Recognition
This recognition technology is to determine the shape by detecting the dark and bright patterns, and then transfer the shape to the computer by character recognition, and finally complete the character recognition.

3.4 Segmentation Free License Plate Recognition
In recent years, with the rapid development of science and technology in our country, great progress has been made in the technology of license plate recognition without segmentation. This technology can get the final license plate number by inputting the license plate picture into the computer directly, thus avoiding the error caused by character segmentation.

4. THE APPLICATION OF LICENSE PLATE AUTOMATIC RECOGNITION SYSTEM
4.1 Monitoring Alarm
License plate automatic recognition system has been gradually popularized in our life, and as the monitoring and
alarm system of public security system, the use of automatic license plate recognition technology is quite extensive, such as wanted vehicles, vehicles in arrears of payment, hit and run vehicles, etc., this situation only needs to input the license plate number in the monitoring and alarm system to monitor, and the system does not every day intermittent work, will not produce fatigue, error rate is also very low, for the public security system law enforcement efficiency is also greatly increased.

4.2 Penalty for Speeding Violation
The speeding camera system of expressway is also combined with the automatic license plate recognition technology. Speed measuring points are set up in some road sections, and then the speeding vehicles are identified and captured. Because it is very difficult to capture such high-speed vehicles, the vehicle identification system is used to recognize the license plate, and then the image is transmitted to the computer. Finally, the image is compared with each high-speed exit yes. This detection method is more time-saving and energy-saving than the previous overspeed detection, and it is safe and efficient, which greatly avoids the safety accidents caused by overspeed.

4.3 Vehicle Access Management
Vehicle access management refers to the vehicle access management in some specific areas, such as residential area and parking lot. The vehicle identification device is installed in the entrance and exit, and the vehicle license plate number, vehicle color, entry and exit time are recorded by the camera, and the unified combination of computer terminal, payment end, automatic door and other equipment realizes the intelligent management of vehicles. This vehicle management mode has been widely used in society, and life, not only effectively save manpower and material resources, but also greatly improve the efficiency of vehicle management.

4.4 Automatic Release System
The automatic release system is to input the vehicle number information into the system, and use the computer to automatically identify the vehicles that need to be released automatically. Other vehicles that are not in the system need to be warned and released after being inquired by special duty personnel. This kind of automatic release system is generally used in special units, such as military bases, security units, high-grade residences, etc.

4.5 Expressway Toll Management
The license plate automatic recognition device is installed in each entrance and exit of the expressway. When the vehicle enters the entrance and exit, the license plate information will be automatically input into the computer system, and the calculation will be made. Finally, when the vehicle exits, it will be charged automatically to ensure the fairness and justice of the cost.

4.6 Automatic Registration of License Number
Nowadays, there are a large number of illegal vehicles in the society every day. In the past, the traffic control department needs to register the license plate information of these vehicles. This work mode has a very heavy workload, and it is easy to make staff fatigue [3]. The emergence of vehicle automatic identification system has solved this problem well, and greatly improved the efficiency of license number registration. Now it has been widely used in traffic management department and road department.

5. BACKGROUND MANAGEMENT OF VEHICLE IDENTIFICATION SYSTEM
A good background management system of vehicle identification system is the key to reflect whether the license plate recognition system is easy to use, and the background management of vehicle identification system includes the following functions:

5.1 For the storage of identification data and pictures, and pave the way for the use of multi-functional system equipment, at the same time, it also ensures the manual use after the event.

5.2 Efficient query technology and automatic comparison technology, how to quickly find the required license plate number among thousands of license plates is also the key to reflect the quality of the background management system.

5.3 A good background management for network operation also needs to provide real-time communication, network security, remote maintenance, system fault diagnosis and other technologies to ensure the good operation of the background.

6. CONCLUSION
To sum up, the license plate automatic recognition system has a very important application and research significance in the society, which makes the use of vehicles more convenient, but there are still some deficiencies that need to be improved. Therefore, this paper briefly introduces the license plate automatic recognition technology, discusses the application field of the license plate automatic recognition system, and expounds the role of the background management of the vehicle identification system, so as to make the vehicle identification system more scientific, reasonable and practical.

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REFERENCES
Research Progress on Pharmacokinetics and Safety of Oligonucleotide Drugs

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Abstract: Oligonucleotide drugs can be used in the preparation, its core role is to prevent or treat influenza, or to fight virus infection, is a common drug. There are many studies on pharmacokinetics and safety of the drug. In this paper, a wide range of relevant information, research and comprehensive exposition, in order to enhance the systematic level of research in this direction, enhance the scientific application of the drug.

Keywords: Pharmacokinetics; Drug Safety; Oligonucleotide Drugs; Drug Efficacy Research.

1. INTRODUCTION

Oligonucleotide drugs, namely ons, are a class of drugs. They are not natural drugs, but are synthesized by artificial means. The main component of the drug is oligonucleotide, which is composed of single chain or double chain. The number of ribonucleic acids is 12-30. Antisense oligonucleotide drugs and small interfering RNA drugs are the common types.

2. PHARMACODYNAMICS RESEARCH

The pharmacokinetic characteristics of oligonucleotides are directly affected by nucleotides, and the carrier system of nucleotides, the general physical and chemical properties, as well as chemical modifications, conjugate properties, etc., will cause the PK characteristics of oligonucleotide drugs to change. The closeness of this association, not affected by the nucleotide sequence, to 2’-MOE as an example, in its modified antisense oligonucleotide drugs show a similar physical and chemical properties, the drug applied to humans and dogs, monkeys and rats body, the PK characteristics showed are consistent. The ratio of PK characteristics between oligonucleotides and chemical lysacs and monoanti-drugs is shown in Figure 1.

Figure 1. PK Feature Comparison

2.1 Antisense Oligonucleotide

The substance is called ASOs for short. When it is used, it is usually treated by intravenous infusion or subcutaneous administration. Through the study of relevant data, we can also see some oral medication of this kind of drug. However, the bioavailability of oral use of the drug is less than or equal to 10%, which cannot reflect its drug effect well. The bioavailability of ASOs can be guaranteed to a great extent by subcutaneous administration. In this direction, the bioavailability of ASOs is about 80%-100% in monkeys, which can be quickly absorbed by organisms, and the peak concentration (Cmax) can be achieved within 3-4H. When using ASOs drugs, local injection method can also be selected. The injection location is usually intrathecal or intravitreal. Through this way, local treatment can be carried out. If intrathecal administration is adopted, the drug will be distributed in the spinal cord, brain and other central nerves. If patients with spinal muscular atrophy are treated with monogeneses sodium, they should be given by intrathecal injection directly.

In subcutaneous injection or intravenous injection, the plasma concentration will decrease, gradually decreased by peak concentration, and is characterized by multiphase mode, with simultaneous distribution changes, from plasma to the tissue diffusion. This distribution process varies from a few minutes to a few hours. The distribution then enters the disposition phase, which is sometimes one, sometimes multiple, and the process is slow, between 4 weeks and 2 months, for the elimination of the final state half-life. In the plasma, this stage at the longer end means that the tissue is again distributed to the plasma chamber, or that the tissue cells are undergoing a slow transfer, targeting the extracellular fluid and plasma chamber. When the tissue is redistributed in the direction of plasma, the concentration of drugs in the plasma and the concentration of drugs in the liver usually have a more stable proportion, in the case of plasma under the influence of 2’-MOE ASOs, the ratio between the plasma concentration and liver concentration is usually 1:5000, even between different genus, the proportion is not different, it can be inferred that after understanding the concentration of plasma drugs, according to the stability of the concentration of the liver.

2.2 Drug Interactions in PK

The metabolism of oligonucleotides depends on endonuclease and endonuclease of nucleic acid, so it is difficult for these drugs to induce and inhibit transporters or cytochrome P450 enzymes, and the probability of becoming their substrates is low. In the conventional state, oligonucleotide drugs can omit the clinical study of drug interaction. In this regard, oligonucleotide drugs and monoclonal antibody drugs are relatively close. ASOs affected by PS skeleton modification has the characteristics of high plasma protein binding rate., but it has different binding sites with chemical small molecules (non-polar) and plasma protein. At the same time, because there are a large number of plasma proteins in human body, the probability...
of plasma protein competing with binding sites and causing drug-induced effects is low. In some special cases, it is necessary to carry out DDI clinical research around this problem. In November 2019, givosiran was approved. The drug is a targeted drug with the main function of degrading ALAS1 mRNA, which can assist in the treatment of acute hepatic porphyria. In vitro studies, CYPs did not show the effect of induction and inhibition direction. However, givosiran can change the biosynthesis pathway of dried heme when it is applied in vivo, which indicates that there is a probability of weakening CYPs activity in vivo. There are also relevant studies on the combined use of givosiran and other drugs. There is an intrinsic correlation between the half-life of ASOs and the level of metabolic stability shown by 2'chemical modification.

3. SECURITY RESEARCH
This kind of research mainly focuses on the negative impact of oligonucleotide drugs on the heart of patients, and analyzes whether the use of oligonucleotide drugs will pose a threat to heart safety. Analysis of FDA review data shows that all recently approved oligonucleotide drugs have been exempted from the comprehensive QT study, including ASOs and siRNA. Through the interpretation of clinical application research data of oligonucleotide drugs, we can see that some unique characteristics of oligonucleotides make it difficult to have a direct interaction with HERG potassium channels. The main reason is that they not only have charged characteristics, but also have high polarity. Because this direct influence between each other cannot occur, so QT interval cannot be realized in it the correction value changes under the sound. Kim and other researchers have carried out research in this direction, mainly focusing on the mode and effect of 7 ASOs affecting HERG ion channel. In the process of research, no change of HERG ion channel has been found. In vivo test, the telemetry device is placed in the monkey by implanting, and the telemetry device monitors the changes of various indexes of the monkey's body all the time. In this study, through monitoring the changes of blood pressure and heart rate of the monkey, and detecting the electrocardiogram (QRS interval) of the experimental body, we did not find the inevitable relationship between the changes of these parameters and oligonucleotide drugs. In defibrin, polynucleotide is composed of single chain and double chain, with the proportion of 90% and 10% respectively, and the substance is naturally produced by phosphodiester oligonucleotides. Based on the recommended dose, the clinical manifestations were monitored after the dose was increased to 2.4 times. There was no inevitable relationship between the clinical manifestations and the corrected value of QT interval. These studies have reached the same conclusion in a certain point, that is, the use of oligonucleotide drugs in clinical medication will not cause arrhythmia [1-3].

4. CONCLUSION
Nucleotides have a direct impact on the pharmacokinetic characteristics of oligonucleotide drugs. The drug delivery system and conventional physical and chemical properties of nucleotides can change the PK characteristics of oligonucleotide drugs. Chemical modification and coupling properties also have such effects. This connection is not affected by nucleotide sequence. In vivo and in vitro studies showed that the interaction between oligonucleotides and HERG potassium channel was not easy to occur, and the QT interval did not change the corrected value.

REFERENCE
Variety Breeding and Regionalization Test of Populus Deltoides × Populus Simonii ‘Longfeng-1’

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Abstract: The regional experiment of poplar breeding was carried out. After 14 years of seedling screening, strain evaluation and regional test and demonstration, 21.95 hm² of various experimental forests were built, and a new poplar hybrid, Populus deltoides × Populus simonii ‘LongFeng-1’ was bred from 66 clones.

Keywords: Poplar tree; Variety breeding; Regionalization test.

1. INTRODUCTION
PopulusL. was the one in poplar of salicaceae with the total breeds were more than 100, of which 62 breeds existed in China, 57 breeds were the original species, the other 4 breeds were introduced species and some variety species. PopulusL. distributed in subtropics, warm temperate zone and mid-temperate zone of our country. We have the area of man-made forest were 66700 million square meters which in the solution of country. We have the area of man-made forest were 66700 million square meters which in the solution of country. We have the area of man-made forest were 66700 million square meters which in the solution of country. We have the area of man-made forest were 66700 million square meters which in the solution of country. We have the area of man-made forest were 66700 million square meters which in the solution of country.

Heilongjiang province has few poplars genetic resources and narrow cultivar areas in breeds. We had bred some new varieties under the hybridization and introduction with good material quality, fast growth, strong resistance to stress and wide adaptability by means of combined with local climate, the site conditions and material needs.

2. BREEDING OF FINE VARIETIES
2.1 Collection of germplasm resources
We have introduced America populus nigra (introduced at 2000 and 2001), Europe and America populus (introduced at 2000 from Netherlands, 2001 from Turkey and Hungary), transgenic Europe and America populus (introduced at 2003), transgenic populus alba and populus nigra (introduced at 2005).

2.2 Breeding of new varieties
Populus deltoides × Populus simonii ‘LongFeng-1’ was the F1 clone between Populus deltoides as female parent and Populus simonii as male parent from Research institute of Forestry, Chinese Academy of Forestry. And introduced to Heilongjiang Research institute of Forest and Environmental Sciences twice at the years of 2000 and 2001. ‘LongFeng-1’ and ‘LongFeng-2’ as the new poplar varieties were selected from 66 clones and test plantation of 21.95 hm² under 14 years seeding screening, strain comparison, regional experiments and demonstrations at Songnen plain area of high latitudes and extremely cold. We found ‘LongFeng-1’ and ‘LongFeng-2’ were the hybrirds between Cathay poplar and Black poplar.

3. REGIONALIZATION TEST OF ‘LONGFENG-1’
3.1 Distribution of regional test site
The key point on distribution of regional test site were Songnen plain, Sanjiang plain and eastern shallow mountains as the main distribution areas in Heilongjiang province. We have sat the distribution of regional test site in Haerbin, Qiqiaher, Mudanjiang, Jiamusi, Daqing and Suihua. The agrotype were including black soil, chernozem, chestnut soil and sandy soil. The test played the main point on building the compare test forest between ‘LongFeng-1’ and ‘LongFeng-2’.

3.2 Regionalization Test
We have carried on rating the good lines, regionalization test on planting and demonstration above the respective 10 sites. A total 16 sites of test forests were established with the areas of 21.95 hm². Regionalization test were studied by mean of...
random design. We made 5-30 plants as one group, and 4 times to repeat. The total species to be tested were 9-28, at the same time, we set guard row around. The control species was populus simonii. \[1, 2\]

We found ‘LongFeng-1’ growing well in test forests. Compared between ‘LongFeng-1’ and populus simonii, ‘LongFeng-1’ had large volume growth, good material, cold resistance, drought resistance, poor resistance, disease resistance and insect resistance, wide range of adaptation. The test of Songnen plain with 10-12 years growing, we found the volume growth was 218.26%-309.70% of that of the control poplar. This showed that ‘LongFeng-1’ is growing well in high latitude and cold area, and will become a New Poplar Variety for regeneration in this region.

4. CONCLUSION
Heilongjiang province was one big province of forest resources, of which the poplar occupied very important status in China. With the development and utilization of natural forest for a long time, the resources began to be exhausted, and the natural forest was facing a serious resource crisis. According to investigation, Under the limit of the resource, heavy demand of timber inside and outside our province could not be guaranteed. we cold only supplied about 15 million m3 merchantable timber (including the artificial forest), which influenced the development of wood industry and related industries directly. We got the most wood from natural forests but only 3% of total output were artificial forests in our province, so it was a consensus to develop poplar plantations with rapid growth and high yield. We have chosen Populus xiaohei. Populus alba. Populus shanxin. Populus qingshan. Populus zhongheifang. Populus DN113. Populus heiqing. Populus heilin-1. Populus heilin-2. Populus heilin-3. Populus zhongsui-12 and the others of 18 poplar varieties through introduction and cross breeding. The state havel carried out protection projects for natural forests after the devastating floods of 1998. what meanted the wood production depending on the artificial forest. Poplar was the preferred tree species in the plain of our province. Relatively speaking, we need enlarged more excellent poplar resources on account of fewer tree species resources and narrower genetic basis.

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REFERENCES
Development Level and Characteristics of
Theory of Mind Ability of Yi, Bai And Naxi
Nationality Children Aged 3-6

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Abstract: In order to explore the characteristics and rules of children's theory of mind development in different cultural backgrounds, 480 Yi, Bai, Naxi and Han children aged 3-6 were investigated by using the classic five level theory of mind task. The results are as follows: firstly, through the analysis of the results by Guttman and Rasch measurement model, it is found that the four ethnic children show the same development order in the level of theory of mind: different expectation (DD) > knowledge and ignorance (KA) > different belief (DB) > content error belief (FB) > the development of children's theory of mind is consistent. Second, the turning point of Yi, Bai and Naxi children's theory of mind is 4-5 years old, which lags behind Han children about one year. The whole study shows that the theory of Yi, Bai and Naxi aged 3 to 6 years are improved with the increase of age, with the same development mode, but the overall development level of each age lags behind Han children by about one year. Cultural differences, family upbringing, customs and habits may be important factors affecting the development of children's theory of mind of Yi, Bai, Naxi and Han nationality aged 3-6.

Keywords: 3-6-year-old children; Ethnic minorities; Theory of mind; Development characteristics.

1. QUESTIONS RAISED

Theory of mind (theory of mind) refers to the ability of individuals to understand and recognize their own and others' psychological states (such as desire, belief, intention) with a certain knowledge system, and then make causal prediction and explanation of others' behavior (Liu Ming, Deng Ziping, sang Biao, 2002). Theory of mind plays an important role in people's daily communication. It enables people to predict other people's beliefs, wishes, intentions and emotions, so as to carry out good cooperation and interpersonal interaction. As the core ability of human social cognition, theory of mind is the direct reflection of children's early thinking, learning and acquiring knowledge. It is also a cognitive skill necessary for human beings (including advanced primates) in social communication and relationship management (Frith & Frith, 2003). In a word, the theory of mind is an important ability for individual survival and social communication [1-5].

Previous studies on children's theory of mind mainly focused on the age of children's acquisition of theory of mind, the different results of different tasks and the influencing factors of the development of children's theory of mind. Since 2005, the development and influencing factors of children's "theory of mind" under different cultural backgrounds have gradually become a research hotspot. Up to now, more and more researches have focused on the general laws and cultural specificity in the development of children's theory of mind (Liu, Wellman, tardif, & sabbagh, 2008). For the cross-cultural study of "theory of mind", different researchers have different conclusions. However, a large number of cross-cultural studies are needed to explore the universality and cultural specificity of children's theory of mind. China is a unified multi-ethnic country, in which 55 ethnic minorities except Han nationality have unique formation and development history and cultural characteristics. However, there are significant differences between Han nationality and minority nationality in cultural background, living customs, economic status, educational concept and so on. On the one hand, it can explore the cultural commonness and differences of the development of children's theory of mind and the reasons behind it, which has high scientific value; on the other hand, it can provide theoretical guidance for the training and intervention of children's theory of mind, so it has important practical significance [6-13].

Therefore, this study selected three representative ethnic groups of Yi (Ninglang, Lijiang, Yunnan), Bai (Nujiang, Yunnan), Naxi (Lijiang, Yunnan) and Han children aged 3-6 years as subjects to investigate the level and characteristics of children's theory of mind of Yi, Bai and Naxi nationalities, and conducted a cross-cultural comparative study. The level of economic development and teaching conditions in the regions selected by ethnic groups are similar, and all the children are born locally. Before entering the kindergarten, they use the national language to live. This study will adopt Wellman's five levels of different difficulty in the theory of mind task: (1) different expectations; (2) knowing and not knowing; (3) different beliefs; (4) false beliefs in content; (5) camouflage emotions and conduct cross-ethnic experimental research to investigate the commonness and differences of these ethnic children's mental development, and then explore the possible reasons behind the development of the theory of mind [14-19].

2. RESEARCH METHODS
2.1 Subjects
The subjects were Yi (Ninglang, Lijiang, Yunnan), Bai (Nujiang, Yunnan), Naxi (Lijiang, Yunnan), and Han children in Township kindergartens in Zigong City, Sichuan Province. The basic information of the subjects is shown in Table 1.

Table 1. basic information of subjects

<table>
<thead>
<tr>
<th>Ethnicity</th>
<th>Male</th>
<th>Female</th>
<th>Male</th>
<th>Female</th>
<th>Male</th>
<th>Female</th>
<th>Average Age</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yi nationality</td>
<td>68</td>
<td>52</td>
<td>60</td>
<td>60</td>
<td>60</td>
<td>60</td>
<td>60.00%</td>
</tr>
<tr>
<td>Naxi minority</td>
<td>60</td>
<td>20</td>
<td>15</td>
<td>15</td>
<td>15</td>
<td>15</td>
<td>15.00%</td>
</tr>
<tr>
<td>Han nationality</td>
<td>68</td>
<td>52</td>
<td>60</td>
<td>60</td>
<td>60</td>
<td>60</td>
<td>60.00%</td>
</tr>
<tr>
<td>Total</td>
<td>196</td>
<td>124</td>
<td>155</td>
<td>155</td>
<td>155</td>
<td>155</td>
<td>155.00%</td>
</tr>
</tbody>
</table>

2.2 Experimental Design
A 4 × 4 × 2 (nationality × age × sex) mixed design was used in this experiment. 480 children, male and female, aged 3, 4, 5 and 6 years old, were selected from three representative ethnic groups of Yi, Bai and Naxi in Yunnan and Han nationality in Zigong, Sichuan. The sub task scores and total scores of "different expectations, knowledge and ignorance, different beliefs, content false beliefs, and disguised emotions" were recorded and analyzed. The sub task mainly investigates the development of the theory of mind of four nationalities, and the total score is mainly compared with that of Wellman et al. In order to explore the possible reasons behind the development of the three national theories of mind through the measurement of five tasks.

2.3 Experimental Materials
(1) Wellman & Liu's (2004) 5-level understanding assessment task
The theory of mind development scale developed by Wellman & Liu (2004) has been widely used in international cross-cultural studies and researches on autistic and deaf mute children since its publication in 2004 (Peterson & Wellman, 2009; H. M. Wellman et al., 2006), which can measure individual differences sensitively (Aschersleben, Hofer, & Jovanovic, 2008; topic, gerely, Miklosi, Erdohogyi, & Csibra, 2008).

2.4 Experimental Procedure
The experiment was conducted by individual test. The experiment was carried out in a quiet classroom of the kindergarten, and was completed by two main examiners. One was a professional subject with professional knowledge of psychology, and the other was a teacher (Assistant) who could speak the local ethnic language. Before the formal experiment, the subjects and the subjects played games together with the teacher so that the children could get familiar with the main test and wait for the formal experiment. In the formal experiment, the subjects first explained the rules of the task to the children, and then asked them to answer. Five tasks were carried out alternately. Each task was completed by recording the corresponding score. After the experiment was finished, the five task scores were added up to get a total score.

3. RESULTS AND ANALYSIS
3.1 Analysis of Guttman's Psychological Scale
In order to test the validity of the data, this study uses Guttman's psychological scale analysis method to test. Table 2. Shows the children's response patterns in accordance with the order of difficulty and the number of people passing each mode.

Table 2. The psychological scale map of Gotman's five item model

<table>
<thead>
<tr>
<th>Reaction mode in accordance with the order of difficulty</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
</tr>
</thead>
<tbody>
<tr>
<td>Different wishes</td>
<td>-</td>
<td>+</td>
<td>+</td>
<td>+</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Different beliefs</td>
<td>-</td>
<td>+</td>
<td>+</td>
<td>+</td>
<td>+</td>
<td>+</td>
</tr>
<tr>
<td>Unexpected content false belief</td>
<td>-</td>
<td>-</td>
<td>+</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Unexpected place wrong belief</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Disguised emotions</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
</tbody>
</table>

Note: 1 "-" and "+" represent not passing and passing the task respectively.

In the table, there were 18 children who failed all the items in model 1, and 46 people in mode 2 only passed one of the easiest tasks, and so on. Mode 6 was that 119 children could pass all the items, and a total of 257 children met the requirements of the Grignard scale. According to the statistics of different ethnic groups, it is found that the children of Bai nationality, Naxi nationality, Yi nationality and Han nationality are 49.17%, 54.17%, 49.17% and 60.00%, respectively. There is no significant difference between the four nationalities. Further analysis with the statistical analysis program established by green shows that the coefficient of regeneration ability (coefficient) of Bai children is higher than that of Naxi children (t(155) = 1.92, p < 0.05). Therefore, the cognition of each task of the four ethnic groups was compared with that of the Han children. The reproducibility is equal to 0.92 (Green & hundy, 1956).

3.2 Development Model
It can be seen from Table 3 that the passing rates of the four ethnic groups in the five tasks have decreased successively from task one to task five. In order to explore the development of the four ethnic groups in five tasks, the results are as follows.

It can be seen from Figure 1 that the general development trend of the five tasks obtained in this study is consistent.
with the results of Wellman's meta-analysis, which once again confirms that Han, Bai, Naxi and Yi children have the same development model: different development and formulating educational intervention strategies. In conclusion, this study not only enriches the development field of children's theory of mind, but also provides scientific basis for promoting children's healthy development and formulating educational intervention strategies. In addition, based on the reality and in-depth practice, this study adopts the international general research paradigm of children's theory of mind to investigate the development of children's theory of mind of Han, Bai, Naxi and Yi nationality, which can not only provide data support

### Table 3 overall passing rate of five tasks

<table>
<thead>
<tr>
<th></th>
<th>Mandate1(DD)</th>
<th>Mandate2(KA)</th>
<th>Mandate3(DB)</th>
<th>Mandate4(FB)</th>
<th>Mandate5(HE)</th>
</tr>
</thead>
<tbody>
<tr>
<td>adopt</td>
<td>395</td>
<td>325</td>
<td>246</td>
<td>242</td>
<td>213</td>
</tr>
<tr>
<td>No pass</td>
<td>85</td>
<td>155</td>
<td>234</td>
<td>238</td>
<td>267</td>
</tr>
<tr>
<td>Pass rate</td>
<td>82.3%</td>
<td>67.7%</td>
<td>51.3%</td>
<td>50.4%</td>
<td>44.4%</td>
</tr>
</tbody>
</table>

**Fig. 1** Comparison of passing rate and norm of Four Nationalities

3.3 The Overall Development Characteristics of The Four Ethnic Groups

**Figure 2.** Shows the development trend of the total scores of Four Nationalities

**Figure 2.** Shows the development trend of the total scores of the four ethnic groups. Han children have a certain degree of development in theory of mind at the age of three, and basically mature at the age of four, while Naxi, Yi and Bai are lagging behind Han children in development, and the overall development characteristics of the three ethnic groups tend to be consistent. Taking the total score of theory of mind as the dependent variable, nationality and age as independent variables, the global ANOVA of 4 (nationality) × 4 (age) was done. The results showed that the main effect among nationalities was significant, \( f(3448) = 53.857, P < 0.001, = 0.265; \) the main effect of age was significant, \( f(3448) = 102.70, P < 0.001, = 0.407; \) the main effect of gender was significant, \( f(1448) = 12.06, P < 0.01, = 0.026. \)

Multiple comparisons of ethnic variables showed that Han children scored significantly higher than Bai, Naxi and Yi children; Naxi children scored significantly higher than Bai children, but there was no significant difference between Yi and Bai children. Multiple comparisons of age variables showed that there were significant differences between the 3, 4, 5 and 6-year-old groups.

4.DISCUS

4.1 Development Characteristics Of Theory Of Mind Development Model Of 3-6-Year-Old Children Of Bai, Yi And Naxi Nationalities

The results show that although the development of Bai and Yi Naxi children's theory of mind is different, the overall development trend is the same. The development of children's theory of mind of the three ethnic groups conforms to the pattern of "different expectations (DD) > knowledge and ignorance (KA) > different beliefs (DB) > content false beliefs (FB) > disguised emotions (he)". This is consistent with the development pattern of Chinese children studied by Wellman and others (H.M. Wellman et al., 2006). Han, Bai, Naxi and Yi children in the same Chinese environment have the same development model (Leslie am & Friedman O & German TP, 2004).

Studies have shown that language development plays an important role in the development of theory of mind. It provides children with cognitive resources such as syntactic or semantic understanding. They help children understand false beliefs and promote the development of their theory of mind (Mo Shuliang & Su Yanjie, 2002). Han, Bai, Naxi and Yi all have their own languages, which show their own language characteristics. Due to the characteristics of their own language development, although they show a high degree of consistency in the development of psychological theory, they show their own characteristics in the degree of development. It is not difficult to explain that the four national development models have always been in the research, but the development level of each task is different.

4.2 The Differences and Reasons Of The Development Of Children's Theory Of Mind Of Bai, Yi And Naxi Nationality

From the results of this study, the development of Han children's theory of mind is consistent with that of Chinese children, but there are differences in the development of Yi, Naxi and Bai nationality children, which may be related to their national beliefs, family upbringing, customs and habits. In the total score of theory of mind, there is no significant difference between Yi and Bai, but the score of Yi and Naxi is significantly higher than that of Bai. Previous studies have shown that cultural differences are shown when children are 4-5 years old, which indicates that the development of children's delayed gratification ability is not only affected by individual itself, but also restricted by culture (Greenfield & cocking, 2014; Kuwabara, 2011).

In conclusion, this study not only enriches the development field of children's theory of mind, but also provides scientific basis for promoting children's healthy development and formulating educational intervention strategies. In addition, based on the reality and in-depth practice, this study adopts the international general research paradigm of children's theory of mind to investigate the development of children's theory of mind of Han, Bai, Naxi and Yi nationality, which can not only provide data support for...
for the practical intervention of children of Yi, Bai and Naxi nationalities, but also provide scientific evidence for the localization of cross-cultural research on children's theory of mind in China Practice value.

5. CONCLUSION

5.1 From the whole study, Bai, Naxi, Yi and Han children's theory of mind improved with age, with the same development model: different expectations (DD) > know and don't know (KA) > different beliefs (DB) > content false beliefs (FB) > disguised emotions (he).

5.2 4-5 years old is a turning point in the development of children's theory of mind of Yi, Bai and Naxi nationality.

5.3 Ethnic beliefs, family upbringing, customs and habits may be the important reasons behind the development of children's theory of mind of Yi, Bai, Naxi and Han nationality aged 3-6.

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Discussion on practical Teaching Content of Applied Psychology major--Taking Sichuan University of Science&Engineering as an example.

REFERENCE


Adverse Effects of Current Tense Doctor-Patient Relationship on Professional Identity of Nursing Students and Countermeasures

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*Corresponding Author.

Abstract: The gap between the reality and ideal of nursing profession leads to the low professional identity of nursing students, and the tense doctor-patient relationship is also one of the main reasons. The tension of doctor-patient relationship is mainly related to the high work pressure of medical staff, some medical staff are not good at communication, and the patients and their families do not understand and distrust. To improve the tense doctor-patient relationship and enhance the professional identity of nursing students, we can start from the aspects of school education and social cognition.

Keywords: Doctor patient relationship; Medical staff; Nursing students; Professional identity.

1. INTRODUCTION

With the rapid development of China's economy, people's living standards have been greatly improved. At the same time, the public put forward higher requirements for the quality of nursing, during which the relationship between doctors and patients has become more and more complex. The increasingly tense doctor-patient relationship has become one of the factors of social instability and has seriously impacted the medical service market [1]. The relationship between doctors and patients has always been a hot topic today, which also affects the professional identity of nursing students, and then affects the stability of nursing team [2]. Therefore, it is necessary to guide nursing students to rationally understand the current situation of doctor-patient relationship in China, improve their professional identity and enhance their medical belief.

2. STATUS QUO AND CAUSES OF WEAK PROFESSIONAL IDENTITY OF NURSING STUDENTS

At present, the overall level of professional identity of nursing students is not high. There are also differences in the sense of professional identity among different grades, and there are differences between medical students in school and medical workers on the job [3]. For the nursing students who have just entered the school or just contacted with this industry, they are full of curiosity and love for their profession, and are shrouded in the halo of "Lantern goddess". They are full of expectations for the future medical profession and have a slightly higher sense of professional identity.

When nursing students really contact with professional courses, especially in the internship stage, and find that they are different from their own imagination, there will be a trend of reducing professional identity, and the gap between reality and ideal will extinguish the enthusiasm of students just entering the industry. It is a common phenomenon for nursing students to change majors or drop out of school midway. It is understood that many nursing students do not want to engage in clinical nursing industry after graduation, but choose other professions or related occupations, resulting in an increase in the loss of clinical nursing staff [4-9].

There are several reasons for the decline of professional identity of nursing students [3, 5-6]: first, when choosing nursing profession, they lack of understanding of nursing work. After learning, they found that the working life of nurses was not regular, the day and night shift was reversed, and the work intensity was high. Second, the ideal is not in line with the reality. The profession of nurse needs strong theoretical and technical support. It is a highly practical discipline. However, when they study hard and work hard, their professional identity will decline obviously. Third, most of the nursing students are female, and due to the long-term gender socialization, male education is more open and encourages risk-taking; female education is relatively conservative and psychological is also more sensitive. Fourth, for the nursing industry, many students are not willing to choose, forced by the parents' expectation of the nursing industry, the volunteer is not equal to the realization of their own value. Fifth, there is a gap between the treatment of nurses and doctors. In the eyes of most people, nurses just follow the doctor's instructions to take medicine, but they are just the doctor's helper. Nursing operation is only a low education, low function, simple and trivial work. Compared with doctors, nurses have a lower social status and a larger wage gap. Sixth, nurses should maintain a positive image of "angels in white", so they are easy to be concerned by social media. Once they do something wrong, they are easy to be magnified and condemned by the whole society, and they will have great psychological pressure. Seventh, the doctor-patient relationship is tense and violent incidents occur frequently. Most of the time, the patients are nurses. Therefore, they naturally vent some emotions on the nurses. If they accept these negative emotions for a long time, their enthusiasm will be reduced. This is an important reason for the decline of professional identity of nursing students.
3. REASONS FOR THE TENSE RELATIONSHIP BETWEEN DOCTORS AND PATIENTS

3.1 The heavy task, high intensity and irregular work and rest of medical staff lead to great psychological pressure. With the improvement of people's living conditions, the public's health awareness is becoming stronger and stronger, which also leads to the continuous increase of the number of patients in the hospital. In addition, the uneven distribution of medical resources, the vast majority of patients are concentrated in large hospitals [7]. The high turnover rate of medical staff, especially nursing staff, leads to the shortage of staff to meet the demand of hospital bed expansion. In addition to the hospital's work needs, medical staff often have to work at night and can't work and rest regularly. Due to the shortage of personnel, the annual leave stipulated by the state even needs to be taken apart. Therefore, the medical staff have been in overload work, and the pressure of work is self-evident.

3.2 The understanding and trust of patients and their families to medical staff was insufficient. First, they do not understand the specific work situation of medical staff, and the boundless spread of "consumption concept". Nurses are "waiters" in the minds of some patients and their families. They are not only unable to get due respect and gratitude, but also suffer from verbal and physical violence in some situations. Second, the high medical expenses brought about by medical treatment and the "arrogant" attitude of some medical staff also affect the psychological cognition of some medical staff to a certain extent. Third, the busy work makes the medical staff unable or have no time to have a good communication with patients. Moreover, the previous medical education focused on the study of theory and technology, and did not pay attention to learning how to better communicate with patients. These are the reasons why medical staff cannot be well understood.

3.3 One sided media report: the lack of accurate and comprehensive reports by the news media leads to tension between doctors and patients. Some unexplained medical accidents or causes were distorted by the media before the causes were identified, exaggerating nursing errors, and shirking the responsibility of doctors or nurses [9]. The result of the false report is that the patients and their families are more alert or preventive psychology, and the medical staff, out of the sense of self-protection, have widened the gap between medical staff and patients. In such a real medical environment, it is easier to feel psychological and family changes in the process of illness. For patients, it is not enough to teach them by teachers in school. The influence of clinical teaching teachers will be greater. Through talking to the students who are in clinical practice, we can understand that most of nursing students' views on the profession of medical workers. Therefore, in addition to the teaching of professional knowledge, educators in the nursing industry should also pay attention to the education of professional ideology, professional ethics and humanistic quality [10]. Teachers can encourage nursing students to use the opportunity of internship and internship to contact patients more, chat with patients more, and understand the psychological and family changes in the process of illness. In such a real medical environment, it is easier to feel psychological and family changes in the process of illness. For patients, it is not enough to teach them by teachers in school. The influence of clinical teaching teachers will be greater. Through talking to the students who are in clinical practice, we can understand that most of nursing students' views on the profession of medical workers. Therefore, in addition to the teaching of professional knowledge, educators in the nursing industry should also pay attention to the education of professional ideology, professional ethics and humanistic quality [10]. Teachers can encourage nursing students to use the opportunity of internship and internship to contact patients more, chat with patients more, and understand the psychological and family changes in the process of illness.

4. TO IMPROVE THE TENSE DOCTOR-PATIENT RELATIONSHIP AND IMPROVE THE PROFESSIONAL IDENTITY OF NURSING STUDENTS

4.1 Nursing Students' Own Perspective

It is necessary for nursing students to sublimate their knowledge, establish good professional ethics, cultivate exquisite nursing skills and necessary communication skills. Among them, communication plays an important role in interpersonal communication. Although it is difficult to change the fact that medical staff work hard, medical workers should pay attention to the importance of doctor-patient communication. Nursing students should also establish this awareness early, improve the deficiencies in this respect, and enhance the confidence to face problems after working. In addition, to treat media reports rationally, we should have critical thinking, analyze their interests, and select their effective information as the value reference for medical practice.

4.2 Education Perspective of Nursing Industry

To improve the enthusiasm of nursing students, medical educators play a great role. During the teaching of professional knowledge, educators in the nursing industry are in contact with nursing students most, and the ideas and contents they convey are most likely to affect nursing students' views on the profession of medical workers. Therefore, in addition to the teaching of professional knowledge, educators should also pay attention to the education of professional ideology, professional ethics and humanistic quality [10]. Teachers can encourage nursing students to use the opportunity of internship and internship to contact patients more, chat with patients more, and understand the psychological and family changes in the process of illness. In such a real medical environment, it is easier to feel empathy, stimulate nursing students' understanding and care for patients, and strengthen the ability to communicate with patients, so as to reserve more effective ways for future medical industry. When nursing students face clinical alone, they can better comfort patients and make them cooperate with their own work. Clinical practice is different from the theoretical practice in the school, so that nursing students gradually interested in medicine, "interest is the best teacher", medical educators should let nursing students from the heart to identify with, like this profession, subconsciously initiative and full of enthusiasm will quickly adapt to clinical nursing, so as to improve the professional stability of nurses and expand the excellent nursing talent team.

To establish the professional confidence of nursing students, it is not enough to teach them by teachers in school. The influence of clinical teaching teachers will be greater. Through talking to the students who are in clinical practice, we can understand that most of nursing students' understanding of doctor-patient relationship is through the attitude of clinical teachers to work. It can be seen that in addition to imparting clinical knowledge and skills, this part of teachers will also influence their clinical practice feelings imperceptibly, especially their attitude towards work, the interaction with patients, and the understanding of medical profession.

4.3 Social Group Perspective

At present, the tension between doctors and patients is not due to the two factors between doctors and patients. The behaviors of the government, society and media all affect the doctor-patient relationship, especially the media reports. Effective and fair media reports can better affect nursing students' understanding of doctor-patient relationship. Public opinion and the media usually sympathize with and pay attention to the weak. Patients are considered to be vulnerable groups in the doctor-patient relationship. When...
reporting, they tend to the patient side. Although it has a positive role in promoting the standardized medical operation of medical staff, sometimes it is the media that exaggerates the interests and violates the original intention. At the same time, the government and society have the responsibility to supervise the news media reports. The media itself should report more about the positive doctor-patient relationship, gradually affecting the status of medical workers in the hearts of nursing students and the public, so that the public can better understand the difficulty and loftiness of the nursing profession [11].

5. CONCLUSION
To improve the current tense doctor-patient relationship, improve the professional identity of nursing students, and stabilize the nursing team, it needs the joint efforts of the majority of nursing students, teachers and the whole society.

ACKNOWLEDGEMENT
Taizhou education scientific planning project (gg19029).

REFERENCE
Abstract: Objective: to analyze the clinical effect of orthodontic treatment in the treatment of upper anterior teeth occlusion. Methods: during the period from May 2019 to May 2020, 94 patients were selected as the subjects of this experiment, and divided into control group and observation group according to the different treatment measures, 47 patients in each group. The patients in the observation group were treated with orthodontics on this basis, and the treatment effect and the incidence of adverse events were compared between the two groups. Results: the total effective rate of clinical treatment in the observation group was 97.87%, and that in the control group was 89.36%. The observation group was significantly better than the control group (P<0.05), with statistical significance. In addition, the incidence of adverse reactions was 4.25% in the observation group and 12.76% in the control group. The observation group was significantly better than the control group (P<0.05). Conclusion: orthodontics has a significant therapeutic effect on the impacted upper anterior teeth, can effectively reduce the incidence of adverse reactions, and has clinical value.

Keywords: Orthodontic treatment; Impacted upper anterior teeth; Clinical effect.

1.introduction
Occlusion is one of the most common oral diseases in clinic. It refers to the malocclusion and other symptoms caused by the improper position of teeth, which will lead to the malocclusion of teeth and jaw. Because the occlusion of teeth is not good for the beauty of teeth, it may even induce gingivitis and so on, which affects the chewing function and language function of patients. Therefore, it is necessary to treat the impacted teeth in time to restore the normal growth of teeth and correct the dentition. Based on this, this experiment will use the method of comparative experiment to analyze the application effect of Orthodontics in the clinical treatment of patients with upper anterior teeth occlusion, as follows:

2. DATA AND METHODS
2.1 General Information
During the period from May 2019 to May 2020, 94 patients with upper anterior teeth impacted in the stomatology department of our hospital were selected as the research object of this experiment. According to the different treatment measures, they were divided into control group and observation group, with 47 patients in each group. All patients voluntarily participated in the experiment and signed the informed consent form, meeting the enrollment criteria. Among the 47 patients in the control group, there were 25 males and 22 females, with an age range of 15-27 years and an average age of (22.15 ± 1.05); among the 47 patients in the observation group, there were 24 males and 23 females, with an age range of 12-26 years and an average age of (21.15 ± 2.07); there was no significant difference between the two groups in terms of age, gender and other general data (P > 0.05), with statistical significance.

2.2 Method
After local anesthesia, the bone tissue and mucous membrane tissue near the impacted teeth were separated and removed to make the impacted teeth fully exposed, then the bone obstruction of the impacted teeth needed to be removed, then the surrounding tissue was cleaned and examined, and the wound could be sutured after hemostasis. It should be noted that when removing the bone obstruction, the adjacent teeth should be avoided to cause damage [1].

The observation group, orthodontic treatment was needed after the operation. First of all, local anesthesia is needed. After the anesthetic takes effect, the bone tissue and mucous membrane tissue on the impacted teeth are removed, and the crown can be fully exposed by flap turning treatment, and hemostasis treatment is carried out [2]. Then, the patients' teeth need to be corrected by orthodontics and fixed properly.

If there is bone defect in the patient's teeth during the treatment, it needs to be filled, and traction and fixation should be carried out with gentle force as much as possible to avoid pain or bleeding of the patient due to large force [3].

2.3 Observation Indicators
The clinical therapeutic effect and the incidence of adverse events of the two groups under different treatment measures were taken as the observation indexes of this experiment. The therapeutic effect can be divided into significant effect, effective and ineffective. Significant effect refers to significant therapeutic effect without adverse reactions; effective refers to significant improvement compared with before treatment, with some abnormal conditions but no impact on life; ineffective refers to abnormal conditions after treatment that have impact on life. Adverse events mainly included dentition disorder, malocclusion and gingivitis.

2.4 Statistical Treatment
Statistical software spss20.0 was used to analyze and process the relevant data of this experiment. The treatment effect and incidence of adverse events were expressed in (%). After x2 value test, the data of this experiment was statistically significant (P < 0.05).

3. RESULT

Table 1. Comparison Of The Treatment Effect Of The Two Groups (%)
As shown in Table 1, the treatment effect of the observation group is significantly better than that of the control group, and the data difference between the groups is significant (P < 0.05), with statistical significance.

### Table 1. Comparison of the incidence of adverse events in the two groups (%)

<table>
<thead>
<tr>
<th>group</th>
<th>Number of cases</th>
<th>Dentition disorder</th>
<th>Malocclusion</th>
<th>gingival inflammation</th>
<th>Total incidence</th>
</tr>
</thead>
<tbody>
<tr>
<td>Observation</td>
<td>47</td>
<td>1</td>
<td>1</td>
<td>0</td>
<td>2 (4.25)</td>
</tr>
<tr>
<td>control group</td>
<td>47</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td>6 (12.76)</td>
</tr>
<tr>
<td>X2 value</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>10.4813</td>
</tr>
<tr>
<td>P value</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>&lt;0.05</td>
</tr>
</tbody>
</table>

As shown in Table 2, the incidence of adverse events in the observation group was significantly lower than that in the control group, and the data difference between the two groups was statistically significant (P < 0.05).

### 4. CONCLUSION

For the clinical treatment of the impacted upper anterior teeth, the method of surgical eruption was used in the past, but because the effect of this treatment is not significant, it is easy to cause bleeding of wounds, and there are many adverse reactions, its use scope is gradually reduced, and it is no longer used alone, and it is often combined with orthodontic treatment, which can be on the basis of surgical treatment, through pulling and pulling the teeth Fixed, in order to restore its normal growth state, improve the overall treatment effect, reduce the incidence of complications.

According to the results of this experiment, the effective rate of treatment and the incidence of adverse events in the observation group were 97.87% and 4.25% respectively, and the effective rate and the incidence of adverse events in the control group were 89.36% and 12.76% respectively. The effective rate and the incidence of adverse events in the observation group were significantly better than those in the control group, and there was a large difference between the two groups (P<0.05), with statistical significance.

It can be seen that orthodontics has a very significant effect on the treatment of impacted upper anterior teeth. It can improve the treatment effect and reduce the incidence of adverse events, which is worthy of clinical promotion and application.

### REFERENCES

On the Value of Traditional Culture in Ideological and Political Education in Colleges and Universities

Yongzhi Liu, Yujue Ye
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Abstract: With the continuous development of teaching industry, the continuous integration of domestic teaching concept and international environment has a strong impact on Teaching in China. Traditional culture is China's five thousand years of wealth accumulation, which contains the spiritual heritage of the ancestors, and set an example for our words and deeds. In today's fierce cultural integration, we need traditional culture to deepen their own internal construction, improve their own ideological development, and promote the continuous improvement of personal ability. This paper focuses on the traditional culture of Ideological and political courses in Colleges and universities, analyzes the relationship between the two, and puts forward relevant suggestions to promote the sustainable development of China's education industry. This paper is for reference only.

Keywords: College teaching; ideological and political teaching; Chinese traditional culture; Exploration; Research.

1. INTRODUCTION
Chinese traditional culture has a long history and is broad and profound. After thousands of years of cultural heritage, it provides development experience for every generation of people. The cultural characteristics and spiritual concepts of Chinese traditional culture have penetrated into the blood of every Chinese people, effectively maintaining the unity and mutual assistance among the Chinese people, and promoting the formation of common values, ways of thinking and psychological structure among people of different nationalities. Nowadays, the structure of China and the world is increasing. Although this environment brings certain convenience for the development of economic strength, with the integration of various cultures, the new generation of professionals are influenced by foreign culture more and more deeply, which leads to some problems in their ideological and political education. Therefore, we need to fully tap the essence of traditional culture and help improve the ideological and educational of domestic university talents [1, 2].

2. THE VALUE OF TRADITIONAL CULTURE IN IDEOLOGICAL AND POLITICAL COURSES IN COLLEGES AND UNIVERSITIES
2.1 Patriotism Is an Important Component of Traditional Culture, Which Is Conducive to The Cultivation of National Consciousness
We all know that patriotism plays an important role in the ideological and political courses in Colleges and universities. The interests of the state are more important than everything. As a qualified college student, we should first realize the importance of the country and have a strong sense of patriotism. In the traditional literature, after thousands of years of baptism, the most prominent one is the recognition of patriotism. Although the expression of patriotism in the feudal period was relatively rigid, we can still feel its great contribution to China's development through the window of practice.

2.2 Harmony Is the Central Component of Traditional Culture, Which Helps Students Establish Good Interpersonal Relationship
Harmony is the normal of modern society, but the cultivation of harmonious spirit is very difficult. In Chinese traditional culture, harmony runs through every ideological connotation and is also the most essential quality of Chinese people. For example, if Japanese culture is paranoid about politeness, then Chinese traditional culture is about the implementation of the concept of harmony. For a long time, the subtle influence has led to the seeds of harmony in people's minds.

2.3 Truth, Goodness and Beauty Are the Essence of Traditional Culture, Which Promote the Construction of Values and Outlook on Life
In Chinese traditional culture, the description of truth, goodness and beauty is particularly rich, which is mainly attributed to the ancients' yearning for a better life. The more intuitive performance is that the feudal period highly believed in the unity of heaven and man, and pursued the unity of knowledge and practice and the unity of reason and reason. At the same time, there are also "Zhouyi" to express the strong nature, gentleman self-improvement, the terrain Kun, gentleman with virtue, described the spirit of hard struggle and unremitting construction. Mencius's compassion, shame, resignation, right and wrong implementation to make norms for our behavior. For the current ideological and political courses, the above views can enhance the cultivation of students' values and outlook on life, and promote the construction of personal quality.

3. IDEOLOGICAL AND POLITICAL SITUATION OF DOMESTIC COLLEGE STUDENTS IN THE NEW ERA
In the 21st century, China has officially entered a period of rapid development, and its economic strength has risen in a
straight line. However, with the improvement of the economic system, people's contact with the international environment is more frequent, and the influence of various external concepts received is also deeper. For example: with the emergence of mobile phones, network and other information platforms, the focus of College Students' life began to appear cheap, the communication with classmates and teachers in daily learning gradually reduced, the lack of interest in learning, and even more excessive addiction to online games abandoned learning. Secondly, due to the impact of foreign culture, many students' values have changed, and they excessively advocate other countries' culture, so that they often make wrong choices in life, and their sense of national identity is also declining. This is an extremely dangerous phenomenon for a contemporary college student. Under the new situation, ideological and political courses in Colleges and universities need to change the current situation of students in time to help them establish a correct moral concept and national concept.

4. REALIZATION OF TRADITIONAL CULTURE IN IDEOLOGICAL AND POLITICAL TEACHING IN COLLEGES AND UNIVERSITIES

With the reform of the education system, the current teaching mode is more inclined to improve students' personal quality construction and help them develop a good outlook on life and values.

4.1 Strengthen the Reform of Teaching System and Promote the Construction of Traditional Culture Teaching Courses for College Students

At present, the curriculum construction of domestic colleges and universities is too single, and the emphasis on various disciplines is low, especially the traditional culture teaching. With the introduction of the 11th five-year cultural development outline, it is pointed out that the education and related research on traditional culture should be increased. Therefore, colleges and universities should divide the existing curriculum structure and increase the opening of traditional culture courses. For college students, first of all, we should increase the construction of theoretical courses about traditional culture. Secondly, we should choose the angle that is in line with the development background according to the characteristics of different majors. Finally, we should increase the opening of lectures on traditional culture on campus. Through the above three ways, we can effectively increase students' understanding of traditional culture and help to cultivate their sense of nationality and morality.

4.2 Establish the Mechanism of Humanistic Education and Combine Professional Courses with Humanistic Education

At present, colleges and universities pay too much attention to the construction of students' professional ability, lack of ideological level teaching, and pay less attention to ideological and political courses. For university education, we should pay attention to the cultivation of students' practical ability, explore the professional education resources, ideological and political resources and humanistic quality education resources in combination with traditional cultural content, strengthen the cognition of national culture, and promote the overall development of college students.

4.3 Strengthen the Construction of Campus Culture and Create a High-Quality Humanistic Environment

For college education, a good campus culture is an important foundation to promote the development of students. Good teaching concept, style of study, teaching style, school spirit and rules and regulations are the important driving force to stimulate students' continuous improvement. By adding the concept of traditional culture into the construction of campus culture, it helps to cultivate students' sense of nationality. At present, information exchange technology is developed, and colleges and universities can use the network, media, television, radio and other means as the platform to increase the publicity of excellent national culture.

5. CONCLUSION

In a word, the traditional culture of the point of view plays an important role in the current ideological and political teaching in Colleges and universities, colleges and universities should continue to be based on the people-oriented teaching concept to complete the training of talents in Colleges and universities in the new era, so as to promote the development of our country.

REFERENCE


Research on The Application of Internet of Things in Intelligent Logistics Management

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Abstract: The application of Internet of things technology in logistics management has gradually attracted people's extensive attention and attention. At the same time, it is also constantly promoting the optimization and innovation of traditional physical management mode, making the logistics management mode more intelligent, humanized and convenient, thus promoting the improvement of the whole logistics management level and quality, and making the logistics management work more efficient. Next, we will make a simple analysis and research on the application of Internet of things technology in intelligent logistics management, hoping to bring some help to the optimization and improvement of logistics management system.

Keywords: Internet of things; Intelligent logistics management; Research.

1. INTRODUCTION
1.1 Overview of Internet of Things Technology
Internet of things technology is an important part of the new generation of information technology, but also an important stage of development in the information age. Internet of things technology is still based on the Internet as the core and foundation, is an expansion and extension on the basis of the Internet, so as to realize the information exchange and communication between goods and networks, between goods and articles, and achieve the purpose of mutual correlation between goods and networks and between goods. Internet of things technology through intelligent perception system, recognition technology and computer system, to achieve the integration of goods and network. Internet of things technology is not only a simple extension of the Internet, but also includes the use of interactive networks and all resources on the Internet, and can be compatible with all applications on the Internet. However, the elements contained in the Internet, such as related equipment, resources and communication, have the characteristics of personalization and privatization. Compared with the traditional Internet, the Internet of things has many other characteristics: first of all, the Internet of things technology must be combined with the application of various sensing technologies to achieve information collection and acquisition through different types of sensors. Secondly, the Internet of things is a ubiquitous network based on the Internet. Through the effective combination of various wired networks and wireless networks and the Internet, the information of objects can be transmitted timelier and accurately. Finally, the Internet of things technology not only refers to the simple connection of objects and the Internet through sensors, but also has the ability of intelligent processing, so as to realize the intelligent control of objects [1].

1.2 Overview of Smart Logistics Management
Intelligent logistics management is to improve the ability of analysis and decision-making and intelligent execution of physical system through intelligent hardware equipment, Internet of things and big data technology and means, so as to improve the intelligent and automatic management level of the whole logistics system. With the continuous development of the logistics industry and technological means without innovation, smart logistics has gradually realized the practical application from the original concept. The logistics public information platform based on the concept of intelligent logistics is also constantly optimized and improved. By integrating cloud computing, big data and other technologies into the construction of logistics public information platform, we can realize the logistics information The unified management and scheduling of information, the integration of logistics information, logistics supervision, logistics technology and equipment and other resources in all aspects of the supply chain, so as to provide users with information services, management services, technical services and transaction services and other comprehensive service functions, and truly realize the automation and intelligence of logistics management. Using Internet of things technology to manage physical information can also greatly reduce the investment in human resources, improve the service quality of logistics industry and the efficiency of logistics management.

2. RESEARCH ON THE APPLICATION OF INTERNET OF THINGS TECHNOLOGY IN INTELLIGENT LOGISTICS MANAGEMENT
2.1 Specific Application of Internet of Things Perception and Interaction Level in Intelligent Logistics Management
The perception and interaction level of the Internet of things is realized through the combination of various sensors and wireless network technology. The main function of the perception interaction layer is to realize the effective identification, real-time positioning and tracking of objects through radio frequency technology, global positioning system and wireless sensor network technology, so as to realize the remote acquisition ability of logistics information, ensure the timeliness and accuracy of logistics information, and realize the intelligent control of logistics information and transportation status In order to improve the efficiency of logistics management and the overall logistics level. GPS can track the status of logistics transportation in real time.

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monitor the location information of logistics transportation, and help logistics companies plan logistics transportation routes, so as to ensure the timely and effective feedback of logistics transportation information, and improve the efficiency of logistics transportation. RFID technology can realize the marking and identification of items, thus completing the intelligent scheduling of items and the intelligent management of warehouses [2].

2.2 Specific Application of Internet of Things Network Transmission Layer in Intelligent Logistics Management

Internet of things network transmission technology mainly includes M2M technology, cloud computing technology and digital trucking communication technology. First, the application of M2M Technology (machine to machine technology). Through the application of this technology, the effective combination of wireless communication system and logistics information system can be realized. The information collected by wireless communication can be fed back to the logistics information system through computer, so as to realize the connection between goods and logistics information system, so as to monitor the specific status of goods in real time, realize the reasonable regulation and control of goods, and reduce the allocation and transportation of goods Waste of resources in the process. Secondly, the application of cloud computing technology. Cloud computing technology is not only a very advanced information processing technology, but also the basic and core of Internet of things technology. Through the effective combination of Internet of things technology and cloud computing technology, we can realize the rapid processing of logistics information and data transmission, so as to provide reliable guarantee for the normal operation of logistics system and the development of logistics management. Finally, the application of digital trunking communication technology. Digital trunking communication technology has strong anti-interference ability and strong security performance, so its application in the transmission of picture information and data information can minimize the information leakage in the process of information transmission and improve the security of information transmission [3].

2.3 Specific Application of IoT Application Service Level in Smart Logistics Management

The application of Internet of things technology in intelligent logistics management can play a key role in improving the service level and service quality of the industry. The application of Internet of things technology in service level is mainly divided into embedded intelligent technology and public service information platform. First of all, the construction of public information service platform can realize the collection, collation and analysis of physical information, thus providing strong support for the effective development of logistics activities and logistics system management, and can also realize the sharing of logistics information and logistics resources, and improve the utilization efficiency of resources. Secondly, the embedded intelligent technology can improve the information processing ability of the logistics system, enhance the coordination ability of various departments of logistics management, so as to improve the overall level of communication and interaction of logistics management [4].

3. CONCLUSION

With the continuous development of society and the continuous progress of science and technology, Internet technology has also made rapid development. The Internet of things technology, which is closely related to the Internet technology, has also been widely used in all walks of life. The application of Internet of things technology in intelligent logistics management can not only improve the efficiency and overall level of logistics management, but also greatly reduce the investment of enterprises in logistics management.

REFERENCE

On the Reasons and Countermeasures of Weakening the Effectiveness of Ideological and Political Education

Mingfu Shao
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Abstract: With the continuous implementation of the new curriculum reform standards, the traditional education mode cannot meet the needs of modern education work to the greatest extent, but also affect the healthy growth and comprehensive quality of students. Relevant teachers and school administrators need to change their own ideas, strengthen ideological and political education, and establish a correct and healthy for students In addition, the relevant teachers and school administrators also need to formulate a sound management system for the ideological and political teaching work, standardize the daily teaching work, and lay a solid foundation for the progress and development of the education industry. The following mainly analyzes the reasons and Countermeasures of weakening the effectiveness of Ideological and political education in China.

Keywords: Ideological and political education; Effectiveness; Weakening reasons.

1. INTRODUCTION
The research shows that the so-called effectiveness of Ideological and political education mainly refers to the education work carried out in the process of modern ideological and political education based on the completion of specific teaching objectives, combined with the needs of social development and students' own learning state and characteristics, which has a great impact on the normal operation and development of Ideological and political education. At the same time, in the analysis of the effectiveness of Ideological and political education, teachers and school administrators need to pay attention to the following aspects: first, ideological and political education runs through any stage of learning process; second, ideological and political education is not abstract education, teachers and school administrators need to provide sufficient conditions and costs; third, ideological and political education workers To improve students' comprehensive quality [1-3].

2. THE SPECIFIC REASONS OF WEAKENING THE EFFECTIVENESS OF IDEOLOGICAL AND POLITICAL EDUCATION
2.1 Lack of Advanced Teaching Methods
Usually, in the process of carrying out ideological and political teaching, due to the relatively traditional ideas of relevant teachers and school administrators, lack of sufficient innovative consciousness, most of them adopt traditional methods in actual teaching, and students are only in a passive state of acceptance, and lack of adequate absorption and mastery ability, which greatly reduces students' ideological and political awareness At the same time, the ideological and political education will be further influenced by the ideological and political education.

2.2 Impact of Modern Network Technology
With the continuous development of modern Internet technology, network technology has been greatly applied in the education industry, and to a large extent affects the healthy development of students' own ideas, behavior, psychological thinking and value orientation; in addition, due to the openness of the network itself, a large number of bad information will also be sent by students with the help of fast spreading network information. In addition, some school administrators lack sufficient understanding of students' psychological thinking, and lack of attention to the health of campus network environment, which reduces the effectiveness of modern ideological and political education.

2.3 The Professional Level of Relevant Teachers Is Low
As we all know, in the process of any modern education work, the professional level and quality of teachers determine the overall quality of the teaching process. However, in the process of modern ideological and political teaching, due to the relatively traditional ideas of relevant teachers and school administrators, most of them carry out daily teaching according to the book and adopt traditional teaching methods, The lack of timely understanding and mastering of new knowledge and new things, coupled with the lack of timely and effective understanding of current affairs and politics, further affects the level of Ideological and political teaching, and thus weakens the effectiveness of Ideological and political education.

2.4 Students' Own Factors
In addition to the above factors, in the process of modern ideological and political education, students' own factors will also affect the effectiveness of Ideological and political education to a great extent; therefore, relevant teachers need to comply with the standards of the new curriculum reform and highlight the main position of students in the teaching process; however, due to the lack of attention to ideological and political education by some students themselves, and lack of enough enthusiasm and enthusiasm for learning further affects the development of modern ideological and Political Education [2].

3. CONCRETE COUNTERMEASURES TO ENHANCE THE EFFECTIVENESS OF IDEOLOGICAL AND POLITICAL EDUCATION

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3.1 Strengthen the Innovation of Educational Concept
In the current period, in order to enhance the effectiveness of ideological and political education, relevant units and personnel first need to strengthen the innovation of educational ideas. In this process, relevant teachers need to change their own ideas, strengthen the application of student-oriented concept, and combine with the requirements of the new curriculum reform and the development of the times, regard students as the main body of modern education, and strengthen ideological and political education. The propaganda and promotion of political education work, to promote more students to realize the importance of ideological and political education, for later in-depth learning to lay the foundation.

3.2 Creating a High-Quality Teaching Environment
At the same time, the relevant teachers can also use modern teaching technology and equipment, introduce a large number of teaching content, and combine with the policies and systems of relevant departments, so as to create a high-quality teaching environment for students, and fully integrate the ideological and political content into it, so that students can acquire relevant knowledge through participating in the teaching environment and improve their learning imperceptibly. At the same time, the relevant schools can also strengthen the development of ideological and political activities, further optimize the ideological and political teaching environment, so as to promote the progress and improvement of the effectiveness of ideological and political teaching in China.

3.3 Strengthen the Improvement of Teachers' Professional Level
In the process of modern ideological and political education, the professional level of relevant teachers plays a very important role, and to a large extent affects the effectiveness of ideological and political education. Therefore, in the process of optimizing the modern ideological and political education, the relevant school administrators need to strengthen the application of modern advanced technology and equipment, so as to comprehensively carry out the teachers' professional training, improve their own professional knowledge level, and introduce advanced teaching mode for it, optimize and improve the efficiency of daily teaching, and further improve the effectiveness of ideological and political education.

3.4 Reasonable Planning of Ideological and Political Education Content
In addition to the above countermeasures, in the process of modern ideological and political education, in order to improve the effectiveness of education, relevant teachers also need to comply with the needs of the development of the times and the new curriculum reform, reasonably plan the education content, and integrate the high-quality traditional culture and current affairs and Politics into the teaching process, so as to ensure the maximum improvement of students' ideological and political level in order to promote the ideological and political education and the healthy development of students themselves.

4. CONCLUSION
To sum up, with the continuous development of China's education industry, ideological and political education occupies a very important position in the whole modern education industry, and to a large extent affects the healthy development of students themselves; therefore, relevant teachers and school administrators need to change their own ideas, strengthen the application of modern advanced teaching technology and ideas, and strengthen the development of ideological and political education. At the same time, avoid the problem of weakening the effectiveness of ideological and political education, create a good growth environment for students, and further promote the further development of students themselves and the education industry as a whole.

REFERENCE
Problems Existing in Swimming Teaching Course in Colleges and Universities and Countermeasures

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Abstract: Education plays an important role in China's social development. At the same time, education can not only improve the comprehensive quality of the people, but also provide excellent talents for the national development. Under the background of the active implementation of the new curriculum reform, all kinds of schools in our country have made innovations and improvements in teaching methods. At the same time, in the form of education, the original cultural curriculum has been given priority to, and has been changing towards the direction of comprehensive quality development. This means that students should not only learn cultural knowledge in school, but also master various social survival skills, as well as school education, and comprehensively improve the physical and psychological quality of students. In this paper, the existing problems in College Swimming Teaching course are analyzed and studied in detail, so as to find out reasonable solutions and promote students to master swimming skills.

Keywords: College Swimming Course; Problems; Measures.

1. INTRODUCTION

Under the trend of all-round development of quality education, colleges and universities in our country have strengthened the importance of students' learning physical education courses, so as to ensure that students can develop morally, intellectually, physically and aesthetically. As an important course in physical education, swimming course is not only loved by the majority of students, but also can help students master a new skill. However, at this stage of College Swimming Teaching, due to the need to build a special teaching site, and also need to carry out routine maintenance, so the school needs to invest a huge cost. Therefore, as far as the current situation of College Swimming Teaching is concerned, it has not been well implemented. At the same time, there are also defects in the teaching methods and teaching ideas of teachers in swimming teaching, so many problems have become obstacles to college students' learning swimming skills.

2. CURRENT SITUATION OF SWIMMING TEACHING IN COLLEGES AND UNIVERSITIES

There are many problems in the development of swimming course in Colleges and universities. As we all know, swimming is an item in the international sports competition. At the same time, swimming can also play a role in strengthening the body, and even self-help and rescue in case of drowning. Therefore, in recent years, colleges and universities have gradually strengthened the importance of Swimming Teaching [1]. However, there are many problems in swimming sports teaching, such as backward teaching concept, lack of teaching facilities, single teaching content and single teaching method, so if we want to promote the progress of swimming course in Colleges and universities in our country, we must realize the seriousness of the problems in teaching.

2.1 Backward Teaching Concept

With the all-round popularization of quality education, colleges and universities in China have carried out a series of reform measures for the comprehensive quality education of students. However, as far as the current development situation is concerned, there are some misunderstandings in the teaching concept of swimming in Colleges and universities, which leads to the implementation of swimming teaching for students in the way of competitive sports training. Thus, only pay attention to explain the theoretical knowledge of students, but also only pay attention to the swimming speed of students [2]. This one-sided teaching concept makes students unable to master good swimming posture, and it is not conducive to students to develop excellent lifelong sports consciousness.

2.2 Lack of Teaching Facilities

Since the swimming course was carried out in Colleges and universities, both the number of students in natural classes and the number of students in optional courses have far exceeded the ability of swimming teaching. At the same time, because most of the university swimming pools are open to the public, a large number of social swimming enthusiasts have also poured into the university swimming pools, which makes the swimming pools unable to meet the daily teaching tasks. In addition, due to the large number of students learning swimming, the corresponding teachers are obviously insufficient, which makes students unable to get the guidance and help of teachers [3]. It can be seen that the lack of teaching facilities and the shortage of teachers are the key factors that hinder students to improve their swimming skills.

2.3 Outdated Teaching Content

In College Swimming Teaching, teachers play a key role, not only to teach students to master the essentials of action, but also to let students experience the fun of swimming, so as to enhance students' awareness of lifelong sports. However, in the current college swimming teaching, there is
a problem of outdated teaching content, which is mainly reflected in the teachers’ emphasis on improving students' swimming skills, while neglecting the design of physical fitness content. As time goes on, it will affect the enthusiasm of students and cause students to lose interest in swimming. In addition, because human beings are individuals with independent consciousness, there are differences in the growth and development of each person. But the teacher did not fully realize this characteristic, so in the teaching uses the unified teaching plan, this kind of traditional obsolete teaching method, has seriously affected the student to study the swimming enthusiasm.

2.4 Single Teaching Method

In the traditional swimming teaching, teachers are the main part, and usually the teaching is also around the teachers. For example, in the teaching, the teachers are responsible for explaining the swimming movements, the students are only responsible for listening and memorizing, the teachers are responsible for demonstrating the movements, and the students are only responsible for practicing the movements. This single teaching method makes the students fall into the infinite cycle, makes the swimming teaching boring, and reduces their interest in learning. Therefore, in order to effectively improve students’ swimming skills, we must carry out reasonable innovation and improvement for teaching methods.

3. COUNTERMEASURES TO IMPROVE THE EFFECTIVENESS OF SWIMMING TEACHING IN COLLEGES AND UNIVERSITIES

3.1 Innovative Teaching Concept

In modern efficient swimming teaching, teachers are more inclined to competitive teaching, but this teaching concept has certain limitations, so teachers should combine sports and fitness, and then innovate new teaching ideas [4]. At the same time, due to competitive swimming teaching, students need to pay more training time and physical strength, which is undoubtedly a great challenge for students with general physical quality. Therefore, teachers should carry out teaching targeted at this phenomenon. For example, for students with poor physique or not for the purpose of participating in competitive competitions, we can carry out the teaching method with the purpose of strengthening the body. In the teaching, we should take the standardization of various movements as the teaching purpose, and appropriately reduce the training intensity. This teaching method can effectively cultivate students’ lifelong sports consciousness.

3.2 Strengthen Facilities Construction

Swimming is a sport which is loved by the masses. In College Swimming Teaching, there is a shortage of facilities. The university can adjust the opening time of swimming pool, so as to avoid the conflict between swimming enthusiasts and swimming teaching time in Colleges and universities. In addition, in view of the shortage of teachers, the university can employ personnel with professional swimming teaching skills to teach students, so as to make up for the shortage of teachers.

3.3 Innovate Teaching Content

The traditional swimming teaching content has seriously hit the enthusiasm of students, so teachers should innovate the teaching content. For example, teachers can organize a friendly competition between social swimming enthusiasts and students, and teachers can also develop various types of competition methods, such as 400m swimming, relay swimming, etc. This way of adding competition content in teaching can effectively improve the enthusiasm of students.

3.4 Enrich Teaching Methods

The advantages and disadvantages of teaching methods in swimming teaching directly affect the learning effect of students. Therefore, teachers should constantly develop new teaching methods to improve the teaching quality. For example, in recent years, computer information technology and multimedia functions have been widely used. In swimming teaching, teachers can also use multimedia functions to play videos about swimming teaching to students. At the same time, they can also organize students to watch swimming competitions, so as to increase students’ cognition and improve their swimming skills.

4. CONCLUSION

To sum up, there are serious teaching problems in college swimming courses, which seriously hinder the development of swimming courses. In order to effectively improve the current plight of swimming teaching, we can actively implement the change of teaching concept and innovative teaching methods, as well as upgrade the current swimming facilities, so as to improve the quality of teaching and promote students to develop lifelong sports consciousness.

REFERENCE

An Empirical Study of FLT in High Vocational Education (MA) Based on IT

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Abstract: Information-based teaching (IT) is the basic means of modern education and teaching. Combined with the characteristics of domestic Modern Apprenticeship personnel training, with the practice of Hospitality English, this essay explores ways to implement information-based foreign language teaching (FLT), through cooperation between schools and enterprises, sharing between teachers and students, collecting and analyzing relevant data, finding that information-based foreign language teaching can give full play to the advantages of information-based teaching in modern apprentice system in higher vocational education.

Keywords: Foreign language teaching (FLT); Information-based teaching; Higher vocational education (MA); Empirical study.

1. INTRODUCTION
Information-based teaching is the characteristic of modern education and teaching, which can be adopted in full kinds of education. There are many researches on IT in China. Zhu Zhiting [1] emphasizes the trend that educational technology will be transferred from "teaching" to "learning", Tang Yewei [2] systematically analyzes the construction methods and application cases of intelligent classroom, and truly realizes the learning innovation and innovation supported by information technology. Dai Weidong [3] expounds the connotation of the professional development of Foreign Language Teachers in the information environment. Chen Jianlin [4] believes that the Foreign Language Teaching Paradigm must be reconstructed to promote the development of students' intelligence learning and deep learning ability.

2. MODERN APPRENTICESHIP AND COURSE TEACHING
Zhao Pengfei [5] summarizes the main characteristics of modern apprenticeship training mode in practice, and concludes the necessary connotation requirements of modern apprenticeship. Xie Junhua [6] thinks that modern apprentice system needs to do a good job in practice, such as curriculum reconstruction. In order to meet the needs of on-the-job study of MA students, Hospitality English as a course under Hotel Management Specialty of Foshan Polytechnic has been applied and practiced with IT, and has achieved good results.

3. EMPIRICAL STUDY
3.1 Study Methods
The main study method is the combination of curriculum practice and questionnaire.

3.2 Study Approach and Logic of Practice

3.3 Research Implementation
Mobile Phone and computer terminal are commonly used equipment in IT; On-line communication is the main part of IT, though on-line data is the medium, people-to-people communication is still the central activity of teaching, which highlights students as subject and the teacher as organizer of teaching. The advantage of IT is convenience and quickness; the function of the course work should be changed, not in order to judge what the students have learned and mastered, but in order to guide the students into the new knowledge to be studied. Homework or team task should be carefully designed to meet the needs of the profession and the curriculum, making it a bridge between the old and new knowledge, connecting the known and unknown areas. The atmosphere of online also is very concerned and expected as relaxed, lively and orderly, which is the characteristic of student-centered teaching, therefore students' emotional needs can be considered as a factor in the follow-up online teaching design. On-line homework or team task can be taken as the main line of teaching, guiding and displaying the students' main body of study and learning to the maximum extent to improve comprehensive quality and ability. As a result, 97% of the students approve the online teaching of the course, which shows that the online teaching model can be popularized and widely applied in MA teaching.

4. CONCLUSION

ACADEMIC PUBLISHING HOUSE
With empirical study, FLT on the base of IT can be widely applied in MA; Students care more about pre-class task, on-line activity and post-class homework. The ultimate goal of applying technology in education is to promote the transition of learning form low-input (passive) to high-input (active) [7]. Through the combination of curriculum practice and questionnaire research, IT is an important teaching platform for MA course teaching, which can effectively organize teaching activities, implement teaching assessment and complete teaching tasks. IT should take students as the main body to carry out relevant teaching activities, and design teaching activities and impart relevant knowledge and skills with features of interaction, cooperation and mutual assistance, interpersonal communication and so on. Online teaching and on-the-spot teaching are the main forms of modern teaching, and the advantages of IT can effectively solve the actual conflicts of teaching time and site in the process of MA, which testifies to IT as an effective, necessary, and feasible way of vocational education.

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REFERENCES
Research Report on The Protection and Development of Liucheng Ancient Kilns in Song and Yuan Dynasties

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Abstract: One belt, one road, Chinese Song Dynasty, Liucheng, Liuzhou, represents the splendid level of science and technology in the feudal era. From the scale production to the fine product design, it will undoubtedly not reveal the strong local human feelings and advanced scientific and technological achievements. It is one of the important sources of cultural self-trust in the construction of Liuzhou along the way. If we can seize this opportunity, we will have the history and culture of Liuzhou area. The characteristic ceramic products will certainly become a business card of Liuzhou, which will be of great benefit to the construction of a famous historical and cultural city.

Keywords: Liucheng; Ancient Kiln of Song and Yuan Dynasty; Protection; Development.

1. INTRODUCTION

In 1974, the archaeological team of the State Administration of cultural relics found that there were 11 kiln sites in Liucheng County, including Mutong kiln site, Longqing kiln site and Jingxi kiln site. The core area reached 55000 square meters. A large number of bowls, calices, dishes, cups, washes, pots and other utensils were unearthed. There were various types and types of utensils. The glaze colors included blue glaze, hawksbill glaze, moon white glaze, Jun like glaze, as well as engraving, printing and lettering Decoration technology. The ancient kiln site in this area was listed as the first-class cultural relic protection unit of the autonomous region in 1981. In 1992, in order to cooperate with the construction of the Dapu hydropower station, the ancient kiln site of Mutong village, which was submerged by the hydropower station, was excavated, and a large number of national first-class and second-class precious cultural relics were unearthed. After the Tang Dynasty, a group of craftsmen who were far away from the chaos of the Tang Dynasty had the same eye on Liucheng, which was rich in resources and convenient in transportation. "Ancient shore pottery was used as a tool, and the forest was burned to the ground", "fire was made to make pottery, and the cave fire soared into the sky". The output of porcelain exported from Rongjiang River to Liujiang River, Qianjiang River, Xunjian River and Zhujiang River was sold overseas. The products are exported to Southeast Asia. According to modern archaeological discoveries, Liucheng kiln ceramics have been unearthed in Vietnam, the Philippines, Myanmar, Thailand and other countries in Southeast Asia, and a large number of physical evidences are preserved in their national museums. Liucheng kiln is one of the most active commercial export porcelain kilns in song and Yuan Dynasties. It reflects the technology, culture, economy and life of Liuzhou in this period, which has important historical research value [1-4]. The ceramic production in Liucheng area was at its peak for a time. Due to its large production and superb skills, many exquisite products were printed with the word "official". Modern scholars even called this period's Liucheng kiln "Liucheng official kiln", which also occupied a certain position in the history of ancient ceramics in China.

2. INTRODUCTION OF ANCIENT LIUCHENG KILN

Liucheng county is located in the north of the central part of Guangxi Zhuang Autonomous Region, about 40 kilometers away from Liuzhou in the south. In the Southern Dynasty, liangshijian county was named Longcheng County, belonged to Shi'an County of Guizhou. In the third year of Jingde in Song Dynasty, it was renamed Liucheng County, belonging to Liuzhou, Guangnan West Road. In Yuan Dynasty, zhanliuzhou road manager's office was located in Liucheng county. The highest terrain in the northwest, from the East and west to the Rongjiang river. Rongjiang River (the upper reaches of Liujiang River) flows from north to South with abundant water and convenient shipping. Along the Rongjiang River, there are mainly low hills and plains with gentle terrain. The altitude is below 200m, and there are more people along both sides of the river. In 1974, an ancient kiln site was found near Mutong village on the other side of Rongjiang River in Dapu town of the county. Later, several kiln sites were successively found in Longqing and Yangliu upstream. The date of its firing was preliminarily determined as the Song Dynasty. In 1981, it was announced as an autonomous region level cultural relic protection unit, known as Liucheng kiln site. In 1981, many kiln sites were found along the Rongjiang River in Liucheng.

2.1 Luoya Kiln Site
It is located on the west side of luoyawei ferry in ganluoya Township and on the north side of Rongjiang river. It was discovered in 1981. The western slope of the ferry was destroyed when the wharf was built by Qianqian. The kiln site on the opposite side of the river is located on the slope along the Qianhai River, and the existing distribution area is 30X50 square meters. Luojia kilns are mainly used to make bowls, calices, plates and dishes, as well as pots, jars and other daily-use ceramics. The glaze is mainly cultivated...
The kiln site of Dapu. Located in the northwest of Mutong ferry. Jingxi kiln area is located on the East Bank of Rongjiang River in the northwest of the village. Longqing kiln is located in the east of Qiancun East. The Jiangxi coast is about 1000 meters long from north to South and 50 meters wide from east to west; yangliuyao district is located on the East Bank of Rongjiang River, 50 meters west of the village, with a length of 1000 meters from north to South and a width of about 100 meters from east to west. It was discovered in 1974 and announced as an autonomous region level cultural relic protection unit. The main products are bowls, plates, dishes and other daily utensils. They are made of grey bodies, covered with back and paste glaze. The patterns are engraved, engraved lotus petals, plants and flowers, as well as "Fu" and "Ji". Open fire is used to avoid burning. It lasted for a long time and began to be made in the Yuan Dynasty. Although it was late, it was almost finished in the Qing Dynasty. Figure 1. The kiln site of Dapu.

Figure 1. The kiln site of Dapu

2.2 Tai Po Kiln Site

The distribution scope includes Mutong, Longqing, Peixi and Yangliu kiln areas. The location of Mutong kiln is about 150 meters long and 50 meters wide from the northwest of Mutong ferry. Jingxi kiln area is located on the East Bank of Rongjiang River in the northwest of the village. Longqing kiln is located in the east of Qiancun East. The Jiangxi coast is about 1000 meters long from north to South and 50 meters wide from east to west; yangliuyao district is located on the East Bank of Rongjiang River, 50 meters west of the village, with a length of 1000 meters from north to South and a width of about 100 meters from east to west. It was discovered in 1974 and announced as an autonomous region level cultural relic protection unit in 1981. In addition, there are pot holder, lamp holder, censer, shangzu cop, pot, pot, water injection, gourd bottle, shaft mortar, vessel cover, beating bowl, bowl wheel, jar, jar, jar, etc. The glaze includes sound, sauce, moon white, Jun like glaze, and the decorative patterns are engraved, lotus petals, plants and flowers, as well as "Fu" and "Ji". Open fire is used to avoid burning. It lasted for a long time and began to be made in the Yuan Dynasty. Although it was late, it was almost finished in the Qing Dynasty. Figure 1. The kiln site of Dapu.

Figure 2. Duihe kiln site

2.3 Li Tian Kiln Site

Located on the East Bank of Beirong River, Litan village, Dapu Town, there are two kiln sites. The north part of the village is about 150 meters long from north to South and 130 meters wide from east to west; the south part is about 100 meters long and 50 meters wide from east to west. Discovered in 1981, it is a county-level cultural relic protection unit. The main products are bowls and plates. There are pots, jars, pots, and other daily-use ceramics. They are made of grey body, and are made of paste glaze and multi-layer noodles. They are also fired by open fire. Its age is similar to that of the wooden Tung kiln.

Figure 3. Yujia kiln site

2.4 Duihe Kiln Site

Located on the West Bank of Rongjiang River, about 50 meters to the southeast of the river in Fengshan Town, it was discovered in 1981 that its distribution range is about 300 meters long and more than 30 meters wide. In recent years, due to the construction of the expanded wharf and workshop of sugar factory, the kiln sites have been seriously damaged, and it is difficult to find the accumulation of kiln sites. It is mainly used to make 13 utensils, such as bowls, cups, plates, dishes, etc., with grey body on the back, which is not too thin. The shape of the utensils is relatively heavy. The glaze color is mainly tone glaze, and there are paste, moon white, imitation Jun glaze, etc. There are fewer patterns, such as carved, printed lotus petals, flowers, grass, fish and other moving coffins, as well as "Fu", "Gong" and other characters. Its age is similar to that of the wooden Tung kiln. Figure 2. Duihe kiln site.

Figure 3. Yujia kiln site

2.5 Yujia Kiln Site

Located in the northeast of Yujia village, Fengshan Town, the soil slope is about 100 meters long from north to South and 30 meters wide from east to west. It was discovered in 1981. The main products are bowls, plates, dishes and other daily utensils. They are made of grey bodies, covered with back and paste glaze. The patterns are engraved, engraved lotus wishes, flowers with twisted branches, etc., and burned with open fire. Its age is similar to that of the wooden Tung kiln. Figure 3. Yujia kiln site

2.6 Ximenzhuang Kiln Site

It is located on the South Bank of Longjiang River in ximenqi village, qianfengshan town. It is about 150 meters long from east to west and 100 meters wide from south to north. It was discovered in 1981. The products include bowls, plates, jars and other daily-use ceramics, sound gray tire, Shi back, sauce, some of the interior lotus petal pattern, open fire column burning. Its age is similar to that of the wooden Tung kiln. More than 5000 pieces of relics were unearthed from these kilns, most of which were utensils for daily life, mainly including bowls, plates, dishes, cups, tea cups, and lamps. There were also a small number of Chuzhan holders, lampholders, censers, gaozui cups, pots, water injection, gourd bottles, shaft mortars, and unglazed covers, beating bowls, phosphorus wheels, etc. The tools for making pottery include impression and pottery clapper. In addition to the large supporting nails used for overlapping firing of kiln.
furniture, the rest are not much, mainly including pad bending, gasket, pad bowl, support ring, pad cake, etc. In addition, there are several copper coins, as Figure 4.

Figure 4. Distribution of kiln sites in Liucheng County

Except for a few utensils such as jars and covers, all the artifacts unearthed from Liucheng ancient kiln are made of porcelain clay. The body is pure and contains few impurities, which indicates that it was washed and rammed. Due to the different firing temperature, most of the porcelain bodies are hard and dense, and a few are loose. Most of the porcelain body color is gray white, and a few are gray. The glaze color has Yu, sauce, moon white, imitation Jun glaze. The tone glaze can be divided into cyan grey and cyan yellow due to the different color of glaze, most of which are ridge yellow; the paste glaze is mostly sauce brown, and a few are sauce black due to thick glaze; the imitation Jun glaze is mostly sky blue, and a small amount is dark green, and some are rabbit hair glaze. The glaze layer of most utensils is thick, and some of them have the phenomenon of flowing glaze. Among the three kinds of glaze colors, blue glaze is more than 40%, sauce glaze and imitation Jun glaze account for 25% respectively, while moon white glaze is less, accounting for about 10%. Some bowls, plates, cups and tea cups are sprinkled with brown color. A few bowls, cups and tea cups of blue glaze and sky-blue glaze were covered with sauce glaze, and a few of sauced glaze ware were covered with sky blue glaze.

3. RESEARCH SCHEME OF LIUCHENG ANCIENT KILN
Taking the Song Dynasty ancient kiln site in Liucheng County of Liuzhou City as the main research object, through a variety of research methods, practice has proved the artistic characteristics of Liuzhou ceramics, and the theoretical study of Liucheng county characteristic cultural industry "Liucheng kiln site" characteristic cultural town is feasible. It mainly includes the following contents:
3.1 To sort out the historical documents about Liucheng ancient kilns, and to further study and interpret the unearthed cultural relics, and to analyze the relationship between Liucheng ancient kilns and the ancient "maritime Silk Road" through literature combing and field investigation;
3.2 On the basis of traditional kilns, modern high-efficiency smoke-free and environment-friendly wood kilns are designed and manufactured to increase production and reduce energy consumption;
3.3 Through the research on the type, decoration style and connotation of the cultural relics unearthed in Liucheng ancient kiln, modern firewood burning technology is used to restore the ancient clay and glaze formula and firing technology;
3.4 Protect the intangible cultural heritage skills of Liucheng kiln site and promote the local traditional culture;
3.5 Based on Liucheng ancient kiln firing technology, we have developed ceramic products that meet the current market demand.

4. THE BENEFIT OF LIUCHENG ANCIENT KILN DEVELOPMENT
Further strengthen the research and development of Liucheng kiln site products and the corresponding scientific research work, continue to dig deep into the regional cultural characteristics and new ceramic products that meet the needs of modern consumers, support the development of cultural industry, support the large-scale and industrial development of leading cultural enterprises in "Liucheng kiln site" characteristic town, help guide the standardized operation, strive for policy support, encourage and guide the scale enterprises and enterprises Private capital invests in characteristic cultural industries, focuses on cultivating a number of cultural and creative demonstration enterprises with collaborative innovation and development, supports cultural and creative design enterprises to settle in characteristic towns, encourages mass innovation, crowdsourcing, crowd support and crowdfunding, and develops cultural and creative products. We should encourage the participation of social forces, give full play to the role of market players, innovate cooperation carriers and platforms, jointly develop cultural and creative products, and promote the formation of a cultural and creative product system with diverse forms, distinctive features, creativity and strong competitiveness of the "Liucheng kiln site" characteristic town.

5. CONCLUSION
As a famous historical and cultural city, Liuzhou city has never formed a representative cultural symbol. The discovery of a large number of ancient kiln sites in Liucheng county has provided us with a powerful historical card. Based on the characteristic cultural resources of Liucheng kiln site, the historical and cultural information of ancient kiln sites in Liucheng county is deeply excavated and studied in order to create a representative historical and cultural symbol of Liuzhou city. The cultural industry of "Liucheng kiln site" helps to expand the popularity of Liuzhou and promote the city brand. Research and development and protection of the cultural industry of Liucheng kiln site has profound cultural and economic value for developing Liuzhou cultural products, spreading Liuzhou's image and culture, and enriching tourism commodity market. The development, utilization and protection of traditional crafts complement each other. To a certain extent, development and utilization is the protection of traditional crafts, because the value of traditional crafts can be reactivated in the process of being used, which can give the weak traditional crafts new vitality and further
realize the virtuous cycle of their commercial and cultural values.

REFERENCE
Non-English Major Students’ Autonomous Learning under Web-based Environment

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Abstract: In 2007, the Ministry of Education of our country in College English Curriculum Requirements clearly announced that computer-assisted language teaching should be used in language teaching environment, adopt new teaching mode and change the single classroom teaching model which just depends on teachers. The Internet is starting to integrate into College English teaching, and provides convenient conditions for students to learn English autonomously. However, many college students have some problems in learning English under the network environment, and suggestions are accordingly provided.

Keywords: College English; Network autonomous learning; Internal factors; External factors; Countermeasures.

1. INTRODUCTION
In 2007, in College English Curriculum Requirements the Ministry of Education clearly announced that college English teaching should take good advantage of multimedia and networking technology, introducing new teaching mode to improve the original teachers’ teaching—a single classroom teaching model. Multimedia networking teaching has become widely used and popular in colleges and universities. Multimedia teaching mode breaks the traditional teaching mode of space and time limit, and provides students with an infinite open and flexible autonomous learning space and time at the same time. Foreign language teaching has been gradually transferred to the teaching mode to students’ core, with the help of information technology—way of network autonomous learning. Therefore, how to improve the students’ autonomous learning ability under the network environment has become one of the major objectives of college English teaching [1-3].

2. AUTONOMOUS LEARNING UNDER WEB-BASED ENVIRONMENT
2.1 Definition of Autonomous Learning Under Web-Based Environment
Irish famous distance educator Dr. Desmond Keegan (1994) defines autonomous learning under network environment as follow: teachers and students interact through the network, and both benefit from the learning, relying on learning support service system, in the form of autonomous learning under the separated state. Holec (1997:24) proposed three necessary conditions for autonomous learning, one of which is to ensure that learners have “appropriate resources” at their disposal. Khan (1997:8) defined it as “an innovation approach for delivering instruction to remote learners using the internet and World Wide Web as an instructional delivery system”.

Then, the definition of autonomous learning under web-based environment could be revised as: an innovative approach of language learning which employs computer and web as a delivery channel to provide various kinds of learning materials, as well as an interactive system to help learners get better regulation in their whole learning process, such as goal setting, content selection, technique using and procedure monitoring so as to achieve the ultimate goal of knowledge construction [4-7].

2.2 Characteristics of Autonomous Learning in Web-Based Environment
Autonomous learning under the web-based environment is reasonable in modern learning and teaching mode. The network provides a large number of online resources for students’ autonomous learning. Teachers could search for a large number of teaching materials, prepare lessons perfectly, and answer the students’ various questions on line. Students could take the autonomous learning mode to complete the learning objectives with the help of high-quality resources online. Firstly, the most obvious characteristic of web-based environment is openness. Secondly, learners can take initiative to a large extent when learning through network. Thirdly, web-based autonomous learning is independent in some sense. Fourthly, the structure of web-based environment brings great convenience to autonomous learners.

2.3 Importance of Autonomous Learning Under Web-Based Environment
Internet provides enough space for autonomous learning, especially a platform for learning activities. Social constructivism considers that learning is a process of getting involved into the culture of a community. Learning refers to the constructive process during which learners interact and cooperate with others on the basis of their original knowledge. Only with the help of others or under reasonable communicative conditions, can learners accomplish the construction of better.

3. THEORIES OF NON-ENGLISH MAJOR STUDENTS’ AUTONOMOUS LEARNING UNDER WEB-BASED ENVIRONMENT
3.1 Cognitive Learning Theory
Cognitive learning theory is developed from the “Epiphany Theory” of Gestalt psychology which is the representative school of early cognitive theory. Cognitive learning theory schools include: 3.1.1 Gestalt psychology of “Epiphany”.
3.1.2 Bruner’s “Cognitive Discovery Theory”.
3.1.3 Ausubel’s Cognitive Assimilation.

Cognitive learning theory has made great contributions to educational psychology:
3.1.4 Paying attention to the subjective value of “people” in...
learning activities, and fully affirming the learner’s conscious initiative.

3.1.5 Emphasizing the importance and role of conscious activities such as cognition, meaning understanding and independent thinking in learning.

3.1.6 Emphasizing the importance of people’s preparation in learning. The efficiency of a person’s learning depends not only on the external stimulus and the subjective efforts, but also on the level of knowledge, the cognitive structure and the non-cognitive factors.

3.1.7 Emphasizing human learning as a proactive process; it attaches great importance to the relationship between learners’ internal motivation and learning activities.

3.1.8 Advocating the creativity of people’s learning advocated by Bruner (1966). It requires students to observe, explore and experiment, think independently, reorganize learning materials, find knowledge and master principles independently. It emphasizes that students can develop their intelligence potential, adjust and strengthen their learning motivation, acquire knowledge and form innovative skills through discovery learning.

3.2 Constructivism Theory Constructivism is the theoretical support for autonomous learning. From Piaget’s personal constructivism theory (1973), we draw that knowledge should be mainly formed naturally within the learners’ interior; the personality of the learners should be given enough attention. Educators should learn to guide students to explore, so that learners will become autonomous learners and knowledge creators based on the completion of the construction of their own original knowledge.

Constructivist learning theory holds that learning environment consists of four elements generally: language situation, collaborative learning, conversation exchange and meaning construction. Teachers are loyal supporters of students’ construction in knowledge. The role of teachers has shifted from the traditional authority to a guide to deliver knowledge in students’ learning, and to become senior partners or collaborators for students’ learning. Teachers must create a good learning environment in which students can expand their learning through experimentation, individual inquiry, cooperative learning, etc. Teachers must ensure that the learning activities and the learning content are balanced. Teachers should provide students with metacognitive and psychometric tools, to develop students’ cognitive processing strategies, and build their own mental models of knowledge and understanding.

Constructivism requires students to confront complex reality and accomplish tasks in complex situations. Teaching under constructivism requires students to take more chances to operate their own learning than in traditional teaching. Teachers should pay attention to making the opportunity that students need always in the “Student Development Zone” proposed by Vygotsky, and provide some advice to students. Students should connect the current learning content with their own knowledge and experience as much as possible, and think about this connection carefully. Contact and reflection are the keys to meaning construction.

3.3 Theory of Humanism Humanism appeared in the United States in the 1950s and 1960s and developed rapidly in the 1970s and 1980s. The main representatives of Humanism are Maslow (1908 ~ 1970) and Rogers (1902 ~ 1987). Rogers, the representative of humanistic psychology, believes that human beings have innate learning desires and potentials. He provides that the teacher’s task is not to teach students knowledge, nor teach students how to learn knowledge, but to provide students with learning tools; it depends on students themselves on how to learn. The teacher is the “facilitator” in to promote students’ learning. Humanistic learning theory which emphasizes students’ autonomous learning, self-constructing knowledge and meaning, and collaborative learning can be divided into five main points: the concept of potential, the concept of self-realization, the concept of creation, the concept of emotional factors and the concept of the relationship between teachers and students.

Generally, Humanism emphasizes the following points: Firstly, humanism advocates a student-centered approach in teaching process. Rogers (1961:39-48) advocates non-instructional teaching, emphasizing that students will experience and discover by themselves in experience.

Secondly, humanism emphasizes students’ direct experience in teaching content. Maslow (1968) pointed out that it is necessary to let people learn to test reality directly with fresh eyes rather than just researching the practical results of others, because experience cannot be obtained on behalf of others. Rogers strongly advocates students’ learning methods from learning by doing. Thirdly, Humanistic education advocates the “Socratic Question and Answer Act” in teaching methods, which enables students to know from the individual, gradually into unknown during the question and answer process between teachers and students. Fourthly, the relationship between teachers and students maintained by humanism is equal.

4. PROBLEMS AFFECTING STUDENTS’ LEARNING AUTONOMY UNDER THE WEB-BASED ENVIRONMENT

4.1 Internal Factors

Some internal factors influencing students’ autonomous learning ability are as follows:

4.1.1 Most students are poor in learning strategies under the web-based environment. Learner autonomy depends on learners’ independent learning style, positive learning attitude and good learning ability. They can set their learning goals independently or under the guidance of teachers. It is a learning process for students to implement, complete, evaluate their learning effects and achieve a learning goal through the cooperation with others or individual activities.

At present, college English teaching is still on the level of teaching knowledge to students, and it cannot effectively guide students to explore independently, especially using network resources to carry out autonomous learning. Students do not practice effectively; as a result, their use of
language cannot be realized. It is a pity that most students generally lack the ability to make independent plans. Many students lack the ability to choose and search correctly on the interface, lack of self-efficacy, unbelief in learning and low expectations for their learning behaviors. So their autonomous learning effectiveness under web-based environment is poor.

4.1.2 Students’ emotional state is still a problem. Emotional state is also an important factor affecting students’ autonomous learning. Anxiety affects the metacognitive process, and it also affects the setting of the target. Emotional state plays a mediating role in students’ asking for help from others. People often regard the students who seek help as lack of ability. As a result, students are required to make a trade-off between the embarrassment faced by the help and the benefit of helping, which, to some extent, hinders the students’ autonomous learning. If teachers can give timely guidance and help to students, students’ autonomous learning will be improved surely.

4.1.3 Students’ poor self-monitoring also plays an important role in influencing their autonomous learning under web-based environment. Autonomous learning under web-based environment requires a high level of self-monitoring for students. Thus, students who lack self-monitoring always addict to online entertainment and games and ignore online English autonomous learning, which leads to the decline of students’ learning.

4.2 External factors
Some external factors influencing students’ autonomous learning ability can be discussed below.

4.2.1 The poor situation of online resources and teachers’ ability to use information technology influence students’ autonomous learning a lot. A major factor in the success of English autonomous learning for college students under web-based environment is the good running state of the network hardware and software facilities. Although many universities tried to improve the teaching environment actively and introduce multimedia network devices as much as possible, most college English classes are so large with too many students and the goal of autonomous learning is quite a distance for them.

Nowadays, the content of online teaching resources is not rich enough and the form is single, students are lack of learning methods and guidance; students’ demand for on-line English learning resources such as oral English, listening and translation skills training, English learning resource is not fully satisfied. Then, English teachers in colleges and universities have not fully mastered the appropriate teaching strategies to guide students to learn autonomously under web-based environment. The ability of college English teachers’ information technology education needs to be further improved.

4.2.2 The relationship between teachers and students in students’ autonomous learning should be strengthened. Poor relationship between students and teachers can produce a bad effect on students’ autonomous learning under the web-based environment. But the harmonious relationship between teachers and students has a positive effect on students’ autonomous learning. Students will be converted from the trust of the teachers to autonomous learning if this relationship is harmonious because the learning environment is more relaxing and cheerful. In this environment, students will prefer to learn, and their autonomous learning will be enhanced. Students’ autonomy will be enhanced when they feel the encouragement and expectation of the teachers.

4.2.3 The poor relationship in classroom will also produce a bad effect on classroom learning since language learning needs to create a language environment. It is not only personal learning, but mutual influence and cooperation. A positive group will make the group members to imitate each other with strong autonomous learning ability. On the contrary, if in a learning atmosphere under a tough arbitrary type of teachers, the students will hate learning; once students left the teachers, their autonomous learning is obvious slack.

In short, English teachers often have negative attitudes towards students’ autonomous learning. For example, English teachers’ poor arrangement in class usually produces a passive effect on students’ English learning. The students’ awareness of innovation is suppressed in this way; their autonomous learning will become poor accordingly. In addition, some English teachers usually hold that student’s English learning ability is limited; they cannot handle everything independently. So, they easily and blindly make every learning decision for students, and then students may lose many opportunities to participate in the teaching and learning actively. This teaching method will negatively and gradually influence students’ learning consciousness, and as a result, they will surely take passive participation in learning activities.

5. THE CULTIVATION OF STUDENTS’ AUTONOMOUS LEARNING ABILITY UNDER THE WEB-BASED ENVIRONMENT
Information language education based on computer and network technology is an effective way for the reform of College English Curriculum. The development of English teaching partly depends on network if its advantages are brought into full play, which will effectively promote the students’ English learning. At the same time, under the web-based environment, students can learn flexibly and effectively with clear objectives on the basis of their actual level and actual needs, and they ultimately achieve the aim of making study to serve the practical purpose.

5.1 Further Enriching The Autonomous Learning Resources Under The Web-Based Environment
Constructivism is the theoretical support for autonomous learning. Constructivist learning theory holds that learning environment must be conducive to the construction of the meaning of the students’ learning content. In the teaching process, teachers should make good use of the modern multimedia image to convey information. The teaching method to convey information through movies, images, animations, sounds and other dynamics ways makes teaching process vivid, and stimulates students’ senses to a certain extent to make situation more fascinating.

Students
are able to participate in the online autonomous learning more actively and accomplish the construction of the meaning of the subject.

Many college students are not satisfied with the current situation of the campus network, so colleges should provide rich and sufficient English autonomous learning conditions for students. Therefore, it is a need for universities and colleges to make use of various web-making tools to establish their own online teaching system on the basis of the campus network for the purpose of increasing the online teaching and learning resources for students by making the intelligent interaction of the teaching resources and the individualization of the forms of expression become the characteristics of the online resources. It can make the teaching resources of college English online more standardized, so that to fully support and guide the students’ English learning autonomy. In this way, students’ learning interest will be stimulated, they will learn in a real English environment to improve their English learning and communicative ability.

Shortly, the excellent teaching resources provided by the Internet in school should be lively and graphic. It should combine the goals of college English learning, students’ learning skills, teachers’ teaching methods, and teaching contents and media presentation closely to develop high-quality online resources in order to stimulate the students’ various senses. The amount of information students receive is increased and their abilities to listen, to speak, to read and to write are strengthened. Moreover, college English teaching software should be designed with interactivity to present students’ learning feedback to themselves as soon as possible, so, students can correct their own mistakes making in the process of learning. As a result, their learning achievements will get improved naturally, and their sense of achievement and initiative of learning will get increased naturally.

5.2 Further Improving Teacher’s Guidance In Students’ Autonomous Learning Under The Web-Based Environment

The learning method mainly advocated by the constructivist teaching model and constructivist theory refers that students are the core in learning process under the guidance of their teachers, and actively constructs the knowledge meaning; the teacher’s task is transformed into the organizer and guide during the teaching process. Teachers help students construct the meaning of knowledge. Teachers use the media not only to create situations, but also to collaborate and communicate with students.

Most of the students think the traditional teaching mode is not conducive to the improvement of students’ initiative in English autonomous learning and it will limit the students’ ability of autonomous learning. Thus, the traditional teacher-oriented teaching mode should be changed, teachers should play a leading role in helping students formulate learning plan, learning materials and learning methods through supervising and evaluating the whole process.

Therefore, some suggestions are provided here:

In the process of English learning under the web-based environment, the students’ sense of achievement in learning is an important factor in keeping students’ interest in autonomous learning.

On the one hand, it is necessary to create a good web-based autonomous learning environment for students, such as convenient classroom with network for students, timely technical guidance and troubleshooting, and rich autonomous learning resources. On the other hand, English teachers should strengthen the communication with students to help students timely solve learning difficulties, especially to help students reduce their boredom and negative emotions in autonomous learning process. Besides, English teachers should be good at guiding students to get feedback of learning in time, so as to enhance their self-confidence and sense of achievement in their autonomous learning.

Nowadays, it is an important task for English teachers to promote students’ autonomous learning effect by cultivating their self-consciousness and improving their learning motivation and strategies. However, it is also a hard job. English teachers should understand their students well first, including their basic knowledge, learning value and skills and so on. Then, they can make full use of internet resources when guiding students to learn effectively.

5.3 Further Strengthening Teachers’ Technical Ability To Apply Multimedia Teaching

Constructivism holds that teachers are loyal supporters of students’ construction in knowledge. The role of teachers has shifted from the traditional authority to a guide to deliver knowledge in students’ learning, and to become senior partners or collaborators for students’ learning.

With the wide use of information and technology in English teaching, strengthening the training of teachers based on the online teaching model is the key to the success of the English teaching reform. How to let teachers fully understand and master modern educational technology, especially network technology, and apply it to teaching in a reasonable way to guide students to learn independently is an important issue that we face nowadays. Only through planned and focused training will the overall teaching level of the college English teachers be significantly improved, so that online teaching can be conducted efficiently.

Conducting autonomous English learning under the web-based environment not only needs a harmonious relationship between English teachers and students, but also requires that English teachers have excellent skills of applying information technology in English teaching because they are usually regarded as the guiders in students’ autonomous learning.

Therefore, English teachers should be the navigator of the application of information technology. They should be confident of applying information technology in English teaching with all kinds of information tools and resources from Internet. So, it is necessary for English teachers to improve their recognition of the advantages and limitations of information technology in English teaching so that they can integrate information technology into teaching activities flexibly to create a new teaching environment constantly, which can promote students’ autonomous learning activities.
under the web-based environment. Besides, English teachers should carry out effective management and reasonable evaluation for students’ learning. Shortly, necessary training for improving the consciousness and skills of using information technology are a serious need for English teachers, and the training should focus on the integration of technology in the curriculum and teaching process. Therefore, English teachers should be trained with integrated information technology; teaching practice should be combined with information technology to highlight the application of information technology. It should be taken as the focus on English teacher’s long-term development in order to cultivate their positive attitudes towards information technology and the spirit of continuous exploration.

5.4 Further Helping Students to Improve Their Self-Regulation In Autonomous Learning

According to Humanism, the development of education should be “people-oriented”, which is also called “student-oriented”. Education must always focus on the role of students in learning, to explore learning strategies suitable for students’ autonomous learning, to improve their learning efficiency, to fully develop students’ personality, and to emphasize the ability of the learning subject and personality development through the improvement of teaching methods and teaching strategies. Education should focus on the interests and needs of students, respect the differences in students’ personality, create a humane teaching environment, and develop students’ potential. According to cognitive learning theory, cognitive strategies are learners’ methods of controlling and adjusting their cognitive processes such as learning, memory, and thinking. They are learners’ ability to handle internal information and self-control and adjustment.

As for English teachers, we should on the one hand attach the importance of English learning to students’ subjectivity and initiative, and on the other hand, they must pay attention to the cultivation of students’ autonomous learning ability. Under the environment of modern education, English teachers should intervene actively to help the students of different English levels choose their learning materials and strategies which are suitable for them. While expanding students’ autonomous learning space, English teachers should strengthen the control and guidance of the students’ autonomous learning from such angles: knowing their learning status, guiding them effectively, keeping close ties with them, checking their learning progress and learning effect regularly, and urging them to learn in accordance with their own learning plan and schedule. Checking students’ notes of self-study timely is a best way for English teachers to understand the students’ problems of autonomous learning. There are many ways for doing this, such as checking students’ exercise and conducting test, and organizing self-test in different stages. What’s more, students can further improve their autonomous learning ability in these ways. In addition, everything in school is for students’ development. The cultivation of students’ autonomous learning ability should be embodied in the English Teaching Syllabus, making it a part of the language teaching. The ability of students’ learning initiative and learning control should be enhanced so that they want to learn and know how to learn. More guidance should be given to those students with low starting points in English learning.

It is important that students should know the importance of autonomous learning and try to build up the consciousness. In the process of autonomous learning under the web-based environment, students should make a reasonable plan, which tell them clearly why to do, what to do and how to do. In fact, effective learning under the web-based environment greatly depends on students themselves since they are the master of learning. Of course, timely and effective guidance and encouragement given by English teachers is important.

6. CONCLUSION

With the development of English education, autonomous learning is playing a more and more important role in college students’ English learning, which highlights that cultivation of college students’ English autonomous learning consciousness and ability needs the joint efforts of the society, schools and students. Autonomous learning is not simple self-independent learning, but autonomous learning ability determined by a series of internal and external factors. From the present problems of college students’ English autonomous learning under the web-based environment, it can find out that college students’ autonomous learning is still in exploration stage. Reasonable and scientific guidance and encouragement from schools and English teachers are badly needed. So, much work should be continuously done focusing on the following aspects: improving college students’ English learning identity, optimizing their learning strategy, strengthening their ability of self-monitoring, providing rich online environment for their English autonomous learning.

REFERENCES

Study on The Application of Regional Cultural Elements in The Design of Local Specialty Packaging

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Abstract: Regional cultural elements usually refer to the elements that people in the process of reproduction and life in order to adapt to nature and better development. They exist for a long time and have characteristics. They are the expression of local culture and customs. Packaging can protect the goods, make the transportation more convenient, and improve the beauty of products. The application of regional cultural elements to the packaging design of local products can improve the sales of local products to a certain extent. This paper explores the application of regional cultural elements in packaging design of local specialties from three elements of function, vision and emotion, hoping to promote the sales of local specialties and promote the development of local agricultural economy.

Keywords: Regional cultural elements; Local products; Packaging design; Application; Elements; Research.

1. INTRODUCTION
Due to the differences in living environment and living habits, there are certain differences in social culture in different regions. Local products are the local characteristics of the product, and the lives of local residents, behavior has a close relationship, the application of regional cultural elements in the packaging design of local products, can carry forward the regional culture. Make consumers more willing to buy.

2. FUNCTIONAL ELEMENTS
In the process of packaging design for local products, the packaging structure should be considered. Packaging structure is mainly to make the different parts of the packaging can influence each other, play a role, closely linked means. Packaging structure design mainly refers to the analysis from a scientific point of view, from the nature of the packaging materials to be used and the actual needs of different products, to plan the internal and external combination of packaging. When applying the regional cultural characteristics to the packaging design of local products, we need to consider the capacity of local products and whether it is convenient for storage and protection. We should combine traditional regional cultural elements with modern elements to change the original image, so as to ensure people's demand for local products packaging [1].

3. VISUAL ELEMENTS
3.1 Text
Writing is a tool for people to record things and exchange feelings with each other. It has become an indispensable part of people's life. Therefore, in the process of packaging design for local specialty stores, it is necessary to analyze the growth time and characteristics of local products, which is impossible for the previous elements. The charm of traditional cultural elements can be reflected by the application of words in the packaging design of local products.

3.2 Pictures
A long time ago, people had some understanding of pictures. From a certain point of view, pictures can be free from the restrictions of words, and can be widely spread. People's acceptance is relatively high. Compared with words, we can find that although pictures are from words, they spread faster, can be more intuitive to express, and people and enterprises are fast enough in time, it shows the advantages of enterprises, so that more people are willing to buy agricultural products. It should be noted that in the production process of agricultural products, tourists' preferences and information of agricultural products should be taken into account as much as possible, so as to make agricultural products more in line with the demand [2].

3.3 Color
The color elements in regional culture are people's sustenance for emotion, showing people's most essential self. In the process of agricultural product design, folk artists do not use colors randomly, but scientifically and reasonably analyze the different effects brought by different materials, so as to bring people better visual experience. Therefore, when designing the outer packaging of agricultural products, we should consider the color depth, shape and so on, so as to provide ideas for the packaging design of agricultural products.

4. EMOTIONAL ELEMENTS
4.1 Analysis from The Perspective of Emotion
The packaging of local products plays an important role in local products. With the help of colors, patterns and materials used in the packaging of local products, we can understand the nature and spirit of local products, make consumers have feelings for local products psychologically, and shorten the gap between people and local products [3]. There are some differences in history and culture in different regions. Designers should consider the local reality and the regional culture expressed by local products in the process of designing the packaging of local products, so as to make the contents on the packaging more in line with the local regional culture and let consumers feel psychological
It is found that the use of traditional crafts and the selection of appropriate materials can attract people, make people pay attention to local products, and let consumers get better emotional experience in the process of consumption.

4.2 Build a Good Brand Image and Enhance Its Popularity
Brand is the expression of the comprehensive quality of products. It is an important basis for people to analyze and judge the internal products, services and value of the enterprise and whether people trust the enterprise. From a certain point of view, the packaging of local products is not only to protect the products that need to be sold, to make transportation and storage more convenient, but also a kind of self-marketing. With the help of product packaging, people can have a certain understanding of the connotation of the brand and the types and characteristics of products. In the process of purchasing or applying local products, the choice of consumers is mainly determined by the brand of the product, and the outer packaging can clearly express the brand, making consumers more willing to purchase.

There are some differences between the local specialty brands and the general commercial brands. The small-scale enterprises that plant and sell the local products are generally small-scale enterprises with limited economic income, which is not conducive to the construction and development of agricultural products brands. In this case, the application of regional cultural elements to the packaging design of local products requires the government to play its regulatory role and cooperate with well-known enterprises to reduce business risks and make the design more orderly. First of all, in the process of brand building, we should pay attention to the following points in the process of brand building: we should pay attention to the following points in the process of brand building: first, we should pay attention to the brand building process of brand building. Secondly, when applying the regional cultural elements to the packaging design of local products, we should make clear the design goal. We can investigate the consumer groups, understand their aesthetic and preferences, so that the designed products can be more easily accepted by consumers. Third, it is necessary to scientifically and reasonably apply the regional cultural elements, so that the packaging of local products can reach an agreement with the connotation [4]. Fourth, strengthen publicity, enterprises can promote agricultural products in the Internet platform, so that the popularity of local products can be improved. In addition, local products can be layered designed to meet the needs of different groups for local products.

5. CONCLUSION
According to the above analysis, the application of regional cultural elements to the packaging design of local products can make people have a deeper understanding of regional culture, which to a certain extent provides support for the smooth development of regional culture protection. Consumers are willing to purchase and publicize it, which can make the regional brand more famous, gain competitive advantage and be more consumed to promote sales and create more economic benefits for enterprises.

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REFERENCE
Engineering Supplier Selection in Green Supply Chain Environment Based on Intuitionistic Fuzzy Vikor

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Abstract: Aiming at the fuzziness of supplier selection in the environment of green supply chain, this paper constructs evaluation index set, transforms the data processing of heterogeneity evaluation index into intuitionistic fuzzy number, determines the index weight and decision-maker weight by intuitionistic fuzzy entropy weight method, and optimizes the green supplier in supply chain environment by combining VIKOR method. Finally, the effectiveness and stability of the decision-making results are verified by combining with engineering examples and sensitivity analysis.

Keywords: Green supply chain; Supplier selection; Intuitionistic fuzzy numbers; Intuitionistic fuzzy entropy weight method; VIKOR method.

1. INTRODUCTION
In recent years, with the continuous and rapid development of social economy, the environmental pollution problem brought by social development has become a big problem that needs to be solved urgently. China has taken environmental protection as a basic national policy and put forward a new economic concept of "green development", and green supply chain management has emerged as the times require. Wang Yingluo studies green supply chain management from the viewpoint of system theory and integrated management, and thinks that the implementation of green supply chain management should follow the principle of symbiosis, circulation, substitution transformation and system opening [1]. Since suppliers play an important role in green supply chain management, the evaluation and selection of suppliers is related to the efficiency of the whole green supply chain. In engineering supply chain, engineering project is a complex dynamic construction process in the construction process, and the selection of suppliers is affected by many factors, and the selection of engineering suppliers has the characteristics of fuzziness and uncertainty. It is often difficult to meet the requirements only according to the selection criteria of manufacturing suppliers. At present, many scholars have carried out relevant research on the selection of engineering suppliers and achieved a lot of results which mainly focusing on the construction of index system and the selection of evaluation methods. In the research on the construction of index system, enterprises pay more attention to the factors such as product quality, price, supply capacity, enterprise management system and enterprise reputation [2, 3]. In the context of green supply chain, the selection of high utilization rate of environmental protection materials, high popularization of environmental protection and low environmental impact. The methods commonly used in the selection of supplier evaluation methods are grey correlation analysis, TOPSIS, rough set, TODIM, etc.[3-6].In the decision-making process of engineering supplier selection, it is a multi-party collaborative process, which often requires the participation of supply, procurement, construction and other departments. During the decision-making process, it is necessary to synthesize the opinions of decision makers in different departments, and it is difficult to select suppliers that fully meet the requirements of engineering supplier evaluation system. The VIKOR method has the advantages of considering both group utility maximization and individual regret minimization, so the ranking results by this method are closer to reality, more stable and credible [7, 8]. There are few studies on the simultaneous existence of multiple attribute values. Based on the characteristics of high utilization rate of environmental protection materials selected by suppliers in green supply chain, high popularization of environmental protection and low environmental impact, this paper constructs an evaluation index system of green suppliers in engineering supply chain. Based on many kinds of evaluation attributes and multi-attribute group decision-making problems, the weight is determined by intuitionistic fuzzy entropy method.

2. ENGINEERING SUPPLIER EVALUATION INDEX SYSTEM
In the context of green supply chain, the selection of suppliers is affected by many factors, and the selection of engineering suppliers has the characteristics of fuzziness and uncertainty, so it is very important to select appropriate evaluation indicators. The supplier selection index system in this paper is constructed through consulting the relevant documents of construction supplier selection and the characteristics of engineering construction, combining with the "green development" new economic concept under the
background of green supply chain management. The proposed supplier selection index system contains the main factors affecting supplier selection from five aspects: supply product factors, supplier service level, supplier status and resources, green environmental protection concept, supplier management and reputation. The supply factor mainly refers to the inspection of the quality of the products supplied by the supplier, the unit price of the product, the unit transportation cost of the product, the qualified rate of the product, and so on. The concept of green environmental protection mainly refers to the utilization rate of environmental protection materials supplied, the degree of environmental impact, the popularization of environmental protection of supplier enterprises, the intensity of environmental protection publicity, and so on. Supplier management and reputation are measured by supplier management system, partner satisfaction, corporate reputation and other factors. 13 secondary evaluation indicators were finally determined in order to simplify the evaluation process, and the indicators and indicators description are shown in Table 1.

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<th>Table 1. Supplier evaluation indicator system</th>
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<td>Level I indicators</td>
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<td>Supplier service level</td>
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3. GREEN SUPPLY CHAIN SUPPLIER SELECTION EVALUATION METHOD

3.1 Green Supply Chain Supplier Selection Problem Description

The problem of selecting an optimal supplier through the evaluation of a set of decision-makers is the multi-attribute group decision-making problem for multiple eligible sets of alternative suppliers. There are m sets of suppliers that have passed the qualification review, D = \{D_1, D_2, \ldots, D_m\} is p sets of decision makers from different departments, X = \{X_1, X_2, \ldots, X_p\} is n sets of attribute indicators, The weight of decision maker D_k is the weight of decision maker D_k to the evaluation attribute X_j. The evaluation value of the decision maker D_k to the supplier a_i in the evaluation attribute X_j is s_r_{ij}^k, then the decision matrix given by the decision maker D_k is \( r_{ij}^k = (s_{ij}^k)_{m \times n} \). 3.2 Standardized Evaluation Information

Because of the asymmetry of decision makers from different departments to the degree of mastery of the information of each supplier's optimal selection index, it is often impossible to obtain accurate evaluation information. Interval number, intuitionistic fuzzy number, language variable is used to describe the uncertainty of evaluation information. The type of evaluation information is shown in Table 2.

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<th>Table 2. Types of evaluation information</th>
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<td>Evaluation indicators</td>
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<td>Product quality X1</td>
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<td>Integrated Product Costs X2</td>
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<tr>
<td>On-time rate of supply X3</td>
</tr>
<tr>
<td>Demand response capacity X4</td>
</tr>
<tr>
<td>Production flexibility X5</td>
</tr>
<tr>
<td>market impact X7</td>
</tr>
<tr>
<td>Utilization of environmental protection materials X8</td>
</tr>
<tr>
<td>Environmental protection popularization of employees X9</td>
</tr>
<tr>
<td>Environmental impact X10</td>
</tr>
<tr>
<td>management system X11</td>
</tr>
<tr>
<td>Customer satisfaction X12</td>
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<td>Corporate reputation X13</td>
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Then, we should convert different types of evaluation price information into intuitionistic fuzzy numbers to carry out the ranking optimization of alternative suppliers.

Definition 1 Intuitive Fuzzy Number

Let X be a non-empty set, then call \( \langle x, \mu_A(x), v_A(x) \rangle \) \( x \in X \) an intuitionistic fuzzy set on a non-empty set X. Among them, \( \mu_A(x), v_A(x) \) indicate that the element x in X belongs to A membership degree \( \mu_A(x) : X \rightarrow [0, 1] \) and the x does not belong to A non-membership degree.

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3.3 Weight Determination Based on Intuitionistic Fuzzy Entropy

This paper uses intuitive fuzzy entropy that considers the information of membership, non-membership and hesitation to determine the weight of each index [12].

3.3.1 Index weights. The intuitionistic fuzzy entropy of Table 3. Let

\[ \pi^k = \frac{1}{1 + \pi^k} \]

3.3.2 Decision-maker weights. The objective weight coordination coefficient and determine the final comprehensive attribute weight, the decision maker's decision matrix is aggregated into a decision group decision matrix \( M \).

\[ M_{ij} = \lambda_1 \pi_{ij}^1 \oplus \lambda_2 \pi_{ij}^2 \oplus \cdots \oplus \lambda_p \pi_{ij}^p \]

Here, \( \lambda_k \) is the weight value for the k decision maker.

4.4 Decision-Making Steps of Intuitive Fuzzy VIKOR

3.4 Decision-Making Steps of Intuitive Fuzzy VIKOR
Step 5 Uses VIKOR method to calculate group utility value and individual regret value of each supplier to be selected in intuitionistic fuzzy environment[12].

\[ S_i = \sum_{j=1}^{n} \omega_j \left( \frac{\mu_j^i + \mu_j^i - \mu_j}{\mu_j^i + \mu_j^i - \mu_j} \right) = \sum_{j=1}^{n} \omega_j \left( \frac{d(\mu_j^i, \mu_j^i)}{d(\mu_j^i, \mu_j^i)} \right) \]

\[ R_i = \max_{j=1}^{n} \omega_j \frac{\mu_j^i - \mu_j}{\mu_j^i + \mu_j} = \max_{j=1}^{n} \omega_j \frac{d(\mu_j^i, \mu_j)}{d(\mu_j^i, \mu_j)} \]

Step 6 Calculates the compromise evaluation values for each supplier to be selected.

\[ Q_i = v \left( \frac{S_i}{S^-} \right) + (1 - v) \left( \frac{R_i}{R^-} \right) \]

Here, \( S^- = \min_i S_i \), \( S^+ = \max_i S_i \), \( R^- = \max_i R_i \), \( R^+ = \min_i R_i \), \( v \in [0, 1] \).

Step 7 Sorts in ascending order according to the calculated value \( S_i, R_i, Q_i \). An alternative supplier preference decision is then made based on the following two criteria. Supplier \( A^{(2)} \) with the highest \( Q_i \) value meets the following two criteria[14].

3.4.1 Criteria for acceptable advantages: \( Q(A^{(2)}) - Q(A^{(3)}) \geq \frac{1}{m-1} \). \( Q(A^{(2)}) \) represents the compromise evaluation value corresponding to the supplier whose

| Table 4. Decision matrix R1 given by decision maker D1 |
|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|
| Suppliers | X1 | X2 | X3 | X4 | X5 | X6 | X7 | X8 | X9 | X10 | X11 | X12 | X13 |
| A1 | MH | 240, 255 | 91, 93 | (0.75, 0.15) | 30, 35 | (0.65, 0.25) | 0.11, 13 | 30, 35 | M | 3, 35 | MH | VH |
| A2 | H | 230, 240 | 92, 95 | (0.80, 0.10) | 32, 38 | (0.60, 0.20) | 0.11, 14 | 32, 38 | MH | 3, 32, 7 | H | MH | H |
| A3 | VH | 230, 245 | 93, 96 | (0.70, 0.20) | 35, 40 | (0.65, 0.30) | 0.13, 16 | 34, 37 | H | 3, 35 | H | VH | VH |
| A4 | H | 225, 245 | 91, 95 | (0.70, 0.20) | 32, 37 | (0.60, 0.30) | 0.12, 15 | 33, 36 | H | 3, 34 | VH | VH | H |

| Table 5. Decision matrix R2 given by decision maker D2 |
|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|
| Suppliers | X1 | X2 | X3 | X4 | X5 | X6 | X7 | X8 | X9 | X10 | X11 | X12 | X13 |
| A1 | H | 245, 255 | 91, 94 | (0.75, 0.20) | 30, 33 | (0.60, 0.30) | 0.10, 13 | 31, 33 | M | 3, 32, 7 | H | MH | H |
| A2 | MH | 230, 245 | 92, 95 | (0.80, 0.15) | 32, 36 | (0.70, 0.20) | 0.12, 15 | 32, 36 | MH | 3, 35 | H | MH | VH |
| A3 | H | 230, 240 | 92, 95 | (0.75, 0.10) | 32, 37 | (0.75, 0.10) | 0.12, 16 | 33, 36 | H | 2, 8, 3, 3 | VH | H | H |
| A4 | VH | 230, 240 | 90, 94 | (0.70, 0.25) | 33, 36 | (0.70, 0.25) | 0.13, 15 | 34, 37 | M | 3, 35, 8 | H | VH | M |

4.1 Green Supplier Priority Ranking

According to the intuitive fuzzy VIKOR method decision steps proposed in section 3.5, the four supplier enterprises are sorted as follows.

| Table 7. Normalized intuitionistic fuzzy decision matrix \( R^1 \) |
|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|
| Programme | X1 | X2 | X3 | X4 | X5 | X6 | X7 | X8 | X9 | X10 | X11 | X12 | X13 |
| A1 | (0.65, 0.25) | (0.2266, 0.7436) | (0.7421, 0.7244) | (0.75, 0.15) | (0.2000, 0.7287) | (0.65, 0.25) | (0.1897, 0.7234) | (0.2098, 0.7287) | (0.50, 0.40) | (0.2259, 0.7403) | (0.65, 0.25) | (0.75, 0.15) | (0.85, 0.10) |
| A2 | (0.75, 0.15) | (0.2408, 0.7325) | (0.7247, 0.7111) | (0.80, 0.10) | (0.2133, 0.7054) | (0.60, 0.20) | (0.1897, 0.7021) | (0.2238, 0.7287) | (0.65, 0.25) | (0.65, 0.25) | (0.75, 0.15) | (0.25, 0.15) | (0.75, 0.15) |
| A3 | (0.85, 0.10) | (0.2358, 0.7325) | (0.7245, 0.7384) | (0.70, 0.20) | (0.2333, 0.6899) | (0.65, 0.30) | (0.2241, 0.6596) | (0.2378, 0.7152) | (0.75, 0.15) | (0.1976, 0.7727) | (0.75, 0.15) | (0.85, 0.10) | (0.85, 0.10) |
| A4 | (0.75, 0.15) | (0.2358, 0.7265) | (0.7241, 0.7411) | (0.75, 0.20) | (0.2133, 0.7132) | (0.60, 0.30) | (0.2069, 0.6899) | (0.2308, 0.7209) | (0.75, 0.15) | (0.2325, 0.7326) | (0.85, 0.10) | (0.75, 0.15) | (0.75, 0.15) |

Step 1 Perform data processing on the different types of evaluation index information in Table 4 to Table 6 to obtain the standardized intuitionistic fuzzy decision matrix \( (k=1, 2, 3) \) as shown in Tables 7-9.

| Table 8. Normalized intuitionistic fuzzy decision matrix \( R^2 \) |
|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|
| Programme | X1 | X2 | X3 | X4 | X5 | X6 | X7 | X8 | X9 | X10 | X11 | X12 | X13 |
| A1 | (0.75, 0.15) | (0.2209, 0.7502) | (0.2407, 0.7425) | (0.75, 0.20) | (0.2113, 0.7402) | (0.60, 0.30) | (0.1695, 0.7234) | (0.2183, 0.7462) | (0.50, 0.40) | (0.2113, 0.7592) | (0.75, 0.15) | (0.65, 0.25) | (0.75, 0.15) |
The decision-maker weight coordination coefficient

Table 9. Normalized intuitionistic fuzzy decision matrix \( \tilde{M} \)  

<table>
<thead>
<tr>
<th>Programme</th>
<th>X1</th>
<th>X2</th>
<th>X3</th>
<th>X4</th>
<th>X5</th>
<th>X6</th>
<th>X7</th>
<th>X8</th>
<th>X9</th>
<th>X10</th>
<th>X11</th>
<th>X12</th>
<th>X13</th>
</tr>
</thead>
<tbody>
<tr>
<td>A1</td>
<td>0.50</td>
<td>0.2279</td>
<td>0.2368</td>
<td>0.75</td>
<td>0.2263</td>
<td>0.70</td>
<td>0.1897</td>
<td>0.2319</td>
<td>0.7302</td>
<td>0.65</td>
<td>0.2200</td>
<td>0.85</td>
<td>0.10</td>
</tr>
<tr>
<td>A2</td>
<td>0.65</td>
<td>0.7352</td>
<td>0.2190</td>
<td>0.7236</td>
<td>0.65</td>
<td>0.1724</td>
<td>0.6899</td>
<td>0.2217</td>
<td>0.7222</td>
<td>0.75</td>
<td>0.2400</td>
<td>0.75</td>
<td>0.15</td>
</tr>
<tr>
<td>A3</td>
<td>0.85</td>
<td>0.7372</td>
<td>0.2190</td>
<td>0.7317</td>
<td>0.75</td>
<td>0.2069</td>
<td>0.6899</td>
<td>0.2246</td>
<td>0.7381</td>
<td>0.75</td>
<td>0.2475</td>
<td>0.85</td>
<td>0.15</td>
</tr>
<tr>
<td>A4</td>
<td>0.75</td>
<td>0.7373</td>
<td>0.2242</td>
<td>0.7337</td>
<td>0.65</td>
<td>0.2069</td>
<td>0.6667</td>
<td>0.2391</td>
<td>0.7143</td>
<td>0.50</td>
<td>0.2141</td>
<td>0.65</td>
<td>0.15</td>
</tr>
</tbody>
</table>

Step 2 Weight determination using intuitionistic fuzzy entropy weight method.

The index weights of different decision makers are:

\[ w_1 = (0.0918, 0.0722, 0.0746, 0.0886, 0.0650, 0.0330, 0.0601, 0.0690, 0.0617, 0.0817, 0.0918, 0.0918, 0.1186) \]

\[ w_2 = (0.0952, 0.0763, 0.0772, 0.0903, 0.0709, 0.0613, 0.0606, 0.0729, 0.0351, 0.0845, 0.0952, 0.0853) \]

\[ w_3 = (0.0774, 0.0801, 0.0818, 0.0746, 0.0756, 0.0595, 0.0614, 0.0771, 0.0611, 0.0881, 0.1012, 0.0879, 0.0743) \]

The decision-maker weight coordination coefficient

Table 10. Group Decision Matrix M

<table>
<thead>
<tr>
<th>Programme</th>
<th>X1</th>
<th>X2</th>
<th>X3</th>
<th>X4</th>
<th>X5</th>
<th>X6</th>
<th>X7</th>
<th>X8</th>
<th>X9</th>
<th>X10</th>
<th>X11</th>
<th>X12</th>
<th>X13</th>
</tr>
</thead>
<tbody>
<tr>
<td>A1</td>
<td>0.6510</td>
<td>0.2278</td>
<td>0.2393</td>
<td>0.7500</td>
<td>0.2120</td>
<td>0.7284</td>
<td>0.6509</td>
<td>0.2481</td>
<td>0.1830</td>
<td>0.7054</td>
<td>0.7530</td>
<td>0.5521</td>
<td>0.3460</td>
</tr>
<tr>
<td>A2</td>
<td>0.6895</td>
<td>0.2404</td>
<td>0.2419</td>
<td>0.7379</td>
<td>0.6515</td>
<td>0.1891</td>
<td>0.6908</td>
<td>0.2224</td>
<td>0.7248</td>
<td>0.6845</td>
<td>0.2251</td>
<td>0.7120</td>
<td>0.6874</td>
</tr>
<tr>
<td>A3</td>
<td>0.8219</td>
<td>0.2388</td>
<td>0.2445</td>
<td>0.7333</td>
<td>0.2119</td>
<td>0.2319</td>
<td>0.7500</td>
<td>0.2265</td>
<td>0.7849</td>
<td>0.8282</td>
<td>0.7915</td>
<td>0.1299</td>
<td>0.6092</td>
</tr>
<tr>
<td>A4</td>
<td>0.7894</td>
<td>0.2378</td>
<td>0.2406</td>
<td>0.7051</td>
<td>0.2260</td>
<td>0.6368</td>
<td>0.6675</td>
<td>0.2114</td>
<td>0.2363</td>
<td>0.6902</td>
<td>0.2179</td>
<td>0.7678</td>
<td>0.78940</td>
</tr>
</tbody>
</table>

Step 4 Determine the positive ideal solution \( A^+ \) and negative ideal solution \( A^- \) of the alternative suppliers. Positive ideal solution

\[ A^+ = (0.8219, 0.1146, 0.2278, 0.7458, 0.2445, 0.7386, 0.7733, 0.1520, 0.2263, 0.7089, 0.7180, 0.7500, 0.5095, 0.7849, 0.1309, 0.8219, 0.1146) = (0.7915, 0.1299) \]

Negative ideal solution

\[ A^- = (0.6510, 0.2434, 0.2404, 0.7308, 0.2393, 0.7442, 0.7051, 0.2309, 0.2120, 0.7284, 0.6509, 0.2481) \]

Step 5 Calculates the group utility value \( S_i \) and individual regret value \( R_i \) of each supplier to be selected according to the Hamming distance formula\([14]\), then makes a compromise coefficient \( v = 0.5 \), Calculate and sort the \( S_i, R_i, Q_i \) value of each supplier, and the result is shown in Table 11.

Table 11. \( S_i, R_i, Q_i \) Value of alternative suppliers

<table>
<thead>
<tr>
<th>Supplier</th>
<th>( S_i )</th>
<th>Sort</th>
<th>( R_i )</th>
<th>Sort</th>
<th>( Q_i )</th>
<th>Sort</th>
</tr>
</thead>
<tbody>
<tr>
<td>A1</td>
<td>0.6332</td>
<td>3</td>
<td>0.0903</td>
<td>4</td>
<td>0.7432</td>
<td>3</td>
</tr>
<tr>
<td>A2</td>
<td>0.6091</td>
<td>3</td>
<td>0.0961</td>
<td>4</td>
<td>0.9707</td>
<td>4</td>
</tr>
<tr>
<td>A3</td>
<td>0.2220</td>
<td>1</td>
<td>0.0848</td>
<td>1</td>
<td>0.0000</td>
<td>1</td>
</tr>
<tr>
<td>A4</td>
<td>0.5081</td>
<td>2</td>
<td>0.0927</td>
<td>3</td>
<td>0.7001</td>
<td>2</td>
</tr>
</tbody>
</table>

Step 6 Determine the final supplier based on the calculated compromise evaluation value ranking analysis.

As can be seen from the calculations in Table 11, \( Q(A_1) > Q(A_2) > Q(A_3) > Q(A_4) \), so \( A_3 > A_4 > A_2 > A_1 \) and the four alternative suppliers meet the following two acceptable criteria.

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4.2 Sensitivity Analysis
Due to the compromise coefficient \( v \in [0, 1] \), that is, \( v \) can take any value in \([0, 1]\). Since the decision-makers have different attitudes in the actual decision-making process, the corresponding trade-off coefficients are also different. The following analyzes the impact on the ranking of trade-off schemes when the decision-makers take different trade-off coefficients. Let \( v \) take values at intervals of 0.1 within \([0, 1]\), find the \( Q(A_i) \) values and sort them. The results and supplier sorting are shown in Table 12.

Table 12. Ordering schemes when the eclectic coefficient \( v \) changes

<table>
<thead>
<tr>
<th>Eclectic coefficient</th>
<th>( Q(A_1) )</th>
<th>( Q(A_2) )</th>
<th>( Q(A_3) )</th>
<th>( Q(A_4) )</th>
<th>Programmatic ranking</th>
<th>Compromise</th>
</tr>
</thead>
<tbody>
<tr>
<td>0</td>
<td>0.4865</td>
<td>1.0000</td>
<td>0.0000</td>
<td>0.7044</td>
<td>( A_3 \succ A_4 \succ A_2 \succ A_3 )</td>
<td>( A_3 )</td>
</tr>
<tr>
<td>0.1</td>
<td>0.5378</td>
<td>0.9941</td>
<td>0.0000</td>
<td>0.7036</td>
<td>( A_3 \succ A_4 \succ A_2 \succ A_3 )</td>
<td>( A_3 )</td>
</tr>
<tr>
<td>0.2</td>
<td>0.5892</td>
<td>0.9883</td>
<td>0.0000</td>
<td>0.7027</td>
<td>( A_3 \succ A_4 \succ A_2 \succ A_3 )</td>
<td>( A_3 )</td>
</tr>
<tr>
<td>0.3</td>
<td>0.6405</td>
<td>0.9824</td>
<td>0.0000</td>
<td>0.7018</td>
<td>( A_3 \succ A_4 \succ A_2 \succ A_3 )</td>
<td>( A_3 )</td>
</tr>
<tr>
<td>0.4</td>
<td>0.6919</td>
<td>0.9766</td>
<td>0.0000</td>
<td>0.7009</td>
<td>( A_3 \succ A_4 \succ A_2 \succ A_3 )</td>
<td>( A_3 )</td>
</tr>
<tr>
<td>0.5</td>
<td>0.7432</td>
<td>0.9707</td>
<td>0.0000</td>
<td>0.7001</td>
<td>( A_3 \succ A_4 \succ A_2 \succ A_3 )</td>
<td>( A_3 )</td>
</tr>
<tr>
<td>0.6</td>
<td>0.7946</td>
<td>0.9649</td>
<td>0.0000</td>
<td>0.6992</td>
<td>( A_3 \succ A_4 \succ A_2 \succ A_3 )</td>
<td>( A_3 )</td>
</tr>
<tr>
<td>0.7</td>
<td>0.8459</td>
<td>0.9590</td>
<td>0.0000</td>
<td>0.6983</td>
<td>( A_3 \succ A_4 \succ A_2 \succ A_3 )</td>
<td>( A_3 )</td>
</tr>
<tr>
<td>0.8</td>
<td>0.8973</td>
<td>0.9532</td>
<td>0.0000</td>
<td>0.6974</td>
<td>( A_3 \succ A_4 \succ A_2 \succ A_3 )</td>
<td>( A_3 )</td>
</tr>
<tr>
<td>0.9</td>
<td>0.9486</td>
<td>0.9473</td>
<td>0.0000</td>
<td>0.6966</td>
<td>( A_3 \succ A_4 \succ A_2 \succ A_3 )</td>
<td>( A_3 )</td>
</tr>
<tr>
<td>1.0</td>
<td>1.0000</td>
<td>0.9414</td>
<td>0.0000</td>
<td>0.6957</td>
<td>( A_3 \succ A_4 \succ A_2 \succ A_3 )</td>
<td>( A_3 )</td>
</tr>
</tbody>
</table>

From Table 12, we can see that the result of 11 times of trade-off coefficient \( v \) change shows that the supplier \( A_3 \) is satisfied with the trade-off scheme under the two acceptable criteria, so it can be said to be the optimal choice for the engineering enterprise \( A_3 \).

5. CONCLUSIONS
Based on the thought of green supply chain management, this paper establishes a green supplier selection evaluation index system from five aspects: supply product factors, supplier service level, supplier status and resources, green environmental protection concept and supplier management and reputation, and establishes a decision model based on the combination of intuitionistic fuzzy theory and VIKOR method. In view of the unknown attribute weight and expert weight, it is more flexible and effective to deal with fuzzy information and make the result more practical. By means of example analysis and sensitivity analysis, the stability of evaluation results is ensured, and this method can provide certain technical support for engineering companies that adhere to the green concept in selecting suppliers.

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Water Treatment and Water Quality Control in Thermal Power Plant

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Abstract: With the rapid development of China's industry, the demand for power resources is gradually increasing, which makes the workload of thermal power plants increase rapidly. In the daily operation of thermal power plants, a large number of impurities will be discharged into the water, causing serious obstacles to the subsequent production. The water treatment of thermal power plant has become the focus of public attention, and it is also an important part of the operation and development of thermal power plant. Based on the importance of water treatment and water quality control in thermal power plant, combined with the common methods of water treatment in thermal power plant, the author discusses the main process of water quality control in thermal power plant.

Keywords: Thermal power plant; Water treatment; Water quality control.

1. INTRODUCTION
In the production process of thermal power plant, a lot of calcium carbonate and inorganic salts will be produced. As calcium carbonate is difficult to dissolve in water, after a long time of accumulation and precipitation, it is very easy to cause pipeline blockage. It not only hinders the normal production of thermal power plants, but also causes huge economic losses, which is not conducive to the good and orderly development of thermal power plants. Moreover, the water quality with excessive inorganic salt content will greatly reduce the overall performance of mechanical equipment, which will have a serious impact on the daily production of thermal power plants [1]. The development of thermal power plant water treatment work, can use a series of measures and methods, effectively reduce the content of impurities in water. It provides good and effective guarantee for the normal operation of thermal power plant in the future.

2. COMMON METHODS OF WATER TREATMENT IN THERMAL POWER PLANTS IN CHINA
According to the different utilization methods of internal water resources in thermal power plants in China, water treatment can be divided into circulating water treatment, make-up water treatment and condensate treatment. As the core of water treatment in thermal power plant, the main methods of circulating water treatment are displacement reaction, ion exchange technology and scale inhibitor. The make-up water treatment and condensate treatment are mainly carried out through various physical methods [2]. Therefore, the staff of thermal power plant should deeply understand each kind of water treatment method, and combined with the actual situation of thermal power plant, select water treatment method scientifically and reasonably to ensure the normal and orderly operation of thermal power plant.

2.1 Displacement Reaction
The calcium carbonate in the production process of thermal power plant is usually treated by adding sulfuric acid. Through the replacement reaction between sulfuric acid and calcium carbonate, calcium carbonate, which is difficult to dissolve in water, can be converted into calcium sulfate slightly soluble in water, and a large amount of water and carbon dioxide can be produced. It can not only avoid pipeline blockage, but also inhibit the formation of calcium carbonate and reduce the daily operation cost of thermal power plants [3]. In the water treatment of thermal power plant, the use of displacement reaction is not only cheap, but also has a very significant effect, which can fundamentally reduce the amount of scale.

2.2 Ion Exchange
The working principle of ion exchange technology is similar to that of displacement reaction. It mainly exchanges ions in inorganic salts with ions on dilution solvent, so as to achieve the effect of removing calcium ions. The utilization rate of water resources can be significantly improved by using ion exchange method. Although the effect of ion exchange technology is remarkable, it is necessary to purchase expensive ion exchanger and employ professional technicians to operate before using ion exchange technology. Therefore, facing such huge economic expenditure, many small thermal power plants are deterred, and only some large thermal power plants will adopt this method.

2.3 Scale Inhibitor
The birth and promotion of scale inhibitors provide a new direction for water treatment in thermal power plants. Through the use of scale inhibitor, the scale can be effectively dissolved, so as to maintain the smooth flow of each pipeline. Although the development time of scale inhibitor is short, the renewal speed is very fast, and the scale removal effect has been significantly improved. The initial scale inhibitor is composed of cellulose and tannin, and the scale removal effect is relatively general. Thermal power plants usually need to use a large number of scale inhibitors to achieve good results. Nowadays, the main components of scale inhibitors are organophosphate and polyphosphate. After the new scale inhibitor is put into use in thermal power plant, the scale removal effect is very stable and reliable. And can effectively inhibit the generation of scale, for the normal production of thermal power plants to provide good help. In addition, the phosphate as the main component of the scale inhibitor, can...
be used in coordination with other kinds of scale inhibitors to further improve the water treatment effect of thermal power plants.

2.4 Physical Methods
There are four physical methods of water treatment in thermal power plant, including sedimentation, coagulation, condensation and high pressure. In the process of make-up water treatment, colloidal particles in water are usually discharged by sedimentation and coagulation. The impurity content in the water is significantly reduced, which provides help for the normal production of thermal power plants. In the process of condensate treatment, the method of condensation and high pressure will be used to effectively remove the salt in the water to ensure the smooth flow of all pipelines.

3. MAIN PROCESS OF WATER QUALITY CONTROL IN THERMAL POWER PLANT
3.1 Water Source Management
In order to improve the overall effect of water quality control in thermal power plants, strict management should be carried out fundamentally. By carefully controlling the water supply source of thermal power plant, the overall quality of raw water can be improved, the difficulty of water treatment in thermal power plant can be reduced, and the operation cost of thermal power plant can be greatly reduced.

3.2 Water Quality Testing
By collecting and analyzing the water source of thermal power plant, it can provide important data reference for water quality control. According to the specific analysis results, the scientific water treatment method is selected to effectively enhance the overall performance of mechanical equipment, and the production efficiency of thermal power plant is significantly improved. When the pH value of a certain water source exceeds the standard, the water quality of the power plant will be affected. When the pH value is too low or too high, the mechanical equipment of thermal power plant will be corroded to a certain extent. It will not only reduce the operation efficiency of mechanical equipment, but also shorten the service life of mechanical equipment and hinder the normal production of thermal power plant. Thus, water quality detection plays an important role in the production and operation of thermal power plants.

3.3 Purification Management
The main content of water quality purification management in thermal power plant is to reduce the impurities in water to below the standard range through the combination of coagulant, scale inhibitor and disinfectant. Although the purification management work sounds simple, in the actual work, it needs the staff to operate strictly in accordance with the regulations. And the concentration of various substances in the water is detected regularly, so as to improve the efficiency of purification management.

4. CONCLUSION
Through the development of water treatment and water quality control, it can not only avoid the occurrence of pipeline blockage, but also ensure the normal production of thermal power plant. It can also extend the service life of mechanical equipment and reduce the overall operation cost of thermal power plant. In the work of water treatment and water quality control, the staff of thermal power plant should effectively control from the source of water supply. And through the comprehensive and complete data analysis, the various impurities in the source of water can be found, and relevant methods are adopted for descaling. For the production and operation of thermal power plants, lay a good solid foundation.

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Performance and Teaching of Russian Piano School

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Abstract: Russia is a country with a long history of culture. Its piano school is very famous in the world. In the process of development, a large number of excellent pianists have been bred. This is because in piano performance, Russians have unique style and characteristics, always give people a unique artistic sense, and they are also extremely careful in piano teaching. This paper first expounds the overview of Russian piano school, and then analyzes the characteristics of Russian piano school performance and teaching, and puts forward personal opinions. Keywords: Russia; Piano School; Performance; Teaching.

1. INTRODUCTION
Although compared with other western countries, the development of Russian music history is relatively short, but in terms of piano performance, the Russian piano school has a unique style, and does not lag behind other countries because of its late start. Russian Piano School pursues romantic style, which is influenced by Beethoven to a great extent and is also one of its witnesses. From the early 19th century to the mid-19th century, under the promotion of Rubinstein brothers, Russia gradually developed piano teaching. They established a music school in Moscow and St. Petersburg, and warmly invited some European pianists to teach in the school. In these two schools, many piano talents were trained, such as negoz, Shostakovitch, etc. Their piano playing is very famous all over the world, which makes Russian piano teaching gradually on the right track and establishes a new teaching system. After entering the 21st century, the piano teaching in Moscow has gradually become the music education center of the world civilization in the process of development, and in the Moscow academy, there are four piano masters as tutors, so the Moscow Conservatory of music is also famous, and has trained a number of excellent piano playing masters. After this development process, Russia has become a big piano country, and has formed its own piano style, which has a profound impact on the surrounding areas and even the whole world. Especially in China, many Chinese piano writers have studied in Russia, so it can be said that Russian piano performance has a great role in promoting Chinese piano [1].

2. ANALYSIS OF THE PERFORMANCE AND TEACHING CHARACTERISTICS OF RUSSIAN PIANO SCHOOL
2.1 Pay Attention to Basic Skill Training
Russian piano school players basically have some common characteristics, that is, no matter in which period of time, when the pianists perform their works, their style is more leisurely, giving people a very comfortable feeling. In fact, this is not their own creation of music style, and the deep basic skills of piano performance has an inseparable relationship. The Russian piano school is deeply influenced by Europe. They extract their essence and discard their dross, especially in the digging of skills and methods. In the process of research, they form their own unique style and have entered the forefront of world piano performance. Piano is not a short period of time to learn, need to continue to accumulate, so many people began to play the piano from an early age, long-term training can form a good basic skill. But with the continuous improvement of their studies, the test of their piano level is more in-depth, if even the most basic skills are not passed, then it cannot be effectively developed. In fact, in the basic skill training of piano, students need to pay attention to it in two aspects. The first aspect is a kind of awe to piano training, and the second aspect is the mentality of training. These reasons are the important factors that directly affect students' piano performance in the future. In piano teaching, no matter whether students have talent or how excellent, basic skills are essential. In the process of practice, they must maintain a good mentality, not impetuous, to achieve a state of calm. Only in this way can they play with their heart and follow the author's performance, and the repertoire seems to be endowed with soul. But our country in piano teaching did not pay attention to these problems, most students are prone to the situation is not solid basic skills, but they want to learn in depth, which to a large extent limits the development of students [1-3].

2.2 Emphasis on Experience Works
Even the piano genius is not born to produce excellent works. They also need to constantly train and absorb the skills and essence of outstanding works, which requires piano players to prepare in advance. First of all, from the music text analysis, performers need to have a comprehensive understanding of the background, style and other information of the work. Secondly, at the music level, they need to understand the structure and composition of the repertoire. Finally, at the trial stage, they need to read the works and feel the changes in their feelings, so as to make a comprehensive preparation for performance. From the analysis, we can see that the whole process of piano playing is relatively scientific, belonging to the kind of interlocking performance process. But in China's piano teaching, many colleges in the face of a new work, most of them are directly trying to play, they are not very familiar with the background, skills and other aspects of the work, so they are still relatively unfamiliar when playing, unable to play the

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real musical charm. Therefore, we need to understand the background and skills of the new works, and the more we understand them, the more we can show the true artistic meaning of piano music. In this regard, we need to learn from Russian piano performance teaching.

2.3 Encourage Participation in Stage Practice
Piano performance is an art in essence, so to perform in public places, it is necessary for piano players to practice on the stage. Russian Conservatory of music for this part of the education is to hold some school performances, teachers as judges, students as the audience, one of the students will perform on stage, teachers according to the performance of students to score, as an assessment, so as to achieve the best practical teaching effect. In addition, many activities outside the school in Russia are closely related to music. For example, in coffee shops, music theater and other places, they have established cooperative relations with schools. In daily life, students can play in these places, which can not only help stores attract customers to get their own bonus, but also exercise their practical performance ability, so as to make piano continuous Wearing in the students' life, students can also improve their music performance ability in the continuous practice process. However, there are great limitations in Piano Teaching in China. Most of the teaching is in the classroom. Students are not lack of knowledge and skills training, but lack of practical performance ability.

Many times, students are difficult to get employment because of the lack of practical ability when they go to interview after graduation. Therefore, China's piano teaching should also follow Russia's open education mode to give students more opportunities for performance, so that they can continuously develop their music comprehensive ability in practice, so as to pave the way for the future.

3. CONCLUSION
To sum up, with the achievements of piano in China's artistic level, many educational undertakings have also carried out some piano teaching. However, in the process of education, we still can't stick to the old ones. We should learn more from Russian Piano Teaching and summarize it as suitable for China's piano education. In this way, our piano students can get the best development to improve the piano business in China.

REFERENCE
Research on The Integration of Innovation and Entrepreneurship Education and Ideological and Political Education in Colleges and Universities

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Abstract: Under the new situation, with the development and transformation of society, the concept of "mass entrepreneurship and innovation" has been presented to everyone. Strengthening college students' innovation and entrepreneurship education has become the focus of college education and teaching in the new era, so as to improve students' independent innovation ability. For contemporary college students, innovation and entrepreneurship can not only help them solve the employment problem, but also achieve the effective integration of professional knowledge and innovation and entrepreneurship knowledge. Promote the organic integration of innovation and entrepreneurship education and professional education, and form an efficient connection mechanism. Therefore, this paper first puts forward the problems that need to be explored, combined with the topic, analyzes the development path of the integration of innovation and entrepreneurship education and ideological and political education in Colleges and universities, so as to promote the sustainable development of society.

Keywords: Innovation and entrepreneurship education; Colleges and universities; Ideological and political education.

1. INTRODUCTION

Driven by the spirit of the 19th National Congress of the Communist Party of China, the direction of China's construction has begun to extend and implement towards the direction of an innovative country. In the course of innovation and entrepreneurship, adding ideological and political education elements can not only improve the attraction of Ideological and political education, but also on the basis of the integration of the two, respond to the call of the state, and build the extension goal of innovative talents. It is not only to cultivate students' awareness and spirit of innovation and entrepreneurship, but also need students to go out of the campus, face the society and enhance the spirit of teamwork [1]. As a new type of social education practice, innovation and entrepreneurship education also needs to adapt to the development needs of the times, and constantly increase the integration between the two, in order to solve the lack of new ideas and new exploration of Ideological and political views in Colleges and universities. In order to solve the problem of separation of traditional innovation and entrepreneurship education and ideological and political education, we should form a joint force, enhance the linkage, achieve leapfrog development, and solve the problem of separation of traditional innovation and entrepreneurship education and ideological and political education. Therefore, how to integrate the two kinds of education of different nature can cultivate more innovative and entrepreneurial talents? How to promote the development of higher education? How to integrate innovation and entrepreneurship education with ideological and political education in Colleges and universities? It has become the focus of research under the current situation.

2. THE INTEGRATION PATH OF INNOVATION AND ENTREPRENEURSHIP EDUCATION AND IDEOLOGICAL AND POLITICAL EDUCATION IN COLLEGES AND UNIVERSITIES

2.1 Collaborative Integration of Theoretical Basis

First, innovation and entrepreneurship education need to keep the goal positioning consistency with the ideological and political education in Colleges and universities. In other words, socialism with Chinese characteristics needs to maintain comprehensive development on the basis of morality, intelligence, physique and beauty. It is necessary to keep the goal of Ideological and political education consistent with the "Three Outlooks education", and guide college students to determine the goal, so as to realize the all-round development of morality, intelligence, physique, beauty and labor. From the perspective of education objectives, whether from the perspective of innovation and entrepreneurship education, or from the perspective of Ideological and political education in Colleges and universities, we need to achieve mutual promotion and integration on the basis of the integration of the two, so as to better serve the country in the future. Both ideological and political education and innovation and entrepreneurship education need to develop the strategic goal of educating people on the basis of Chinese characteristics. We should be down-to-earth, firm in our faith, and build a correct political position. Second, innovation and entrepreneurship education and ideological and political education in Colleges and universities have similarities in content. For example, the education of Marxist principles can cultivate students' dialectical thinking and divergent thinking, which is the core of innovative thinking and the basis of innovative education. In
addition, the ideological and political education and legal basis into the innovation and entrepreneurship education can not only emancipate the mind, but also break through the moral bottom line, deepen the understanding of dialectical thinking, and build a harmonious development relationship. On the basis of the practice of innovation and entrepreneurship, we should strengthen cognition and enhance the self-confidence of system, road, theory and culture [2]. On the basis of integrity, we should achieve a high degree of fit. Third, the methods of innovation and entrepreneurship education and ideological and political education in Colleges and universities reflect a strong compatibility. To a certain extent, the ideological and political work in Colleges and universities has strengthened its effectiveness and timeliness. Only by constantly exploring the experience can we form a complete system and show the incentive education method. For example, micro class, MOOC and flipped classroom can be used to enhance the influence of Ideological and political courses. Micro film can also be used to combine theory with practice to extend the new teaching mode. Innovation and entrepreneurship education need not only theoretical knowledge, but also practical knowledge. Only with scientific grasp can we achieve synergy on the basis of teaching methods and means.

2.2 Collaborative Fusion Of Endogenous Logic
First, give full play to the role of the classroom channel and integrate the contents of the two. In other words, we need to analyze the main cognition of innovation and entrepreneurship according to the vivid cases around us. It is not only based on the whole political process, but also can be improved. We can also establish moral quality and understand the true values of innovation and entrepreneurship in the corresponding teaching philosophy. Second, the integration of the two can complete the coordination of teaching system. In other words, on the basis of national innovation driven strategy, the combination of innovation and entrepreneurship concept and ideological and political education system can be constructed. For example, Mao Zedong thought can be combined with the theory of socialism with Chinese characteristics, and on the basis of normalization, the construction of "five step teaching method" innovation and entrepreneurship education mode can be realized. Guide college students to grasp the internal logic between innovation and entrepreneurship and the "two centenary" goals on the basis of deep understanding. On the basis of linking, presenting, experiencing, reflecting and applying, we use diversified ways to present to everyone's vision, and complete the transfer of knowledge and the application of blending [1-4]. Third, it is necessary to increase the construction of two integrated practice platforms on the basis of the unity of knowledge and practice. For example: we can use the campus network platform, widely strengthen the combination of theory and practice, and guide students to actively participate in the cause of innovation and entrepreneurship. Under the principle of standardization, let college students obtain innovation ability in practice. Using ideological and political education to develop social practice platform, you can also use spare time to participate in social practice in local enterprises.

2.3 Realize Path Collaborative Integration
First, on the basis of people-oriented and all-round development, it is necessary to embody the essence part, reduce the blind part and reduce the random part. According to the problems in education, combined with practical problems. In the perceptual thinking, enhance the core literacy to achieve mastery. Second, we need to give full play to the main role of teachers and establish a high-quality teaching team. Third, the innovation and entrepreneurship education and ideological and political education will develop together under the influence of campus culture. To improve students' youth, mission and responsibility ability, enhance students' entrepreneurial consciousness and improve their professional ethics. Secondly, hold a variety of innovation and entrepreneurship competitions to increase students' participation opportunities [4]. The construction of special lectures, increase the core of College Students' ideological belief, focus on patriotic feelings, and promote the all-round development of students' morality, intelligence, physique and beauty.

3. CONCLUSION
With the progress of society, in the new era to strengthen the ideological and political education, not only need to promote innovation and entrepreneurship education, but also need to stimulate students' entrepreneurial awareness, cultivate the corresponding entrepreneurial spirit, and show good entrepreneurial quality. Let the ideological and political theory course become an innovative "second classroom", and in the process of practice, change the original teaching methods, and realize the integration and collaborative development between the two. In the practice of innovation and entrepreneurship, the powerful theory contained in the ideological and political education will transform into the ability needed by college students to start their own businesses. In this way, college students can better contact with the society and integrate into the society.

ACKNOWLEDGEMENT
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Research on Ideological and Political Education in Colleges and Universities Under the Guidance of Socialist Core Values

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Abstract: With the development of the times and the continuous improvement of people's material and cultural living standards, in order to enable students to participate in the future study and life with a fuller spirit, it is necessary to carry out ideological and political teaching activities under the guidance of the current socialist core values. The current social development is a fast society constructed by the network. The high-speed and sharing of information are the main characteristics of the current social development. As an active group of Internets, the students' daily study and life are filled with all kinds of interesting, good-looking and curious information on the network. If most of the information they browse is dross information, their thoughts will inevitably be affected over a long period of time. Culture has some impact. Therefore, it is of great significance to carry out socialist core values in Colleges and universities.

Keywords: Socialist core values; Colleges and universities; Ideological and political education.

1. INTRODUCTION
What is the core socialist values? From an abstract point of view, the core values are the concentrated embodiment of the social nature of a certain social form. They are in a dominant position in the ideological system of a society, reflecting the basic principles of social system, social operation and the basic direction of social development. From a historical point of view, the history of the development of human society shows that for a nation and a country, the most lasting and deepest force is the core values recognized by the whole society. From a specific point of view, the national level is prosperity, democracy, civilization and harmony; from the social level, it is freedom, equality, notarization, and the rule of law; on the individual level, it is also the patriotic, professional, honest and friendly that every college student should abide by and do. Only with such value pursuit can they be better To deal with the personal relationship with classmates, teachers, parents, and constantly improve their own realm of life.

2. THE TEACHING FUNCTION OF SOCIALIST CORE VALUES
2.1 the theoretical source of Ideological and political work in Colleges and Universities
The socialist core values are the treasure house of the ideological and political work in China's colleges and universities, and the source of the inexhaustible vitality of the ideological and political work in Colleges and universities. Colleges and universities are the main position to cultivate social talents, and also the last step for students to step into the society. Only by improving the ideological and political level of students can we promote the orderly progress of school work [1].

2.2 It Points Out the Direction for The Construction of Modern Harmonious University
The socialist core values have been recognized by the majority of the people, and actively cultivate and practice the socialist core values, which is in line with the requirements of the development of socialism with Chinese characteristics, with the excellent transmission culture of our country and the excellent achievements of human civilization. It represents China's cultural value confidence and value consciousness, and points out the development direction for the construction of modern harmonious university Direction.

2.3 Socialist Core Values Can Provide Endless Ideological Power for Personnel Training
Youth are like the sun at eight or nine o'clock in the morning, full of vitality and infinite hope. The future construction of the motherland needs the participation of college students. Our country is vast, and the level of social development is extremely uneven. Especially in remote areas, there is a great lack of teachers. Young people should have the patience to bear hardships, dare to go to poor areas, give full play to their own light and heat, and have ideals and abilities as a new man of the times, he has strengthened the cause of socialism and the construction of social modernization in China.

3. COLLEGE STUDENTS SHOULD BE INITIATORS OF SOCIALIST CORE VALUES
Under the guidance of socialist core values, schools should not only start from themselves, create an educational environment, maintain network security, strengthen the education of teachers and students, but also explain the socialist core values to students, so that students can better understand the connotation of socialist core values, and strive to be practitioners, advocates and pioneers of socialist core values. The student group is the most active group. The young people in this era know a lot of truth, but they still haven't solved their own problems in life and study. Once they hear about Ideological and political work, they will feel very headache and boring, which has become a stereotype of many students on Ideological and political work. On the one hand, this is mainly because the students did not accurately grasp the characteristics of the direct reality of
practice, and did not turn the things in their brains into reality, that is, they did not put the truth into reality; on the other hand, when the school carried out ideological and political teaching, it did not provide students with a specific methodology, which made students sound confused, of course, they could not have any good feelings for ideological and political work. Based on this, it is necessary to change the current ideological and political mode, so that college students can do the following [2].

3.1 Button Up Your Life
College students are the main force of social development. The value orientation of college students determines the value orientation of the whole society. College students need comprehensive development and cannot do without the correct guidance of values. At present, with the rapid development of society, the trade relations and the output of ideology and culture between different countries are getting closer and closer. This increasingly linked social development environment, so that many students have a lot of strange ideas, naturally will produce a variety of ideas, theories and values. The complexity of this environment, without the guidance of a correct value, is easy to go astray, and will be carried by the decadent ideas and domestic public knowledge of many western countries. The correct value concept is to let students integrate their personal life value into the cause of the country and the nation. They should always stand together with the people; work hard together with the people. We should strive to become qualified builders and reliable successors of the society with Chinese characteristics.

3.2 Study Hard and Cultivate Morality
First of all, college students should take socialist epistemology as the starting point, master the essence and characteristics of practice, correctly understand the relationship between practice and cognition, and make use of the law of repetition and infinity of cognition to make themselves diligent, moral, discerning and practical. College students are now in the golden age of life, this period, college students need to work hard to learn their own professional knowledge, learning as a spiritual pursuit, a way of life. Secondly, while learning, we should also be determined to serve the motherland, contribute to the society, have noble ideological consciousness, start with small things, be kind to others in personal life, be kind to others, and learn to actively help others.

Thirdly, college students should face up to the choice of values and the sense of moral responsibility. They should be able to judge in front of the big right and wrong, safeguard the interests of the country and the collective, carry forward the truth, the good and the beautiful, attack the fake, the evil and the ugly with a clear-cut stand, and be a progressive of social civilization.

Finally, the potential of youth is infinite, just like Mao Zedong's message to youth: "the world is yours and ours, but in the final analysis, it is yours. Your young people are full of vigor and vitality. You are in a prosperous period, like the sun at eight or nine o'clock in the morning. The hope lies in you." It is because college students have infinite potential that they should take a steady step and not rush for success. They should understand that suffering is the wealth of life. Only by fighting against it with a brave heart can we make our life better.

4. CONCLUSION
To sum up, in the ideological and political work in Colleges and universities, we need to implement the socialist core values, which is of great significance for the growth of college students in China. I believe that in the near future, college students will use a more vigorous attitude to invest in China's socialist construction, for our country's socialist cause licking bricks and tiles.

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Novel Coronavirus Pneumonia: Anxiety and Coping Style of Secondary Vocational Nursing Students

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Abstract: Objective: novel coronavirus pneumonia (COVID-19) epidemic situation of secondary vocational nursing students during the epidemic situation of anxiety and coping styles, to provide a scientific basis for formulating a reasonable and positive psychological coping style and intervention measures. Methods the psychological status of 380 secondary vocational nursing students in Yanbian Health School under covid-19 epidemic situation was investigated by using self-rating Anxiety Scale (SAS) and Simplified Coping Style Scale (SCSQ). Results the anxiety level of secondary vocational nursing students (39.84 ± 7.82) under covid-19 epidemic situation was higher than that of Chinese norm. There was no significant difference in gender, age, nationality, province, whether to participate in voluntary activities and grade. The average score of coping style of nursing students was (1.12 ± 0.40), and the difference was statistically significant (P ≤ 0.05). Conclusion: novel coronavirus pneumonia has certain influence on the anxiety of nursing students in secondary vocational schools. Nursing education and managers need to pay close attention to it. Effective psychological coping styles and intervention measures should be adopted actively. Keywords: Secondary vocational nursing students; Anxiety; Coping style.

1. INTRODUCTION
The novel coronavirus outbreak (2019-nCoV) was declared by WHO (WHO) in January 30, 2020, which constitutes an international public health emergency. On March 11, 2020, it will spread all over the world. As of July 1, 2020, more than 10.3 million covid-19 cases have been reported to who, with more than 506000 deaths [1, 2]. This major social event also triggered individual stress. Since the research on SARS epidemic in 2003, it has shown that the epidemic situation can cause stress reaction to ordinary people, military officers and soldiers, clinical nurses and interns, resulting in negative emotions such as anxiety and depression. For the secondary vocational nursing students who are engaged in medical work, they will be faced with the unknown and dangerous of joining the medical work team, and will be engaged in the medical industry in the future. Some studies have shown that [3-4] nursing students with anxiety will not only affect the clinical practice effect, but also affect their values and professional identity. Therefore, in order to understand the psychological status and anxiety of secondary vocational nursing students under the epidemic situation, based on the self-rating Anxiety Scale and coping style scale, this study analyzed the influence of various influencing factors on the psychological status and anxiety of secondary vocational nursing students, so as to provide reliable scientific basis for stabilizing the secondary vocational nursing team and providing intervention measures in the future.

2. DATA AND METHODS
2.1 Research Object
In this study, a cross-sectional study method was adopted and convenient sampling was adopted. 380 cases of secondary vocational nursing students in Yanbian health school were selected as the survey objects. Through the questionnaire star network survey method, the inclusion criteria were as follows: full time secondary vocational three-year nursing students, for the same IP address only answer once. The survey time is April 20-27, 2020.

2.2 Research Design and Methodology
2.2.1 General information questionnaire: the content mainly includes age, gender, nationality, province, occupation, etc.
2.2.2 Self rating Anxiety Scale (SAS) [5] SAS was developed by Chinese American Zung in 1971. Among the 20 items, 5, 9, 13, 17, 19 were reverse scoring, and the rest were positive scoring. According to Likert's 4-level integral method, 20 items are sorted and added and multiplied by 1.25 to get the standard score. The higher the score is, the more serious the anxiety level is. The Chinese norm score of SAS was (37.23 ± 10.07) in 1158 normal Chinese subjects. The reliability of the scale was high and it could reflect the anxiety state better.

2.2.3 Simplified Coping Style Questionnaire [7]: there are 20 items of positive coping and negative coping, including 12 items of positive coping and 8 items of negative coping, which are scored by 4 grades. The average score is divided into the sum of the scores of each item divided by the number of items in the dimension. The higher the score is, the more the coping style is used.

2.3 Statistical Methods
In this study, the collected data were input into spss19.0 statistical software for statistical analysis. Descriptive statistics, independent sample t test and multivariate ANOVA were used to analyze the general data and anxiety level. If there is no special explanation, all P values are bilateral probability, and P ≤ 0.05 means the difference is
statistically significant.

3. RESULTS

3.1 For general information, 380 questionnaires were sent out and 380 questionnaires were collected. Among 380 cases, 37 cases had anxiety, accounting for 9.8%, of which 27 cases were mild anxiety and 10 cases were moderate anxiety (see Table 1). Among them, 43 (11.32%) were male and 337 (88.68%) were female; 62.37% were under 18 years old; 98.95% did not participate in voluntary activities; 55% of nursing students adopted negative coping style.

3.2 The SAS score of 380 subjects was (39.84 ± 7.82) higher than that of national norm (37.23 ± 10.07).

3.3 The comparative study of social demographic characteristics and coping styles with the anxiety situation under the epidemic situation showed that there was no significant difference in gender, age, nationality, province, whether to work or not and grade. Among them, the anxiety level of female nursing students (39.91 ± 7.31) was higher than that of male nursing students; that of ethnic minorities (40.94 ± 7.28) was higher than that of Han nationality; the anxiety level of second grade nursing students (41.11 ± 8.18) was the highest; the difference in coping style was statistically significant (P ≤ 0.05), as shown in Table 2.

Table 1. Anxiety(n=380)

<table>
<thead>
<tr>
<th>Anxiety rating</th>
<th>Score</th>
<th>frequency</th>
<th>proportion</th>
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<tbody>
<tr>
<td>No anxiety</td>
<td>1~50</td>
<td>343</td>
<td>90.3%</td>
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<tr>
<td>Mild anxiety</td>
<td>50~59</td>
<td>27</td>
<td>7.1%</td>
</tr>
<tr>
<td>Moderate anxiety</td>
<td>60~</td>
<td>10</td>
<td>2.6%</td>
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Table 2. Comparison of social demographic characteristics and anxiety level of nursing students(n=380)

<table>
<thead>
<tr>
<th>variable</th>
<th>classification</th>
<th>frequency</th>
<th>Anxiety</th>
<th>t/F value</th>
<th>P value</th>
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<tr>
<td>Gender</td>
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<td>43</td>
<td>39.33±8.55</td>
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<tr>
<td></td>
<td>female</td>
<td>337</td>
<td>39.91±7.31</td>
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<tr>
<td>Age</td>
<td>≤18</td>
<td>237</td>
<td>40.10±8.09</td>
<td>1.345</td>
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<td>18~</td>
<td>143</td>
<td>39.41±7.35</td>
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<tr>
<td>nation</td>
<td>Han nationality</td>
<td>315</td>
<td>39.62±7.92</td>
<td>1.247</td>
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<td></td>
<td>ethnic minority</td>
<td>65</td>
<td>40.94±7.28</td>
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<td>province</td>
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<td>39.91±7.80</td>
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<td>Other provinces</td>
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<td>35.47±8.13</td>
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<td>Volunteer service</td>
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<td>39.06±10.02</td>
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<td></td>
<td>no</td>
<td>376</td>
<td>39.85±7.81</td>
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<td>grade</td>
<td>first grade</td>
<td>126</td>
<td>39.62±8.63</td>
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<td></td>
<td>second grade</td>
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<td>41.10±8.18</td>
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<td></td>
<td>Third grade</td>
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<td>39.35±6.90</td>
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<td>coping style</td>
<td>Active response</td>
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<td>37.87±6.94</td>
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<td>Negative response</td>
<td>209</td>
<td>41.46±8.13</td>
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</table>

4.DISCUSS

Since the outbreak of covid-19, all provinces and cities in China have launched the first level response to public health emergencies, in which medical personnel play an important role. Facing the increasing number of new cases and death cases, it is inevitable that the secondary vocational nursing students who are about to face the job and have no experience will inevitably have anxiety and other stress reactions. The novel coronavirus pneumonia SAS prevalence anxiety rate was 9.7%, and the anxiety total score was (39.84 ± 7.82), which was slightly higher than the non-epidemic situation anxiety level (37.23 ± 10.07). This is similar to Chen Jianguo and other [6-9] research. This result may be related to more interpersonal communication and life events in nursing students from school to clinical practice, which may lead to anxiety. It is suggested that nursing education and managers should pay attention to the anxiety dynamics of nursing students, actively promote their mental health, and take intervention measures for the existing moderate/severe anxiety nursing students. The results showed that the anxiety level of female nursing students (39.91 ± 7.31) was slightly higher than that of male nursing students (39.33 ± 8.55). The reason may be that female nursing students are introverted, sensitive and easy to fall into psychological contradictions. This is consistent with the research results of Yang Caixian [8]. The anxiety level of ethnic minorities is higher than that of other ethnic groups, which is related to the weak communication level of Putonghua and the lack of self-confidence in patients’ communication ability. Novel coronavirus pneumonia is the most important occupation of nursing students in grade two, and the level of anxiety in the grade 41.10 is the highest (41.10 ± 8.18). The reason is that two level nursing students are students who are about to be faced with internship. Medical colleges are important links in training clinical nursing students in clinical practice, and also the transition period of nursing students’ career. In order to face the challenge of high risk and unknown epidemic situation, and teachers and hospitals are all on the front line because of the epidemic situation, they may not be able to care about the younger secondary vocational nursing students from all aspects of skills, life and psychology. Therefore, the anxiety level of 18-year-old nursing students is increased. The novel coronavirus pneumonia (novel coronavirus pneumonia)
anxiety level (41.46 + 8.13) was higher than that of the secondary nursing students who had positive coping with new crown pneumonia (37.87 + 6.94). Positive intervention measures can help nursing students to establish self-confidence.

5. CONCLUSION
In conclusion, the novel coronavirus pneumonia survey showed that the overall nursing students' anxiety level was slightly higher, and the importance of personal protection and their knowledge and operation level was conducive to the positive growth of nursing students. However, nursing education should pay more attention to the psychological state of female nursing students and nursing students about to practice, formulate relevant psychological intervention measures in time, and take positive and effective coping styles to ensure the stable development of nursing talent reserve force in China.

REFERENCE
Research on The Index System of Financial Management in Colleges and Universities

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Abstract: This paper first describes the current situation of financial management in Colleges and universities, and points out some deficiencies in financial management of colleges and universities, and then discusses the significance of building financial analysis index system and the specific path of building financial analysis index system in Colleges and universities, and puts forward personal opinions.

Keywords: University; Financial management; Index system.

1. INTRODUCTION
1.1 Financial Management Related Systems and Regulations in Colleges and Universities
With the rapid development of economy and science and technology, people gradually focus on the development of education after their living standards are satisfied, and the scale of colleges and universities is correspondingly expanding, but there are some financial management problems in Colleges and universities. There are almost no obvious changes in the financial system of colleges and universities, but in the process of scale expansion, the assets and financing of colleges and universities have changed greatly, and they cannot meet the needs of development and financial expenditure.

1.2 Particularity of Financial Management in Colleges and Universities
The rationalization of financial management in Colleges and universities is an important basis to ensure the operation and development of colleges and universities. The annual enrollment, construction and recruitment activities in Colleges and universities are inseparable from finance. However, what most colleges and universities lack is that there is no long-term planning. In addition, the current schools are in urgent need of information hardware facilities, so they are investing a lot of money to speed up the construction to keep up with the mainstream of the development of education. However, the management of colleges and universities did not consider that a large amount of capital flow will inevitably affect other departments, so as to be unable to adapt to the development of the University.

1.3 Problems in Financial Management of Colleges and Universities
1.3.1 Absence of Owner Management
So far, China's financial management department of colleges and universities is very lack of a perfect system, most of the University's direct managers and owners are the state, but the lack of financial self-control, colleges and universities belong to institutions, so the annual financial expenditure and income must be settled at the end of the year. But many colleges and universities financial management department does not carry on the financial accounting, which will cause the financial source to be unknown, thus cannot effectively control the financial risk.

1.3.2 Lack of Scientific Financial Analysis System
With the deepening of teaching reform, many colleges and universities have more and more economic activities, which shows that they need more funds. However, most colleges and universities still don't focus on the development of financial analysis and management. Although some colleges and universities have established corresponding financial management departments and taken some improvement measures, the system management is not Lack of scientific, and the index is also very single, not in line with the actual requirements of the development of colleges and universities. In addition, the traditional financial management of colleges and universities is the lack of management talents, and there is no historical experience for reference, many places are in the stage of self-exploration.

1.3.3 The Professional Level of Financial Personnel Needs to Be Improved
Since the construction of the vast majority of colleges and universities in our country, they have not paid much attention to the financial operation. They just regard it as a simple work in the logistics, so the requirements for managers are not high. As long as they can operate computers and keep accounts skillfully, what these people lack is management experience and professional knowledge, and even some managers have low quality. Some schools even have relatives as managers [1-3].

2. THE SIGNIFICANCE OF CONSTRUCTING FINANCIAL ANALYSIS INDEX SYSTEM IN COLLEGES AND UNIVERSITIES
The significance of constructing financial analysis index system in Colleges and universities can be divided into three aspects. The significance of the first aspect is that the funds of colleges and universities mainly come from the government's appropriation and self-preparation. The government puts forward requirements for the hardware facilities of colleges and universities, and allocates certain funds to help them build. However, only by establishing a clear financial management system and understanding the specific direction of funds can colleges and universities have insight into the development of the market, so as to make their overall financial management reasonable Control, so as to stabilize development. According to the current financial development indicators of colleges and universities, it can be divided into two types. The first type...
is simple financial indicators, like investment or income. The second is the development index, that is to analyze the quality of graduates and teachers. Through the scientific analysis of the financial system of colleges and universities, we can clearly see that no matter from which aspect the investment of certain funds can reduce the scientific of cost management. In addition, through the establishment of financial analysis index system can reasonably control the financial management level of colleges and universities. After the school has made clear the actual situation of its own development, it can make corresponding development plan, budget the investment of funds according to this plan, and make adjustments according to the actual situation, so as to lay a good foundation for the development of the next year and the financial of the previous year. There are clear data on investment and income.

3. THE SPECIFIC PATH OF CONSTRUCTING FINANCIAL ANALYSIS INDEX SYSTEM IN COLLEGES AND UNIVERSITIES

3.1 Principles of Constructing Financial Analysis Index System

There are three principles to construct efficient financial analysis index system. The first principle is the principle of authenticity. The traditional financial management system of colleges and universities cannot clearly point out the real situation of finance, so it is necessary to establish a true direction of funds, so that the authenticity of data appears reliable. The second principle is the principle of importance. The management of colleges and universities is complex, and every work and development plan need a certain amount of financial support, so colleges and universities must take the construction of financial analysis index system as the primary task. The third principle is the principle of dynamic improvement. The financial system itself is the process of continuous development and improvement. We should further improve the successful places and continue to explore the unsuccessful places to reflect the dynamic performance of finance.

3.2 Three Core Competence Construction of Financial Analysis Index System

3.2.1 Capacity Building of Financial Activities

The financial activities of colleges and universities refer to the allocation of funds, so as to support each activity and development plan. It is no exaggeration to say that all activities of colleges and universities cannot do without the support of funds. Therefore, to strengthen the financial management of colleges and universities, we should start from three aspects. The first aspect is to strengthen the ability to raise funds. In addition to government funding, universities should also obtain funds through financial institutions. Colleges and universities can establish cooperation with other schools or enterprises. The second aspect is to strengthen the construction of investment function, that is, on the basis of self-management, through the establishment of school enterprise cooperation mode, the establishment of intensive teaching mode in Colleges and universities to attract investment from enterprises. The third aspect is to strengthen the management of the use of funds, which requires colleges and universities to establish a sound financial management system, clear the specific direction of funds, so as to ensure the authenticity of capital flow data.

3.2.2 The Construction of Financial Management Ability

The daily management of colleges and universities is complex, so it is necessary to strengthen cooperation in the operation of various departments, so as to ensure the reasonable operation of finance. But to increase the ability of financial management, we should start from three aspects. The first is to actively introduce financial management personnel, and establish a reasonable evaluation mechanism, so as to enhance the comprehensive ability of management personnel. Secondly, colleges and universities must pay attention to the authenticity of financial data, so that all departments will report the funds truthfully, so as to avoid additional adverse factors. Finally, it is necessary to strengthen the coordination and cooperation between various departments and reasonably allocate various resources.

4. CONCLUSION

To sum up, the daily management and development of colleges and universities are very cumbersome, and cannot do without the protection of funds, which highlights the importance of financial management departments and financial system construction. Therefore, colleges and universities should start from the actual situation, improve the comprehensive quality of financial management personnel and establish a scientific and perfect financial management index system, so as to ensure their comprehensive development.

REFERENCE

Research on the Application of Collaborative Management in the Confidentiality Management of Higher Vocational Colleges

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Abstract: Collaborative management is the core work in the educational administration management system of higher vocational colleges, which is based on the teaching and learning needs of teachers and students. In the confidentiality management of higher vocational colleges, the implementation of collaborative management mechanism can effectively improve the efficiency of educational administration management. Based on this, this paper expounds the difficulties faced by the educational administration management in higher vocational colleges, and specifically analyzes the application of collaborative management mechanism in the confidentiality management of higher vocational colleges.

Keywords: Cooperative management; higher vocational colleges; confidentiality management.

1. INTRODUCTION

In order to better improve the level of educational administration management, higher vocational colleges gradually enhance the importance of collaborative management mechanism, and constantly optimize the links of educational administration management, so as to fundamentally improve the overall management quality and effect. Therefore, the relevant higher vocational colleges must enhance the awareness of the importance of confidentiality management in higher vocational colleges, actively change the management concept, regularly carry out the training of academic staff, and further improve the management level of higher vocational colleges.

2. THE DILEMMA OF THE MANAGEMENT OF TEACHING IN HIGHER VOCATIONAL COLLEGES

2.1 Blurred Job Responsibilities

At present, in the work of confidentiality management in higher vocational colleges, there is no clear division of functions and authorities, and there is no clear division of labor in specific management tasks. The responsibilities of educational administrators are relatively vague, the allocation of human resources is not reasonable enough, and it is difficult to fundamentally ensure the quality of confidentiality management in higher vocational colleges. Some higher vocational colleges are too formalized in the work of confidentiality management, which ignores the importance of the work of confidentiality of personal file information. In the process of carrying out the confidentiality management in higher vocational colleges, there is a lack of effective communication and exchange between the educational administration departments. The lack of coordination among the educational administration departments restricts the efficient development of confidentiality management in Higher Vocational Colleges to a certain extent.

2.2 Conservative Concept of Educational Administration Management

Influenced by the traditional educational administration management mode and concept, the ideological style of the educational administration managers in higher vocational colleges needs to be further improved. In terms of the cognition of new things, the thinking mode needs to be actively changed. The lag of educational administration management concept has seriously restricted the reform and development of confidentiality management in Higher Vocational Colleges and hindered the overall quality and effect of educational administration management.

2.3 Education Management System Is Backward

Perfect educational administration management system is the key to promote the orderly development of confidentiality management in higher vocational colleges. Under the development of the new era, the confidentiality management in higher vocational colleges needs to keep pace with the times, keep up with the times, and constantly improve and innovate the educational administration management mode. In view of the current situation of confidentiality management in higher vocational colleges, the educational policy and educational administration management system in higher vocational colleges need to be further improved. The lack of educational administration management system makes it difficult to carry out confidentiality management in Higher Vocational Colleges with high quality. At the same time, the lack of a sound incentive mechanism in the educational administration management, the lack of enthusiasm of educational staff, seriously reducing the efficiency of work.

2.4 The Quality of Managers Needs to Be Further Improved

The staff of confidentiality management in higher vocational colleges is directly related to the efficiency of the whole educational administration. At present, in the educational administration management of higher vocational colleges, there is a lack of professional managers, and the use of management knowledge is not in place. At the same time, higher vocational colleges do not clearly define the position function of educational administration management personnel, which is that the confidentiality...
management personnel in higher vocational colleges have higher education background and professional title, but lack of specific management experience, and even appear the phenomenon of division of educational administration management team. Due to the deep-rooted traditional educational management concept, the lack of awareness of the concept of keeping secret in line with the times has seriously affected the efficient development of the work of keeping secret in higher vocational colleges.

3. ANALYSIS ON THE APPLICATION OF COLLABORATIVE MANAGEMENT IN THE CONFIDENTIALITY MANAGEMENT OF HIGHER VOCATIONAL COLLEGES

3.1 Build a Perfect Performance Appraisal System, And Specifically Divide the Post Authority

In order to further improve the level of confidentiality management in higher vocational colleges, a perfect performance appraisal system must be established. The content of the formulation should include the working attitude, professional quality and management ability of the educational administration personnel, strengthen the restriction on the ideological behavior of the educational administration personnel, help the educational administration personnel to establish a more clear management direction, and improve the recognition of the importance of the confidentiality management work in Higher Vocational Colleges. Through the development of performance appraisal system, further standardize the management process of educational workers. For excellent educational workers, they should be given spiritual and material rewards, and for those with poor performance, they should be criticized and educated [1]. Higher vocational colleges, through the results of performance appraisal, real-time grasp the current stage work of educational administration managers. According to the assessment results, we should strengthen the system reflection, further optimize the post allocation of personnel, and clearly divide the function and authority of educational administration management personnel, so as to improve the overall level of confidentiality management in higher vocational colleges.

3.2 Change Management Concept and Innovate Management Mode

Based on the collaborative management mode, higher vocational colleges should actively innovate the means of educational administration management. Using the Internet plus big data processing technology, we build a database of security management, promote the management of secrecy in higher vocational colleges, and transform the system of "Internet plus management". Constantly improve the level of educational administration information, online database system, and support the retrieval and reference of various information files. At the same time, in the system settings, the use rights of teachers and students are specified. When confidential information inquiry is required, the personal account information needs to be logged in, and other personnel have no right to unlock. Through the construction of information system, improve the information level of confidentiality management in higher vocational colleges.

3.3 Improve the Level of Fine Management and Establish a Perfect Educational Administration Management System

The work of confidentiality management in Higher Vocational Colleges requires the educational administrators to always adhere to the idea of "collaborative management". Set up corresponding incentive mechanism to stimulate the enthusiasm of the staff. In the formulation of incentive mechanism, we should ensure the diversity of system content, better meet the individualized needs of educational administrators, and change the working concept under the collaborative management mode. In higher vocational colleges, we should comprehensively analyze the disadvantages in the incentive assessment system and reduce the loopholes in the assessment system [1, 2]. Through the establishment of a sound management system, clear division of labor of each management department, strengthen the evaluation of post promotion, salary treatment, post authority application and other aspects of educational administration management personnel, encourage all staff to better invest in their own post work.

3.4 Regularly Carry Out Training Activities to Improve the Quality of Management Personnel

Through practical research, the application of collaborative management mechanism in the educational administration management system of Higher Vocational Colleges requires the coordination personnel with excellent professional technology and high management level. Higher vocational colleges should make a perfect training plan for collaborative personnel, strengthen the awareness of collaborative management of collaborative personnel, and adopt the training mode of internal training + external training to ensure that the collaborative personnel deeply realize the importance of confidentiality management in higher vocational colleges. Higher vocational colleges should increase the exploration and training of the potential of collaborative personnel, and create an excellent team of collaborative management personnel.

4. CONCLUSION

To sum up, the innovation of collaborative management in higher vocational colleges must be improved from the aspects of management personnel, system and post responsibilities. Through the implementation and implementation of various systems, ensure the implementation and application of collaborative management mechanism in the confidentiality management of higher vocational colleges. Higher vocational colleges, through the improvement of various educational administration management systems, further improve the quality of collaborative management personnel, and better promote the sustainable development of higher vocational colleges.

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REFERENCES


Research on Flexible Job Shop Scheduling Problem Based on Genetic Algorithm

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Abstract: The flexible job shop scheduling problem is a typical NP difficult problem, which has a guiding role for practical production applications. In recent years, with the development of genetic algorithms, the idea and method of using genetic algorithm to solve flexible job shop scheduling problem emerge in endlessly. This paper describes the flexible job shop scheduling problem and the traditional genetic algorithm respectively, and proposes an improved genetic algorithm to solve the flexible job shop scheduling problem. The test results show that the algorithm has a good performance and can obtain a better solution.

Keywords: Flexible job shop scheduling problem, Genetic algorithm, Algorithm improvement

1.INTRODUCTION

Flexible job shop scheduling is a key production process in the manufacturing industry, and how to achieve scheduling goals effectively has been a hotspot of concern in the manufacturing industry. The application of genetic algorithm provides an effective and feasible solution to the flexible job shop scheduling problem, which belongs to NP-Hard problem [1-3]. It can bring direct economic benefits to the enterprise, and has very important research significance.

2. FLEXIBLE JOB SHOP SCHEDULING PROBLEM

2.1 Concept

Scheduling refers to the rational allocation of resources to accomplish a given set of tasks or operations under certain constraints in order to obtain certain optimization of performance metrics such as completion time or equipment utilization. The Job-shop Scheduling Problem (JSP) is a kind of combinatorial optimization problems that satisfy task allocation and sequencing constraints, while the flexible workshop scheduling problem (flexible job shop scheduling problem, FJSP), as an extension to JSP, is an important research direction in the field of scheduling. The problem is typically described as follows: for a given set of work-pieces and machines to be processed, each work-piece contains multiple processes, and each has a specific processing sequence, which allows the processes to be performed on any of the available machines with a defined processing time. The flexible job shop scheduling problem focuses on the work sequence and machine allocation.

Mathematically, this problem is a typical NP hard problem, which is difficult to solve and has high complexity. So far, no single algorithm can solve this problem comprehensively and effectively. In the actual production activities, the realization of the optimal or sub-optimal production sequence and machine distribution is the core link to improve the economic benefits of an enterprise.

The high complexity and flexibility of the flexible job shop scheduling problem makes its study of academic significance and application value, and can provide useful reference for actual production activities.

2.2 The mathematical description of the flexible job shop scheduling problem

The flexible job shop scheduling problem (FJSP) is described as follows: the set of work-pieces \( \mathcal{J} \) composed of \( N \) work-pieces \( J = \{ j_i | 1 \leq j_i \leq n \} \), the set of machines \( \mathcal{M} \) composed of \( M \) machines \( M = \{ M_m | 1 \leq M_m \leq m \} \), and each work-piece \( j_i \) has a process \( n_i \), in which \( O_{ij} \) represents the first process of the work-piece \( j_i \).

The set of processing machines \( \mathcal{W} \) that can be selected for the process \( O_{ij} \) meets the following constraints:

2.2.1 Only one work-piece can be processed on one machine at a certain time;

2.2.2 The same working procedure of the same work-piece can only be processed by one machine at the same time;

2.2.3 The work-piece being processed cannot be interrupted;

2.2.4 Sequence constraints exist between processes in the same work-piece;

2.2.5 The processing time of each process is determined;

2.2.6 Different artifacts have the same priority.

The main task of flexible job shop scheduling is to select the corresponding machine to process all the \( O_{ij} \) contained in the \( \mathcal{N} \) work-pieces to be processed, complete the set objectives, and optimize the objectives.

2.2.6.1 Minimize the maximum completion time: the final time when all the work-pieces to be processed are completed (expressed as \( F_i \)), as shown in formula (1-1):

\[
\text{min } F_i = \min \{ \max \{ C_j \} \} \quad (1-1)
\]

Among which, \( C_j \) indicates the completion time of the work-piece \( j_i \).

2.2.6.2 Minimize the processing cost: the sum of the cost of work-piece processing on the machine \( C_v \) and the cost of the machine in ready state \( C_r \) (expressed as \( F_2 \)), as shown in formula (1-2):

\[
F_2 = C_v + C_r = \sum_{k=1}^{m} \left( \sum_{j=1}^{n} \sum_{i=1}^{n_j} t_{ijk} X_{ijk} \right) F_{D_k} + (T^* - \sum_{j=1}^{n} \sum_{i=1}^{n_j} t_{ijk} X_{ijk}) F_{S_k} \quad (1-2)
\]
Among them, \( t_{ijk} \) indicates the processing time of the \( j \)-th working procedure of the work-piece \( i \) on the processing machine \( M_k \) \((M_k \in W)\); \( X_{ijk} \) indicates the decision variables, that is, whether the \( j \)-th working procedure of the work-piece \( i \) is selected to be processed on the machine \( M_k \), that is, \( X_{ijk} = 1 \) means the machine \( M_k \) is selected, and \( O_{ijk} \) is to be processed on the machine \( M_k \), while \( X_{ijk} = 0 \) means the machine \( M_k \) is not selected; \( T^* \) means the maximum completion time of the optimal scheduling scheme; \( FD_k \) indicates the dynamic consumption rate of machine \( K \); \( FS_k \) represents the static consumption rate of the \( K \) machine.

2.2.6.3 Maximum load of the machine: the maximum service load of a single machine, (expressed as \( F_3 \)), as shown in formula (1-6):

\[
F_3 = \max \sum_{j=1}^{n} t_{ijk} X_{ijk}
\]

(1-6)

2.2.6.4 Total machine load: the load of all the machines and equipment used in the processing of the work-piece, expressed as \( F_4 \), as shown in formula (1-7):

\[
F_4 = \sum_{k=1}^{m} \sum_{j=1}^{n} t_{ijk} X_{ijk}
\]

(1-7)

2.2.6.5 Constraints:

\[
\sum_{k=1}^{m} \sum_{j=1}^{n} t_{ijk} X_{ijk} \geq \sum_{k=1}^{m} ((S_{t(i-1)jk} + t_{i(i-1)jk}) X_{(i-1)jk})
\]

(1-8)

\[
St_{ijk} > 0, \quad FST_{tok} = 0
\]

3. GENETIC ALGORITHMS

3.1 The Overview Of Genetic Algorithms

In 1975, John Holland, inspired by evolutionary biology, first proposed a genetic biology-based intelligent optimization algorithm, which is defined as Genetic Algorithm (GA). The Genetic algorithm uses the principle of “natural selection, survival of the fittest” in nature to express the solution of the problem as “chromosome”. By simulating natural selection, crossover, variation and other operations, the fitness of the solid individual is improved, and the optimal solution (or sub optimal solution) is gradually found through continuous iteration. Genetic algorithms have five basic elements: encoding and decoding; methods of population initialization; adaptive functions; genetic operators (mainly including selection, crossover, variation, etc.); genetic parameter settings (population size, probability of genetic operators, etc.).

3.2 Basic Flow of Genetic Algorithms

Step 1. Initialize the random generation of \( N \) chromosomal individuals, where \( N \) is the population size;
Step 2. Calculate and evaluate the individual adaptation values;
Step 3. Determine if the termination condition is met, if so, output the best solution to end the algorithm, otherwise go to step 4;
Step 4. Select the next generation population according to the selection strategy;
Step 5. Cross the two parental individuals \( n \) times according to the crossover probability \( P_c \) and select the optimal two chromosomes as offspring from the optimal parent and all offspring;
Step 6. Select individuals according to mutation probability \( P_m \), and the mutation operation generates a new individual;
Step 7. Generate a new generation of the population and return to step 3.

5. CONCLUSION

In this paper, by using GA to solve FJSP, the meaning and mathematical description of flexible workshop scheduling are given, and the concept of traditional genetic algorithm is explained, the basic flow chart of traditional genetic algorithm is drawn, and an improved genetic algorithm is given for the flexible job shop scheduling problem. The experimental results show that the improved genetic algorithm is better than the traditional genetic algorithm in convergence speed and quality.

REFERENCES


Influence Factors and Improvement Measures of Dynamic Corrosion Rate Detection Accuracy

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*Corresponding Author.

Abstract: To solve the problem of decreasing the accuracy of dynamic corrosion rate detection, the following work has been carried out: Firstly, from three aspects of equipment factor, human factor and environmental factor, we found that the main reason affecting the accuracy of dynamic corrosion rate detection is the aging damage of equipment. Secondly, based on the six factors that may cause equipment damage, combined with the third-party test comparison experiment, it is determined that the main control factors that affect the accuracy of dynamic corrosion rate detection are excessive temperature control deviation, inappropriate vertical distance between the mixing rod rotor and the steel sheet, and different reactor materials between different equipment. And then, three improvement measures are put forward: "improving the temperature control system, optimizing the vertical distance between the rotor and the steel plate, and increasing the shielding layer on the inner wall of the kettle". Next, a third-party comparative experiment was conducted through random sampling of the newly added test data of 223 groups, which showed that the improved dynamic corrosion rate detection accuracy met the requirements of SY/T 5405-1996 standard. Finally, a set of high temperature and high-pressure dynamic corrosion rate detection equipment transformation process is formed, which provides reference for the transformation of similar products at home and abroad.

Keywords: Deep well; Acidification; Dynamic corrosion rate; Accuracy; Temperature; Mixing rod; Reactor.

1. INTRODUCTION
High temperature acid corrosion rate detection is the key to optimize high temperature acid corrosion inhibitor and ensure the safe operation of deep well acidizing construction. According to the petroleum and Natural Gas Industry Standard SY / T 5405-1996 test method and evaluation index of corrosion inhibitor for acidizing, the high temperature and high-pressure dynamic corrosion rate detection method is mainly used to objectively evaluate the performance of corrosion inhibitor [1-4].

In recent years, CRS-1000 reaction system has been introduced in West Sichuan gas field for acidizing operation of high temperature deep wells such as Chuanshen 1 and Pengzhou 103. The maximum operating pressure is 50MPa, the maximum operating temperature is 200 °C, and the maximum operating internal volume is 1000ml, which can meet the needs of dynamic corrosion rate test of metal materials in acid solution. Through a large number of high-temperature corrosion inhibitor corrosion rate evaluation experiments, a low corrosive high-temperature pretreatment acid system is optimized to ensure the safety of acidizing construction string in each well. However, due to the high frequency of use, long-term high temperature and acid environment, the test accuracy began to reduce, with a relative error of more than 20%. It is necessary to analyze the influencing factors of the equipment, and develop an improvement plan to ensure the accuracy of high temperature acid corrosion rate test.

In this paper, the factors influencing the accuracy of dynamic corrosion rate detection are analyzed, the main control factors affecting the accuracy of the test are determined, and the corresponding improvement measures are put forward. After the improvement, a large number of analysis and comparison experiments are carried out. The results show that the accuracy of the test is greatly improved, and the expected results are achieved.

2. STATUS SURVEY

2.1 Equipment Aging Damage, Low Accuracy Of Corrosion Rate Test
As the main working fluid system of acid fracturing construction of marine carbonate low porosity and low permeability reservoir, acid fluid needs to carry out corrosion rate test and evaluation before entering the well. However, due to the application of many wells, large amount of testing work, high frequency of equipment use, complex experimental environment and harsh experimental conditions, the dynamic corrosion rate test equipment is aging seriously, and the test accuracy is reduced [5-6].

2.2 The Inspection Personnel Have Different Mastery Of Equipment Operation Details, Which Affects The Test Results
At present, the number of employees in the testing department is limited, only 40% of them have carried out the corrosion rate test, and 12% of them are new employees. For this reason, the testing department has held an average of more than 10 times of routine operation training of experimental equipment every year. However, different trainers have different understanding of the operation time, operation experience and details of CRS-1000 reaction system, which may lead to deviation of test results.

2.3 Different Solution Preparation Environment And Acid Storage Time Affect Corrosion Rate Test Results
Because of the wide temperature fluctuation in four seasons...
and the different ambient temperature of the solution, the accuracy of dynamic corrosion detection may be deviated in different seasons. In addition, it is sometimes difficult to match and use the acid solution at the construction site, and the storage time may be as long as several months, which may also cause the error of corrosion rate detection results.

Table 1. Investigation on the factors affecting the accuracy of corrosion rate test

<table>
<thead>
<tr>
<th>Serial number</th>
<th>Item</th>
<th>Frequency/times</th>
<th>Cumulative frequency/times</th>
<th>Frequency/%</th>
<th>Cumulative frequency/%</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Equipment aging and damage</td>
<td>29</td>
<td>29</td>
<td>90.6</td>
<td>90.6</td>
</tr>
<tr>
<td>2</td>
<td>The degree of mastering the operation details of the experimenter is different</td>
<td>31</td>
<td>6.3</td>
<td>96.9</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Mixing environment and acid storage time is different</td>
<td>32</td>
<td>3.1</td>
<td>100</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Total</td>
<td>32</td>
<td>-</td>
<td>-</td>
<td></td>
</tr>
</tbody>
</table>

3. ANALYSIS OF MAIN CONTROL FACTORS

The test method and evaluation index of dynamic corrosion rate detection are all in accordance with SY/T 5405-1996 corrosion inhibitor test method and evaluation index for acidizing. The relative error of test data should meet Table 2. If not, it is determined that the accuracy of the test is not up to standard.

Table 2. SY/T 5405-1996 relative error of experimental data

<table>
<thead>
<tr>
<th>Average corrosion rate/g/(m².h)</th>
<th>Relative error/%</th>
</tr>
</thead>
<tbody>
<tr>
<td>0.5~10</td>
<td>±15</td>
</tr>
<tr>
<td>&gt;10~20</td>
<td>±10</td>
</tr>
<tr>
<td>&gt;20~40</td>
<td>±6</td>
</tr>
<tr>
<td>&gt;40</td>
<td>±3</td>
</tr>
</tbody>
</table>

According to the structure of the equipment (pressure control system, heating control system, rotation control system and reaction system), six end influencing factors can be sorted out, which are pressure instability, excessive temperature control deviation, unstable mixing speed, inappropriate horizontal distance between the rotor and the steel sheet, and the relationship between the rotor and the steel sheet. Improper vertical distance and different reactor materials [7].

3.1 Pressure Instability

The standard requires that the control accuracy of the experimental pressure is within ± 0.1 MPa, but the investigation found that the experimental pressure of CRS-1000 reaction system will fluctuate between 15.5 Mpa and 16.5 Mpa, which may cause test error. For this reason, five groups of corrosion rate tests of the same sample in the pressure range of 15.5 Mpa ~ 16.5 Mpa were carried out by using the ZJT01 equipment newly purchased by the laboratory with accurate test results verified by the third party. The results show that the test error of corrosion rate caused by the pressure change is within ± 1%. Therefore, although the test pressure fluctuation exceeds the standard requirements, it does not affect the test accuracy Big, not the dominant factor. It is pointed out that ZJT01 equipment is used to carry out comparative experiments in the subsequent cause analysis and improvement process.

3.2 Excessive Temperature Control Deviation

According to the standard, the experimental temperature control accuracy is within ± 1 °C. However, it is found that the temperature control equipment of CRS-1000 reaction system is damaged due to aging, and the deviation between the set target temperature and the actual temperature can reach 26 °C, which may increase the test error. The results show that when the temperature deviation exceeds 3 °C, the dynamic corrosion rate test error will exceed 3%. Therefore, excessive temperature deviation is the key factor affecting the accuracy of dynamic corrosion rate test.

Table 3. Test results of corrosion rate at different sample temperatures

<table>
<thead>
<tr>
<th>Experimental temperature/°C</th>
<th>Temperature deviation/°C</th>
<th>Corrosion rate/g/(m².h)</th>
<th>Relative error/%</th>
</tr>
</thead>
<tbody>
<tr>
<td>145 (base value)</td>
<td>0</td>
<td>45.23</td>
<td>0</td>
</tr>
<tr>
<td>146</td>
<td>1</td>
<td>45.48</td>
<td>0.56</td>
</tr>
<tr>
<td>147</td>
<td>2</td>
<td>45.80</td>
<td>1.26</td>
</tr>
<tr>
<td>148</td>
<td>3</td>
<td>46.40</td>
<td>2.59</td>
</tr>
<tr>
<td>149</td>
<td>4</td>
<td>47.03</td>
<td>3.98</td>
</tr>
<tr>
<td>150</td>
<td>5</td>
<td>47.79</td>
<td>5.65</td>
</tr>
<tr>
<td>155</td>
<td>10</td>
<td>48.84</td>
<td>7.99</td>
</tr>
<tr>
<td>160</td>
<td>15</td>
<td>50.00</td>
<td>10.54</td>
</tr>
<tr>
<td>165</td>
<td>20</td>
<td>52.30</td>
<td>15.63</td>
</tr>
<tr>
<td>170</td>
<td>25</td>
<td>53.49</td>
<td>18.26</td>
</tr>
<tr>
<td>175</td>
<td>30</td>
<td>54.13</td>
<td>19.67</td>
</tr>
</tbody>
</table>

3.3 Unstable Mixing Speed

The required stirring speed is 60R / min, but the investigation shows that the mixing speed of CRS-1000 reaction system will fluctuate in the range of 55r / min ~ 65R / min, which may cause test error. For this reason, five groups of corrosion rate tests of the same sample in the stirring speed range of 55r / min ~ 65R / min were carried out by using the ZJT01 equipment identified by the third party. The results show that the change of the stirring speed has little influence on the corrosion rate test results and meets the corresponding index requirements of the industry standard. Therefore, this factor is not the main control factor.

3.4 Improper Horizontal Distance Between Mixing Rod...
The default vertical distance between the rotor and the steel sheet of ZJT01 testing equipment is 5cm when leaving the factory. On this basis, the distance is adjusted to 8cm, 7cm, 6cm, 4cm and 2cm respectively to test the corrosion rate of the samples. (Table 4) the results show that the test error of the corrosion rate caused by the change of the distance is more than 3%, which does not meet the requirements of the row standard. Therefore, this factor is the main controlling factor.

Table 4. Influence of vertical distance on test results

<table>
<thead>
<tr>
<th>Vertical distance/cm</th>
<th>Corrosion rate/g/(m².h)</th>
<th>Relative error%</th>
<th>Relative error index%</th>
</tr>
</thead>
<tbody>
<tr>
<td>5 (default)</td>
<td>58.69</td>
<td>0</td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>62.18</td>
<td>5.94</td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>61.72</td>
<td>5.17</td>
<td>±3</td>
</tr>
<tr>
<td>6</td>
<td>61.52</td>
<td>4.82</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>61.03</td>
<td>3.98</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>56.24</td>
<td>-4.17</td>
<td></td>
</tr>
</tbody>
</table>

3.6 Different Reactor Materials
At present, there is no shielding layer in the reactor of the dynamic corrosion rate detection equipment produced by some manufacturers. The wall of the reactor is in direct contact with the acid solution, and the material of the reactor is different, which may lead to the increase of test error. For example, there are two kinds of cauldron materials selected by the existing manufacturers, HC alloy and Hb alloy. Although both materials are nickel-based alloy, the content of Cr, Mo, Fe and other trace elements in the cauldron is quite different, which leads to different electrochemical corrosion behavior in acid environment and may cause test error. The results show that the relative error between the test results of different reactor materials is more than 3%, which does not meet the standard requirements. Therefore, this factor is the main factor affecting the detection accuracy [8-11].

Table 5. Influence of reactor material on test results

<table>
<thead>
<tr>
<th>Test object</th>
<th>Corrosion rate/g/(m².h)</th>
<th>Test relative error%</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>ZJT01 equipment 1</td>
<td>Equipment 2</td>
</tr>
<tr>
<td>Sample 1</td>
<td>79.59</td>
<td>85.95</td>
</tr>
<tr>
<td>Sample 2</td>
<td>65.23</td>
<td>60.80</td>
</tr>
<tr>
<td>Sample 3</td>
<td>10.01</td>
<td>9.66</td>
</tr>
<tr>
<td>Sample 4</td>
<td>31.65</td>
<td>33.69</td>
</tr>
<tr>
<td>Sample 5</td>
<td>29.88</td>
<td>26.93</td>
</tr>
</tbody>
</table>

Finally, three main control factors that affect the accuracy of dynamic corrosion rate detection are determined: excessive temperature control deviation, improper vertical distance between the stirring rod rotor and steel sheet, and different reactor materials.

4.IMPROVEMENT MEASURES AND EFFECTS
In view of the three main control factors that affect the accuracy of dynamic corrosion rate detection, the improvement measures are proposed respectively.

4.1 Improve the Temperature Control System
4.1.1 Replace the Temperature Control System
The temperature control system consists of two parts: the external heating control system and the sample temperature test system. In the test, the two systems feedback each other to achieve the final temperature control purpose. The original temperature control system xmt-101 is replaced by xmt614 intelligent PID. The measurement accuracy is increased to 0.2%, and the sampling frequency is increased to 4 times / second. There are three PID algorithms, which have strong adaptive function for the controlled object.

4.1.2 Determine The Reasonable Location Of Temperature Conduction Probe
CRS-1000 reaction system inner sample temperature conduction probe is located at the bottom of the inner kettle, and the metal shell temperature conduction probe is located at the inner side of the upper heating plate. In order to investigate the rationality of the location of the temperature conducting probe, the method of oil bath was used to verify the sample temperature with mercury in glass thermometer. The initial position of the probe is analyzed. The temperature conducting probe of the shell is located inside the external heating piece of the metal shell of the reaction kettle, and its position will directly affect the actual heating effect of the sample. The temperature of the sample is checked by moving the probe up and down in 1cm and 2cm oil bath with the middle position of the kettle body in the vertical direction as 0 point. The result shows that the
deviation between the sample temperature and the set temperature is the most when the heating probe is placed in - 1 cm ~ 0 cm position, and meet the test requirements.

4.2 Optimize The Vertical Distance Between Rotor And Steel Plate

Carry out the vertical distance optimization experiment between rotor and steel plate. Taking the corrosion rate of sample a measured by ZJT01 equipment as the true value, adjust the vertical distance between the stirring rod rotor of CRS-1000 reaction system and the steel sheet to 2 cm, 2.5 cm, 3 cm, 3.5 cm, 4 cm, 4.5 cm, 5 cm, 5.5 cm, 6 cm, 6.5 cm, 7 cm, 7.5 cm, 8 cm, respectively, and carry out the corrosion rate test of sample a at each distance. The results show that the relative error is the smallest when the vertical distance is 4.5 cm, so the vertical distance between the stirring rod rotor and the steel sheet of the reset CRS-1000 reaction system is 4.5 cm, as shown in Figure 1.

4.3 Reduce The Influence Of Reactor Material

In order to solve the problems of electrochemical corrosion and unstable corrosion rate test results caused by different materials on the test pieces, the inner polytetrafluoroethylene cylinder is added between the inner wall of the reactor body of CRS-1000 reaction system and the test pieces as a gapless shielding layer. The shielding layer has the advantages of long-term high temperature resistance (200~260 °C), corrosion resistance (acid-base and organic solvent), good insulation (isolation electrochemical corrosion), long life (the best anti-aging property in plastic), easy cleaning (non sticky), and so on. [12-14]

4.4 Consolidation Measures

Do a good job of daily equipment maintenance, focusing on the inspection of temperature sensor deviation, mixing rotor damage, reaction kettle wall corrosion, etc., and timely repair or replacement in case of problems. Regularly carry out the third-party equipment comparison experiment to monitor the corrosion rate test accuracy of CRS-1000 reaction system.

4.5 Effect Verification

From April to October 2019, more than 200 groups of corrosion rate tests were carried out with the improved CRS-1000 reaction system. Among them, 10 groups of samples were randomly selected and parallel comparison experiments were carried out with ZJT01 equipment identified by the third party, as shown in Table 6. The results show that the relative error of CRS-1000 reaction system test data meets the requirements of SY / T 5405-1996 and achieves the expected effect.

5. CONCLUSION

5.1 The aging damage of equipment has a great influence on the accuracy of corrosion rate test. The main factors affecting the accuracy of dynamic corrosion rate test are excessive temperature control deviation, improper vertical distance between the mixing rod rotor and steel sheet, and different reactor materials.

5.2 By replacing the high-precision temperature sensor, optimizing the position of the sensor probe, adjusting the vertical distance between the rotor and the steel plate, and adding the Teflon shielding layer between the inner wall of the kettle and the test piece, the problem of reducing the accuracy of dynamic corrosion rate detection is solved.

5.3 A set of transformation process of high temperature and high-pressure acid corrosion rate dynamic test system is established, which provides reference for the transformation of similar products at home and abroad, and has obvious promotion benefits.

Table 6. Statistics of relative errors in parallel comparison experiments

<table>
<thead>
<tr>
<th>Sample batch</th>
<th>Experimental temperature/°C</th>
<th>Rate/g/(m²·h)</th>
<th>Relative error %</th>
<th>Index %</th>
</tr>
</thead>
<tbody>
<tr>
<td>High temperature corrosion inhibitor 1</td>
<td>160</td>
<td>8.89</td>
<td>9.39</td>
<td>5.63 ±15</td>
</tr>
<tr>
<td>High temperature corrosion inhibitor 2</td>
<td>2180</td>
<td>4.97</td>
<td>5.33</td>
<td>7.29 ±15</td>
</tr>
<tr>
<td>Well YY7-1D</td>
<td>120</td>
<td>15.26</td>
<td>15.89</td>
<td>4.11 ±10</td>
</tr>
<tr>
<td>YB7 side 1 well</td>
<td>160</td>
<td>28.37</td>
<td>27.45</td>
<td>-3.24 ±6</td>
</tr>
<tr>
<td>High temperature corrosion inhibitor 3</td>
<td>160</td>
<td>45.71</td>
<td>45.97</td>
<td>0.57 ±3</td>
</tr>
<tr>
<td>High temperature corrosion inhibitor 4</td>
<td>160</td>
<td>79.31</td>
<td>79.10</td>
<td>-0.26 ±3</td>
</tr>
<tr>
<td>High temperature corrosion inhibitor 5</td>
<td>160</td>
<td>49.88</td>
<td>50.08</td>
<td>0.41 ±3</td>
</tr>
<tr>
<td>Aggravating acid 1</td>
<td>160</td>
<td>71.64</td>
<td>71.91</td>
<td>0.38 ±3</td>
</tr>
<tr>
<td>Acid reducing 1</td>
<td>160</td>
<td>14.85</td>
<td>15.46</td>
<td>4.08 ±10</td>
</tr>
<tr>
<td>MJ112 well</td>
<td>160</td>
<td>13.79</td>
<td>14.38</td>
<td>4.29 ±10</td>
</tr>
</tbody>
</table>

REFERENCE

[5] Zhang Juan Tao, Li Qian Ding, Zhao Jun. research progress of acidizing inhibitors for oil and gas wells [J].


Research on The Quality of Graduate Education from The Perspective of Whole Process Quality Management

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Abstract: Education has always been an eternal topic in the development of our country, so the country has gradually increased the importance of education. At this stage of social development, cutting-edge talent is an important resource in China’s development, so high-level talent training has become the primary task of national construction. In order to meet the country’s strong demand for high-level person time, higher education institutions actively invest in teachers, and at the same time, they have made corresponding innovation and improvement to the existing higher education system, especially in the quality of graduate education, they have increased the intensity of education reform. As we all know, graduate education is at a higher level in the overall education system of our country, and it is also the main measure to provide the country with cutting-edge talents. With the continuous development of China's comprehensive national strength, the demand for talents in various sectors and fields of society also increases, which brings great challenges to the task of high-level talent training in China. In order to meet the needs of social modernization and the country's desire for cutting-edge talents, the education department should provide all-round support for graduate education. In addition, in the process of graduate education, we should not only attach importance to the number of graduate students, but also improve the quality of graduate students. Therefore, the national education department should strengthen the research on the quality of graduate education from the perspective of quality management in the whole process, so as to transform the advantages of graduate students from the quantity to the quality in the field of graduate education, which is our country's Economic construction and comprehensive national strength development, provide more high-quality cutting-edge reserve forces.

Keywords: Whole process quality management; Graduate education; Cutting edge talents.

1. INTRODUCTION
In the process of China's social development, we always take "rejuvenating the country through science and education" as an important policy. Under the idea that science and technology are the first productive force of the society, we put education in a higher position, which also highlights the importance of education for the development of the country. As the backbone of national talent transportation, the quality of education ability of colleges and universities directly affects the quality of high-level talents. At present, the number of graduate students cultivated by Chinese institutions of higher learning is in the forefront of the world, and the country with a large number of graduate students is worthy of its name. However, in terms of the quality of graduate students, there is still a big gap between China and Western countries, which is not the ultimate goal of China's higher education. Therefore, we should focus on the quality of postgraduates, improve the quality of Postgraduates' education, so that our country's advantage in the number of Postgraduates can be transformed into the advantage in the quality of postgraduates, actively implement the policy of "rejuvenating the country through science and education", and provide high-quality postgraduates for China's economic construction and social development.

2. THE NEW SITUATION OF THE DEVELOPMENT OF GRADUATE EDUCATION IN CHINA
Graduate education is the highest way of talent training in China. It has become a common phenomenon in Colleges and universities. As for the current situation in China, the number of graduate students remains high, which leads to the increase of graduate employment pressure, and even a large number of graduate students who have graduated for many years do not have jobs, which seriously affects the social development process of our country. A large number of graduate students can't find suitable jobs in the society. This is not only the failure of education, but also a huge pressure on the society. Therefore, under the new situation, the country has actively increased the reform and innovation of graduate education, so as to change the number advantage of graduate students into the quality advantage [1]. In response to the call of the state, the education department has issued a series of reform measures and plans to improve the quality of graduate education from the perspective of quality management in the whole process. At the same time, on the issue of ensuring the quality of graduate students, it also puts forward measures such as actively implementing the spirit of graduate education reform, strengthening the quality assurance of graduate degree awarding units, and establishing a scientific quality concept. In addition, with the continuous development of the country, the education departments have put forward the relevant provisions on the quality of graduate education, and put forward the "service demand to improve the quality" as the main line of development, so as to further adjust the training mode of higher education institutions on the quality of Graduate
3. OVERVIEW OF TOTAL PROCESS QUALITY MANAGEMENT AND ITS APPLICATION IN GRADUATE EDUCATION

3.1 Overview Of Quality Management In The Whole Process

The whole process quality management is a new idea first put forward by western countries, which has greatly promoted the social progress. The main contents of the whole process quality management include: first, in the production process, products should be strictly controlled as a whole to ensure the quality of products. Secondly, the needs of service objects are the basis of the survival and development of enterprises. Thirdly, the quality management is mainly based on prevention, and the high-quality products will be more difficult to produce, and the production process will be closer and more complex [2]. Finally, quality management should be integrated into science and technology, and should be carried out in accordance with strict professional production rules. In addition, when implementing quality management, it should be implemented by relevant organizations to avoid defects in the production process.

The core content of total quality management: comprehensive quality management, quality management in the whole process, and quality management with the participation of all staff. Comprehensive quality management is to supervise and control the relevant processes in the production process of products, so as to avoid the impact of products in the production process, resulting in quality problems of products. The whole process quality management aims at the product quality, thus forming continuous supervision and control measures, and taking scientific measures to deal with the possible influencing factors in each link, so as to improve the product quality. Full participation in quality management refers to that all members of the organization are involved in the production process of products, so as to achieve the goal of improving product quality.

3.2 The Application Of Whole Process Quality Management In The Promotion Of Graduate Education Quality

3.2.1 Feasibility Of Introducing Total Quality Management In The Process Of Graduate Education Quality Improvement

Institutions of higher learning are important bases for training postgraduates, and can also be compared to enterprises producing postgraduates. Therefore, in terms of improving the quality of postgraduates, a comprehensive quality management system can be cited, which to a certain extent can improve the education level of Postgraduates in Institutions of higher learning [3]. At present, China's colleges and universities only pay too much attention to the number of graduate students, but ignore the quality of graduate students, which leads to a large number of graduate students cannot meet the needs of social development, resulting in a waste of talents. For this reason, after the introduction of the whole process quality management concept, colleges and universities have greatly improved the quality of graduate education.

First, the principle of total quality management is applicable to all fields and industries of the society, which fully reflects the general applicability of total quality management. TQM was only applied to manufacturing and service industry at first, and it was not widely used until 1980s. With the continuous development and progress of the times, TQM has not only played a good role in enterprise management, but also been widely used in the education industry. At this stage, total quality management plays a certain role in promoting the quality of graduate education in Colleges and universities. In the process of graduate training, it can be seen as the process of processing products, and in the production process, enterprises should strictly control the quality of products [4]. At the same time, colleges and universities also attach great importance to the quality of Postgraduates in the education and training of postgraduates. Therefore, TQM is fully applicable to the needs of improving the quality of Postgraduates' education.

Second, service demand is the common idea of the whole process of quality. Demand determines supply, which means that in the production process, we should be customer-oriented to meet customer demand for the purpose of enterprise development. The concept of total quality management is integrated into graduate education, and its service demand is to meet the needs of the social development, the cutting-edge talents in various fields and industries, as well as the development and learning of graduate students themselves, so the service demand occupies an important position in total quality management.

Third, the highest goal of total quality management is to improve product quality. In the process of enterprise development, the quality of products directly determines whether the enterprise has a better development prospects. After graduation, whether graduate students can meet the needs of social development has become the significance of the existence of institutions of higher learning. In total quality management, we should carry out effective supervision of quality by scientific methods, which has played a positive role in both enterprises and colleges and universities. It can be seen that improving quality is the common goal of enterprises and colleges and universities.

3.3 Application Of Whole Process Quality Management In Graduate Education

First, establish a new era of graduate education quality concept [5]. In the new era of graduate education, there are three aspects: in graduate education, we should fully enhance the needs of graduate students, increase their comprehensive quality; meet the needs of national science and technology research and academic fields; graduate education should meet the needs of social development and economic construction in China. Therefore, TQM, in the application of improving the quality of graduate education, should be treated in a broader perspective, and should establish a scientific quality concept. Secondly, the whole process of quality management should be added to the
The quality of products depends on the whole process of production, and will be affected by various factors in the process of production, resulting in the decline of product quality. In order to improve the quality of graduate education, the whole process management concept is integrated into the education process, so that a variety of scientific management methods are added to graduate education, so as to ensure the improvement of graduate education quality. Third, in order to improve the quality of graduate education, we should implement the quality management with the participation of all staff. Full participation in quality management is to let all personnel involved in the production process participate in quality improvement activities. The application in graduate education requires all graduate students and relevant educators, as well as relevant academic organizations, schools, enterprises, etc., to participate in the research of improving the quality of graduate education, so as to achieve the goal of improving the quality of graduate education.

4. MEASURES TO IMPROVE THE QUALITY OF GRADUATE EDUCATION FROM THE PERSPECTIVE OF QUALITY MANAGEMENT IN THE WHOLE PROCESS

4.1 Take the Service Demand to Improve the Quality As The Main Line, And Implement a Comprehensive Quality Management of Graduate Education

4.1.1 Optimize Graduate Education Structure

In order to optimize the structure of graduate education, we should start from all aspects. For colleges and universities, we should make a reasonable overall plan for the level of postgraduate training and the internal discipline structure of colleges and universities [6]. With the analysis of regional level, we need the type of colleges and universities which are suitable for the development of the region. At the national level, the state should optimize the discipline structure to ensure that natural science and philosophy and social science can coordinate and develop each other.

4.1.2 Deepen Overseas Cooperation and Exchange

In order to effectively improve the quality of graduate education, relevant units should actively encourage domestic institutions to strengthen cultural exchanges with foreign institutions. As the overall quality management originated from western countries, there is rich experience abroad in the application of the whole process quality management concept, so the Education Department of our country should vigorously promote and carry out postgraduate training activities with foreign universities. In order to improve the quality of graduate education in China, we should actively absorb foreign advanced ideas in cultural exchange and fully apply them to our graduate education.

4.2 Take Improving Quality As The Goal And Implement The Whole Process Of Graduate Education Quality Management

4.2.1 Control The Entrance Of Postgraduate Education

To improve the quality of graduate students, we can implement effective control from the source, and make reasonable improvement in graduate enrollment system. The establishment and improvement of enrollment and selection mechanism can ensure the reliability of graduate students, while colleges and universities can also carry out special training for talents lacking in social development [7]. In addition, in the postgraduate enrollment system, we can carry out scientific and reasonable enrollment selection methods. For example, in the process of graduate enrollment, we should further improve the application and examination system, so as to improve students' innovation ability in academic research.

4.2.2 Innovative Postgraduate Training Mode

In the measures to improve the quality of postgraduate teaching, the practical ability training of postgraduate can be improved. In the current stage of education, our country has made many innovations and reforms in the original teaching mode, among which enhancing the students' practical ability has become an important measure in modern teaching. In the way of postgraduate education, we can carry out the classified reform of curriculum system according to the professional category of postgraduate, respond to the professional courses of postgraduate with professional teachers, and improve the professional operation ability of postgraduate with certain practical training methods, which plays a good role in promoting the postgraduate's own knowledge and quality.

4.3 To Improve the Quality Management of Postgraduate Education with The Participation of All Staff By Consensus Of Content Sending Letters

4.3.1 Strengthen the Quality Control and Management of The Education Administrative Department

As the highest level of education in China, graduate education is also an important institution to export talents [8]. Therefore, improving the quality of postgraduate education plays a key role in the social development of our country. In order to effectively carry out the reform of postgraduate education, the education administrative department should strengthen its own quality monitoring and management efforts. In terms of the sampling work of doctoral and master's degree papers, it should take a strict and responsible attitude, and strictly carry out the spot check according to the requirements of the degree papers, and the quality of the poor ones should be improved. Papers should be strictly excluded, so as to improve the quality of graduate students' own knowledge.

4.3.2 strengthen the main position of education quality assurance in Colleges and Universities

First of all, in the postgraduate education, we should determine the main position of education quality assurance, and actively explore the quality assurance mechanism in line with our school's postgraduate education. Secondly, the relevant learning organizations in Colleges and universities should play their roles, for example, they should actively participate in and make suggestions in the formulation of postgraduate training programs, curriculum construction and teaching quality evaluation. Finally, colleges and universities should establish a sound management system of graduate education in schools and secondary colleges, and
clarify their respective responsibilities and obligations, so as to improve the level of service and management. At the same time, colleges and universities should establish regular training system for the teachers in graduate education, so as to improve the quality of graduate education.

5. CONCLUSION
In conclusion, the whole process quality management concept has played a good role in promoting the quality of graduate education. As the transportation base of state-level talents, the education quality of colleges and universities directly affects the quality of talents. In order to meet the urgent needs of high-level talents and meet the development of modern society, the education department should compare colleges and universities to enterprises, implement the reform of graduate education in the way of enterprise management, and thoroughly integrate the concept of total quality management into education, so as to improve research and development. The quality of graduate education has made our country change from a large number of graduate students to a powerful country.

REFERENCE
Study on The Multi-Functional Coordinated Development of Rural Tourism Under the Sustainable Livelihood

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Abstract: At present, with the continuous improvement of science and technology and economy in our country, the trend of industrialization, commercialization and urbanization begins to appear in our country, but some corresponding urban problems also appear. From the perspective of tourists, because some traditional rural cultural resources are constantly losing, and the natural conditions are beginning to change into commercialization and are damaged, resulting in rural tourism. There are fewer tourists. This situation not only makes the commercial economy occupy the rural tourism, but also hinders the multi-functional coordinated development of rural tourism under the sustainable livelihood.

Keywords: Rural tourism; Sustainable livelihood; Multi-functional and coordinated development.

1. INTRODUCTION
Taking sustainable livelihood as the basis of development is to realize the shortage of rural sustainable livelihood funds in rural tourism and the strategies based on improving the weak sustainable livelihood funds and maintaining the sustainable livelihood funds, and to attach great importance to it [1-3]. Combine the rural sustainable livelihood with the multi-functional development of rural tourism, and create a group of action groups together to play the role of protecting the natural conditions, optimizing the business model, funding subsidies for sustainable livelihood, protection of cultural relics, job recruitment, network environmental protection, etc., to achieve the multi-functional coordinated development of rural tourism under the sustainable livelihood.

2. STUDY ON THE MULTI-FUNCTIONAL AND COORDINATED DEVELOPMENT OF RURAL TOURISM UNDER THE SUSTAINABLE LIVELIHOOD
2.1 A Study On The Post In Rural Tourism
In rural tourism, there are more labors needed for jobs, but the local people in rural areas are not enough to meet the needs of labors, so we usually adopt the strategy of "external supplement and internal use", and the detailed content is to make use of the larger characteristics of the labors needed by rural tourism to make people from other places come to find jobs. According to a large number of surveys and statistics, the rural tourism industry provides jobs for a large number of unemployed people. This has a lot to do with the characteristics of rural tourism. Rural tourism is a service industry that needs a lot of manpower. Therefore, in order to make the rapid development of rural tourism, it is necessary to recruit a large number of human resources to local service, but most of the labor force is local, and there are few outside. This is not only because the tourism industry has off-season and peak season, which leads to the income of tourism posts It is stable. In the off-season, due to the decrease of the flow of people, the number of people in the field will be reduced. As a result, a large number of people in the field will be dismissed, which leads to many people losing their jobs. But if it's local people, they don't have to worry about so much. The working time and place are very convenient for them, and they will be easier to work in the local area. In addition, the local tourism bureau should come up with a plan to reflect its own cultural characteristics, so that tourists from other places can quickly understand the local culture. For example: to guide and train people who are very familiar with their local culture to guide local cultural introducers, etc., which also solves the problem of lack of talents to explain culture.

2.2 Research On Natural Resources In Rural Tourism
The original intention of rural tourism is to protect the natural resources in the countryside. The reason why rural tourism can appear and develop more and more rapidly is its natural resources. The characteristics of rural tourism is also to feel the natural resources. The future development of rural tourism depends on the protection of its natural resources. The work is not in place. Therefore, it is the right way to protect rural natural resources. And more than 70% of the tourists come because of the natural resources in the countryside. Therefore, only by protecting the natural resources in the countryside can a large number of tourists come to the countryside for tourism. In addition, the concept and consciousness of protecting the environment and nature are spread to the tourists.

2.3 Research On Rural Environment In Rural Tourism
Under the sustainable livelihood, the multi-functional and coordinated development of rural tourism is very important in two directions, one is the rural environment, the other is the construction of rural infrastructure and equipment last time. Because there is a big difference between the urban environment and the rural environment, and the factors of the big difference are the differences in basic equipment. At present, China has also issued policies and subsidies for the construction funds of rural infrastructure and equipment. But the optimization of the rural environment, only by the support of the government and the state is far from enough.
or depends on the development of the local industrial economy. In order to better develop the rural tourism industry, we need to improve the rural environment, transportation, accommodation environment to increase the tourism experience of tourists, so improving the rural environment is the key to the rapid development of rural tourism industry.

3. THE APPLICATION OF MULTI-FUNCTIONAL COORDINATED DEVELOPMENT OF RURAL TOURISM UNDER SUSTAINABLE LIVELIHOOD

3.1 Research On Rural Livelihood Capital
No matter the support of national policy or the integrity of business structure, the advantages of rural livelihood capital are fully reflected. As a result of capital's leading, livelihood capital has become more and more commercialized, ignoring its natural resource advantages and local culture, resulting in the imbalance of multi-functional coordinated development of rural tourism under sustainable livelihood. Because of the excessive pursuit of commercialization in rural areas, the local natural resources and environment have been seriously damaged, resulting in irreparable situation. Not only that, culture has gradually become commercialized, so that people can not feel the characteristics of local culture. In order to develop rural tourism sustainably, we must do the following: when the state issues policies, we should arouse the initiative of local people with the multi-functional attribute of rural tourism, so that they can join in, especially for the rural infrastructure, economic distribution and personal opinions. In addition, when external capital wants to join, it is necessary to consider whether the multi-functional coordinated development of rural tourism under sustainable livelihood will be out of balance. There is also the destruction of local natural resources and culture. At the same time, we need to realize whether the local people's feelings for the local will be destroyed. Finally, we should pay attention to the fact that the owner of the village is the local residents. When helping them to develop rural tourism with sustainable livelihood, we only guide them and they should participate in it. We should make use of our local cultural customs and experience to help develop rural tourism, and properly maintain and promote the development of local culture and natural resources.

3.2 Research On Livelihood Capital Shortage
The invasion of some foreign markets leads to the shortage of rural livelihood capital. It is mainly manifested as follows: excessive pursuit of maximization of interests leads to the destruction of local natural resources and culture, which leads to the reduction of the number of tourists. At this time, it is necessary to let the foreign market notice that the local natural resources and cultural resources are important local resources, and not to destroy the local natural resources and cultural resources in order to maximize profits. At the same time, it also needs the government's active guidance and subsidy.

4. CONCLUSION
When we want to make the rapid development of rural tourism, we should take the local customs as the main body, in order to improve the livelihood capital. And we should also have many ways of thinking, but we should pay attention to the power and situation of local residents, correctly and properly guide local residents to join in, and also realize the importance of protecting local culture and natural resources, so as to achieve the coordinated development of rural tourism under sustainable livelihood.

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REFERENCE
Innovating Personnel Training Mode and Deepening Teaching Reform in Local Colleges and Universities

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Abstract: With the development of the times, most of the domestic colleges and universities began to focus on the development of local characteristics of teaching, local characteristics of teaching pay attention to regional cultural differences, which helps local colleges and universities to cultivate high-tech talents. Since the implementation of reform and opening up in China, the innovation of educational environment has promoted the establishment of Higher Vocational Colleges with local characteristics, and the construction of local colleges and universities has promoted the development process of localization and popularization of higher education in China. In order to implement the educational reform of local colleges and universities, we should take the local economic development as the service purpose, innovate the talent training mode, deepen the education reform, and highlight the local characteristics.

Keywords: Personnel training mode; Reform and innovation; Local colleges and universities

1.INTRODUCTION
In order to ensure the prosperity of local economic development, the reform and innovation of local university education must be implemented, so as to provide professional applied talents for local economic development continuously. It not only establishes a good city image, but also ensures the overall quality of local economic development. In recent 10 years, China has been committed to the construction of local colleges and universities and the reform of education system. At present, the construction of colleges and universities in China tends to be localized and popular, and localization and popularization play an active role in the overall development of Education [1].

2.CHANGING THE CONCEPT OF RUNNING A SCHOOL AND INNOVATING THE MODE OF PERSONNEL TRAINING
2.1 Find The Right Position and Develop Local Universities with The Concept Of Management
Combined with the analysis of the current situation of China’s social and economic development, the economic development needs of different places are changeable, and there are differences to a certain extent, not only in the content, but also in the system. It can be seen that the reform and innovation of university education mechanism can affect the stable development of local economy. Local colleges and universities must give full play to their own enthusiasm and initiative, in-depth exploration is more conducive to their own future survival and development of the new environment. Based on the new situation, the education system reform of local colleges and universities needs scientific positioning and reasonable deployment, so as to effectively improve their reform efficiency and innovation quality, and strive to build colleges and universities with the most local characteristics and economic characteristics [2]. In essence, colleges and universities are the learning process that most students must experience. After learning in Colleges and universities, college students begin to enter the real society to carry out theoretical practice, so as to consolidate their basic knowledge learned in the classroom and learn how to use them flexibly in the process of social practice. In order to ensure the quality, type of work and quantity of talent resources in Colleges and universities, colleges and universities must recognize their strategic position in the current social development in recent years, and strictly follow the relevant concepts of "school enterprise cooperation, win-win development" advocated by the state. Combined with the future development requirements of social economy and relevant national regulations, colleges and universities should formulate a scientific and reasonable strategic development plan to meet the actual needs of society for human resources, but also realize the innovation and reform of their own education mechanism [3].

2.2 Bold Innovation and Implementation of Diversified Talent Training Mode
As we all know, the diversified development of talents is the mainstream of current social development, so local colleges and universities must correctly understand the future trend of talent training mode, and formulate diversified talent training mode, so as to meet the actual development needs of the current society. Only by making bold innovation and exploring innovative ways can local colleges and universities ensure the effective course of diversified talent training mode. In order to ensure the scientific establishment of diversified talent training mode, we must clarify the following innovative ideas [4].

First of all, it is necessary to expand the professional caliber of colleges and universities, most of which are complex and cumbersome. Therefore, it is easy for students to have difficulties in choosing majors. Therefore, colleges and universities can consider integrating and summarizing existing majors. For example, four major specialties, such as accounting, financial management, business administration
and marketing, are integrated into business management majors. In addition, mechanical engineering, automatic thermal energy and power engineering, measurement technology and instrument are integrated into mechanical and electrical majors. The second is to pay attention to the individualized training and graded teaching. Educators all know the teaching concept of "teach students according to their aptitude", but few colleges and universities can really implement the hierarchical teaching mode. The application of hierarchical teaching can further innovate the traditional teaching concept of colleges and universities, impact the impact of traditional teaching, give classroom teaching more pertinence and rationality, break the shackles of "cramming" teaching, and formulate reasonable and feasible education programs combined with the grade differences among students at different levels, which greatly improves the teaching efficiency and learning quality of colleges and universities.

Finally, it is necessary to meet the needs of students and establish flexible learning mechanism. In view of these two concepts, colleges and universities need to implement a strict credit system management mode, as the name implies, is to achieve the actual purpose of managing students through quantitative chemical score, and let students fully understand the real professional suitable for themselves. The so-called shunt training is a reasonable choice of major, which can improve the learning quality and teaching efficiency by improving students' interest in learning and fully mobilizing their subjective will. On this basis, we should realize the diversification of social needs and the specialization of employment posts, so as to lay a solid foundation for students' work and life. On the other hand, it is to perfect the flexible learning mechanism and dredge the employment channels. The credit system management mechanism is the key to improve the flexible learning mechanism. Students can arrange phased learning planning according to their own hobbies and interests. Some excellent students can also choose to complete the planning in advance and set the credits. Based on this, they can enter the society as soon as possible and adapt to the society.

3. DEEPEN EDUCATION REFORM AND HIGHLIGHT LOCAL CHARACTERISTICS

3.1 Strengthen the Construction of Teaching Staff and Improve the Innovative Ability Of Teachers

From the overall point of view, if we want to change the traditional education mechanism of colleges and universities, we must strengthen the teaching staff, introduce advanced teaching concepts, and improve the teachers' ability of independent innovation and judgment. Colleges and universities can regularly organize teachers to carry out professional ability training activities or teaching concept learning lectures, so as to improve the innovative ability and judgment ability of teachers. The improvement of teachers' professional level can effectively promote the teaching efficiency of a certain specialty, promote the diversified development of students and the full-time employment after employment, so as to further deepen the reform and innovation of education mechanism in Colleges and universities.

3.2 Optimize Discipline Structure and Highlight Local Characteristics

As mentioned above, one of the main ways to deepen the reform and innovation of education mechanism is to strengthen the construction of teaching staff and improve the innovation ability of teachers. In addition, optimizing the discipline structure and highlighting the local characteristics are also effective channels to deepen education reform, which requires colleges and universities to pay attention to the implementation of the new curriculum reform, so as to promote the continuous improvement of the discipline structure. In order to ensure the stable development of local economy and the overall economy, we must pay full attention to the construction of characteristic education mode in local colleges and universities. After the formation of unique local education mode, we can further deepen the reform and innovation of education mechanism in local colleges and universities.

4. CONCLUSION

To sum up, this paper summarizes the real connotation of innovative talent training mode in Colleges and universities, and expounds the significance of innovative talent training mode for the healthy development of colleges and universities in the future. Secondly, it discusses with readers the main ways and matters needing attention of innovative talents training mode in Colleges and Universities under the new situation, so as to provide a strong theoretical guarantee for the reform and innovation of the overall education mechanism of colleges and universities. In this paper, for the reference of relevant personnel, in order to contribute to the innovation of talent training mode in Colleges and universities in China.

REFERENCE


Landslide Disaster Analysis and Control Measures in Southern Shaanxi

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Abstract: Due to the different geographical resources and environment in China, the corresponding natural disasters are also different. Shaanxi Province is located in the middle of China and in the middle reaches of the Yellow River. The special landform makes the Loess Plateau in Northern Shaanxi. The location of Southern Shaanxi is relatively special. Generally speaking, it refers to the southern part of Shaanxi, which is similar to the abbreviation of South Shandong and Northwest Shandong. Specifically, it is the three cities of Hanzhong, Ankang and Shangluo, with Qinling in the north and Bashan in the south. Due to the complex terrain, landslide disasters often occur in southern Shaanxi. In order to better reduce the impact of landslide hazards on the local, it is necessary to analyze the causes of landslide hazards and put forward corresponding solutions.

Keywords: Southern Shaanxi; Landslide disaster; Cause analysis; Control measures

1. INTRODUCTION
Hanzhong, Ankang and Shangluo are in the south of Shaanxi Province. The Hanjiang River passes through Hanzhong and Ankang successively, and the Qinling Mountains and Daba Mountains in southern Shaanxi Province lead to the complicated composition of the two geological units, the obvious drop between the basin and the high mountain, and the poor stability structure of the mountain. All kinds of conditions constitute the occurrence of landslide in southern Shaanxi. In addition to natural factors, human over exploitation and over exploitation make landslide disasters occur frequently. To study landslide disasters in southern Shaanxi and put forward effective measures can better benefit the local people.

2. CAUSE ANALYSIS OF LANDSLIDE DISASTER IN SOUTHERN SHANXI
According to the relevant documents and records, China is a big country of landslide disasters. Landslides mainly occur in Sichuan, Gansu, Jiangsu and Zhejiang areas in the south, and the frequency of occurrence in Qinba mountain area is relatively dense. Due to the developed water system, large terrain height difference, and more rain, it is easy to lead to landslide disasters. From the middle of last century to the beginning of the 21st century, more than 100 landslides occurred in southern Shaanxi. Landslide disaster has hindered the development of urbanization in southern Shaanxi to a certain extent. Then, what are the causes of landslide disasters in southern Shaanxi, such as the past exploitation of human beings, the fragility of natural environment, or other reasons, which need to be carefully studied [1].

2.1 Properties Of Formation Rocks
History can be divided into human history and natural history. The history of nature is longer than that of human beings. Therefore, the stratigraphic changes of natural history are more complex. Plate movement makes the stratigraphic structure of each region very different. From the topographic map of Shaanxi, it can be seen that the Northern Shaanxi plateau is flat and, in a semi, humid temperate monsoon climate. It is hot and rainy in summer and cold and dry in winter, with four distinct seasons. In southern Shaanxi, Qinling mountains come from the West and strike east-west. As a natural barrier, it brings a lot of precipitation to Hanzhong Basin. The southern Shaanxi area spans three layers of plates with different rock properties. Among them, metamorphic argillaceous clasts and magmatic rocks are widespread. Because of the loose geology and long-term rainfall, many cracks are easily broken after a long time of wind and rain, and cannot form a stable system. The slope is very easy to deform, which leads to the occurrence of landslide.

2.2 Human Activities
If the land is compared to "skin", then the water system is its "blood". Excessive human activity is one of the important factors inducing landslide. Human society is constantly developing, and it is inevitable to transform the nature in the process of development. This transformation has both reasonable and unreasonable aspects. In order to ensure sufficient energy, human beings exploit coal and blast some mountains directly, which makes the geographical environment of some areas become more and more fragile. The excessive exploitation of groundwater by human beings causes the soil condition to be very fragile. The combination of the two causes the landslide. In addition, people's awareness of environmental protection in southern Shaanxi is very weak, and there is no effective management and protection measures, which leads to the recurrence of landslides, which is very easy to damage people's self-confidence.

3. LANDSLIDE DISASTER CONTROL MEASURES IN SOUTHERN SHANXI
It can be seen from the above causes that in addition to its own geological factors, the biggest factor is the impact of human activities on nature. In fact, the development of human society is not formed naturally, but is pushed forward regularly. The slogan of Shanghai World Expo in 2010 is "Better City, better life". Since then, the urbanization construction in various regions has accelerated. Every
region must seek development, and Shaanxi is no exception. In order to pursue a better and happy life, southern Shaanxi will certainly transform the nature in the process of urban construction, but we must follow the natural laws.

First of all, in view of the frequent occurrence of landslides, we must pay attention to the local environmental problems, strengthen environmental protection and geological supervision, and prohibit the unreasonable development of natural resources. Every time a new resource development report is made, the supervisors must carefully review it, and try their best to protect the natural environment from the source of development.

Secondly, for the areas with more serious disasters and more concentrated frequency, relevant data investigation must be carried out to determine the causes of the landslide, and the residents here should be relocated, local enterprises should be transferred, and the disaster areas should be designated as severe disaster areas, so as to reduce casualties and property losses. For areas with heavy rainfall, we should make preparations for flood control and flood discharge so as to be able to deal with them Sudden natural conditions [2].

Finally, it is necessary to restore the ecological environment. The environment of human life is a whole. The damaged environment should be restored and an ecological balance mechanism should be established to completely reduce the disasters caused by landslides. This requires the efforts of many people. In order to leave a feasible road for future development, it needs the efforts of generations, both for the present and for the future of mankind.

4. CONCLUSION

To sum up, environmental problems have always been one of the issues that people are concerned about. With the development of urbanization, natural resources will be transformed and utilized. But in the process of transforming the nature, we must respect the law of natural development. If the resources are overexploited, the future geological disasters will be affected by human beings themselves. The regulatory authorities should strengthen management, and should not neglect the environment because of the development of the economy. If the economy does not develop, people with green mountains and clear waters may go out to make a living, but destroy the natural environment, resulting in green mountains and rivers turning into barren mountains and stinky water, and people will certainly abandon their homes. Therefore, the treatment of landslides must start from the natural environment and repair the damaged ecological environment [3].

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REFERENCE


A Study on the English Teaching Model for Art Students Based on Krashen's Input Hypothesis

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Abstract: Under the new situation, College English of art department in China is in a transitional period. Great changes have taken place in the teaching and curriculum of College English, and it has been extended in the direction of diversification. However, due to the weak English foundation and low interest in English, it is easy to make college English teaching difficult for art students. Therefore, this paper first puts forward the problems that need to be explored, and then, on the basis of the theory of language output, puts forward the construction mode of College English Teaching in the Department of Arts, so as to improve the corresponding teaching quality.

Keywords: Language input; Art department; College English.

1. QUESTIONS RAISED
To a certain extent, because of the low basic ability and the lack of interest in English, the students of art department are more difficult to implement English teaching. From high school, most of the art students are focused on the study of professional courses, and the learning of English is low. In addition, the arts department needs low grades, which also leads to low English scores. Many times, art students in the process of learning English, in a state of confusion, or even do not understand. Some lost interest in English learning, some even entered a vicious circle [1]. At this time, it is necessary to solve the problems of art students' poor English foundation and low interest in English learning. Combined with the actual situation, a set of teaching mode suitable for the development of the art department is formulated. To stimulate the interest of art students in learning, enhance their self-confidence in learning English, and extend to the direction of comprehensive development. Therefore, how to solve the problem of poor English foundation of art students? How can we explore a college English teaching model suitable for art students? It has become the focus of the current situation.

2. LANGUAGE INPUT OVERVIEW
From the perspective of language input theory, when learners come into contact with the relevant knowledge of "comprehensible language input", they will produce a slightly higher level of language output. In the formula I + 1, I shows the current level of learners, and 1 shows the current level of language materials of learners. The ideal language input needs the following four characteristics. The first feature, (I + 1) is comprehensible, that is to say, comprehensible input materials are needed, which is the most critical point.

The second feature requires interesting and relevant content, that is, input is beneficial to learning and meaningful processing. At this time, learners can learn the language well unconsciously. The third feature is non grammatical programming, which means that comprehensible input should be added to the key basis of language acquisition. The fourth feature is the need for sufficient input.

3. RESEARCH ON COLLEGE ENGLISH TEACHING MODE OF ART DEPARTMENT BASED ON LANGUAGE INPUT THEORY
3.1 Adopt Flexible and Diverse Teaching Methods
To some extent, the ideal language input belongs to non-grammatical programming. In the natural environment, we can use a lot of comprehensible input to keep the language natural and emphasize the corresponding initiative. Art students need to improve the output of effective language on the basis of comprehensibility. And in the process of teaching, need to keep interesting, cannot be in the boring feeling for a long time. For example, in the process of College English Teaching in art department, we can use multiple teaching methods to teach in real time. Such as situational teaching method, game method and so on on belong to the category of English language input environment.

At this time, the teaching materials of art department in many universities are written by non-English majors. For example, Zhejiang University's new college English and Zheng Shutang's New Horizon College English all fall into these categories. However, due to the low foundation of the students in the Art Department of the University, these textbooks are obviously on the low side for the students of the art department. After the theory of language input is added, the key of language input can be constructed on the basis of comprehensible language input materials. In the long run, the ability of language output will be greater than the existing level of learners. That is to say, the more interesting the input language materials are, the more relevant the learners already have, and the deeper the learners will be in the process of imperceptible influence. From the perspective of modernization, many colleges and universities have begun to set up College English textbooks for art students. For example, Tsinghua University's "Art College English comprehensive course" is a combination of effective English language learning, cultural exchange and art general knowledge, so as to arouse everyone's enthusiasm. After that, teachers also need to combine the actual situation of students in our school to develop scientific teaching materials. For example, a school is based on the direction of art design and music to meet the needs of...
modern development. In the process of constructing these textbooks, there are two aspects that are more inclined. The first is the outstanding foundation. It is easy to understand in language. Students can optimize the existing structure of language knowledge with a little understanding. The second aspect is the proposal of professionalism. That is to say, on the basis of input theory, it is necessary to enhance the interest of teaching content and enhance the corresponding security. Learners can improve their learning enthusiasm and corresponding language ability unconsciously.

3. STRENGTHEN THE CONSTRUCTION OF TEACHING STAFF AND ADJUST THE KNOWLEDGE STRUCTURE OF TEACHERS

Many times, we can see that English teachers can easily understand English knowledge. However, there is a lack of cognition for other professional disciplines. For example: in the process of learning college English, the music department students have a better understanding of English knowledge, but they seldom study rock music or other content when they join in music. At this time, it not only affects the adjustment of students' knowledge, but also is in an unstable state for teachers. For example, art design majors are sensitive to color and space environment. At this time, they can study English, animation, color matching and other contents to improve the effect of courseware.

3.4 Develop English Learning Resources for Art Majors

First of all, it is necessary for colleges and universities to meet the development difficulties of modernization on the basis of experience and independent learning. Secondly, the main learning resources that need to uphold the scientific concept of development are the learning resources related to the major, and the main choice is the communication and communication with students. Finally, you need to experience more fun. Combined with the actual situation of students, build some interesting content for students, and then present it to students in the form of pictures and texts. And in the database, to provide students with an interactive learning environment. Let students unconsciously feel the charm of the language, to achieve the feeling of immersive.

4. CONCLUSION

With the progress of the society, College English Teaching of art department is different from other English teaching, showing a strong particularity. At this time, we can start from the perspective of input theory, take students as the center, close to the students' life, and construct college English teaching mode in line with art students from different perspectives. In order to stimulate students' interest, combine the professionalism, improve the practicability, and further enhance the comprehensive ability of English.

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REFERENCE


On the Innovative Path of Practical Teaching of Ideological and Political Theory Course in Colleges and Universities

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Abstract: The practical teaching of Ideological and political theory course in Colleges and universities is an important way to improve the quality and efficiency of teaching, and it is also an important link to cultivate college students' innovative consciousness and comprehensive quality. To promote the innovation of practical teaching of Ideological and political theory course, colleges and universities should grasp the correct political direction, respect the needs of college students, and expand the innovation path through flexible and diverse teaching methods. This paper expounds the principles of practical teaching of Ideological and political theory course in Colleges and universities, and probes into its innovation path.

Keywords: Ideological and political theory course; Practice teaching; Innovation path

1. INTRODUCTION
Colleges and universities are the important bases of talent cultivation. In the construction of characteristic socialism, colleges and universities should strengthen the ideological and political education of students, help students to be the successors of characteristic socialism with all-round development [1-3]. The practice teaching of Ideological and political theory course is an important link to make up for the times' education, cultivate students' innovative consciousness and practical ability, and also an important guarantee to improve college students' accomplishment and establish correct values.

2. THE PRINCIPLE THAT PRACTICE TEACHING INNOVATION SHOULD FOLLOW
2.1 Strengthening the Principle of Discipline Characteristics
Strengthening the discipline characteristics is an important driving force to promote the sustainable development of Ideological and political theory course. Under the educational aim of Cultivating College Students' four self-confidence, we should guide them to establish correct values and practice the socialist core values. Therefore, in the teaching of Ideological and political theory course, we should adhere to the cultivation of students' application ability and knowledge transfer ability as the main line, and take in class teaching and extracurricular practice as the main way to improve the attraction and appeal of course teaching, and constantly improve the practical teaching system of Ideological and political theory course.

2.2 The Principle Of Integrity
There is a method in teaching, but there is no fixed method in teaching. The integrity principle in practice teaching is mainly reflected in the mixing of professional and nonprofessional teachers, the mixing of theory and practice, the cooperation of in class and out of class, and the complementarity between inside and outside the school, etc., so as to eliminate the inherent boundaries between theory and practice, classroom and school, break through the original teaching mode, and realize the integration system of practice teaching of Ideological and political theory course. Only in this way can we transform students' passive acceptance of knowledge and make them have a deeper understanding of the teaching content.

2.3 Practical Principle
The practical principle means that we should pay attention to the cultivation of students' theoretical literacy and the improvement of practical ability in practical teaching, and based on this, we should construct a clear-cut practical teaching system. For example, make full use of Internet information technology, through mobile learning, network learning and other learning concepts, use students' fragmented time to improve teaching effect, enrich classroom teaching through the application of multimedia technology; develop the theoretical system of practical teaching of Ideological and political theory course with the help of network learning skills training platform.

3. INNOVATIVE PATH OF PRACTICAL TEACHING OF IDEOLOGICAL AND POLITICAL THEORY COURSE IN COLLEGES AND UNIVERSITIES
3.1 Do a Good Job In Macro-Control Of Classroom Teaching And Practical Teaching
In view of the problems such as the unclear rights and responsibilities of the subject, the single form of the object and the lag of the carrier configuration in the practical teaching of Ideological and political courses in Colleges and universities, colleges and universities should deal with the relationship between theoretical teaching and practical teaching, play the role of integration and collaborative education in a step-by-step way, so as to realize the mutual transformation between classroom teaching and practical teaching, and then implement the teaching of cultivating morality and cultivating people Learning objectives [1]. First of all, we should pay attention to the construction of practical teachers and improve the functions of teachers. Colleges and universities should strengthen the cultivation of teachers' practical ability, improve the construction of double qualified teachers, form primary, intermediate and
senior grade institutions, and clarify the post responsibilities of teachers at all levels in practice teaching. The management department of colleges and universities should formulate and implement complete practice teaching rules according to the practice of teaching. Secondly, in practice teaching, we should pay attention to the main role of students' learning, and provide students with practical training opportunities with various speech activities and lecture competitions, so as to cultivate students' ability of knowledge application. In teaching practice, we should improve students' understanding and mastery of theoretical knowledge, stimulate their interest in learning, mobilize their initiative and enthusiasm in learning, and promote the development of students' innovative thinking.

3. 2 Internet Plus Network Teaching

The popularization of the Internet and the rapid development of network information technology have played a positive role in promoting education reform. The application of network media to the practice teaching of Ideological and political theory course in Colleges and universities is an effective way to achieve teaching innovation. In the current education, network teaching has become an effective supplement to the introduction of the basic principles of Marxism, and it is also an important way for it to enter the teaching materials and classroom. It is conducive to help college students further deepen their understanding of the party's principles and policies, and establish a firm belief in correct values and socialist ideals [2]. In the network assisted practice teaching, we can first build a virtual website, enrich practical teaching resources, encourage students to read classics in the website, and write their own experience on reading. Secondly, carry out network experience teaching activities, such as network library, online museum, etc., and require students to write their own experience according to the teaching content after practice. Finally, we will carry out network research activities, such as conducting research activities for current political hot spots, writing reports, and conducting interactive exchanges with the help of WeChat group and QQ group. Teachers can also bring the network performance into the actual assessment, and encourage students to actively participate in network teaching activities.

3.3 Practice Teaching of The Unity of Knowledge and Practice

Taking Marxism theory as the practical point of view, it is necessary to implement Marxism into all aspects of practical teaching, which is also an important way to understand the knowledge requirements of Ideological and Political Theory Course [3]. In the classroom practice, we should not only strengthen the students' mastery and understanding of theoretical knowledge, but also strengthen the formative role of practical teaching, so that students can use the basic theories, viewpoints and methods of Marxism to treat social phenomena and problems. In addition, teachers can include the practice teaching results into the total score of students, and set the proportion scientifically. For students who have not participated or failed in the course, the assessment of the course should be based on failure. For example, in the teaching of "Introduction to the basic principles of Marxism", the practical teaching content can be designed as follows: carry out topic discussion activities, teachers need to select the topic according to the actual situation of students, require students to write and guide the speech before the activity, summarize and submit the speech after the discussion; carry out the debate activity, write and submit the debate Students are encouraged to visit the factory and write and submit practical reports; they are encouraged to carry out practical activities and write research reports during their spare time, holidays or winter and summer holidays. Through the collaborative education of classroom teaching and social practice, it can help students accumulate more experience and stimulate their interest in learning the course.

4. CONCLUSION

The practical teaching of Ideological and political theory course in Colleges and universities is an important platform to cultivate college students' comprehensive quality, stimulate students' innovative spirit and help them grow into talents. It is also an important way to improve the teaching quality and to implement the party's education policy. In practice teaching, we should deeply analyze and study the shortcomings in the current teaching, from strengthening the overall planning of the course, innovating the content and form of practical teaching, and innovating in the guarantee mechanism of practical teaching, so as to continuously improve the quality and efficiency of practical teaching and promote the further growth and development of college students.

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REFERENCE

On the Influencing Factors of Nc Machining of Mechanical Mould

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Abstract: In recent years, with the continuous development of China's economy and society, the mechanical processing and manufacturing industry in the industrial field has also been rapid development. The numerical control processing technology of mechanical mold has a position that cannot be ignored in the mechanical processing and manufacturing industry, which can effectively improve the efficiency and quality of mechanical processing, and obviously promote the progress of the industry. At present, the numerical control processing of mechanical mold Technology has been widely promoted and applied, but inevitably there will be some deficiencies in the process of application, which need to be further improved. Based on this background, this paper analyzes the influencing factors of the numerical control machining of the mechanical die and the relevant measures to improve the working quality are put forward for reference.

Keywords: Mechanical mold; NC machining; Influencing factors.

1. CONNOTATION OF NC MACHINING OF MECHANICAL MOULD

At present, China's industrial level is rising at a high speed. With the continuous maturity of scientific and technological means, and under the guidance of digitalization, the numerical control processing technology of mechanical mold, which integrates with mechanical equipment and plays an automatic role, has been widely used in the processing and manufacturing industry, and has made great achievements. It combines with computer technology, and can meet the needs of actual products before machining Parameters and preconditions are set, and then processing and manufacturing are carried out according to this standard. In this way, not only can the products produced in different batches be guaranteed to have small errors, and their accuracy can be maximized, but also the quality of processed products can be effectively improved, and the situation of good and bad products can be avoided. In addition, the numerical control processing technology is more intelligent, it can reduce the number of workers required by the traditional processing method, effectively reduce the work intensity of the workers, and reduce the related cost investment. The workers can achieve orderly production by relying on the set procedures to carry out the required operations, which greatly improves the efficiency of manufacturing and processing [1].

2. INFLUENCE FACTORS OF NC MACHINING OF MECHANICAL DIE

2.1 Product Structure and Characteristics

Different products have different characteristics and structural characteristics. In the process of NC machining of mechanical mold, they also have different effects on the quality and accuracy of machining. Some products are originally of the type with complex structure and high machining difficulty. Therefore, compared with those products with simple structure and easy machining, they naturally have higher requirements for NC machining, which has been processed Cheng brings a big test, once there is a small deviation, it will bring a big impact on the final product, and make its quality and accuracy appear a big error.

2.2 Error Control of Product Processing Parameters

The numerical control processing of mechanical mould needs the support of precise parameter factors. In order to ensure the quality and effect of the final finished products can reach the relevant standards, it is necessary to ensure the accuracy of processing parameter settings. However, the processing parameters of any mechanical mould cannot be completely accurate, and there will always be certain errors. Therefore, in order to continuously improve the product processing in this process, it is easy to cause some errors due to improper operation of the staff or the mechanical equipment itself, so the accuracy is greatly reduced.

2.3 Normative Factors of Product Processing Operation

CNC machining of mechanical die has strict and scientific operation specifications, which is also one of the factors that have an important impact on the accuracy and quality of the products processed. In the process of machining of mechanical die, if the staff cannot control the machining procedure according to the standard operation specifications, it will easily cause some detail problems, making the machining quality of mechanical die in addition, there are great differences in the processing methods and technologies of different mechanical molds. Therefore, the staff must accurately and reasonably select the processing methods and technologies to ensure that the mechanical molds processed by them do not have problems [2].

2.4 Professional Factors of Processing Personnel

The machining personnel are the main participants and implementers in the process of NC machining of mechanical mould, and their every action in the work may affect the final product. Therefore, to effectively control the error and improve the accuracy and quality of the product, it is necessary to ensure the professional quality and professional skills of the operators. At present, many staff cannot strictly follow the operation standards Work, but by virtue of the so-called "experience", according to their own feelings to operate, and think that this work habit is harmless, so it has a serious impact on the final product quality and accuracy.
In addition, many manufacturing and processing industries set a lower recruitment threshold for the position, resulting in the recruitment of staff unable to operate the relevant equipment skillfully and efficiently, which will also cause product quality problems.

2.5 Quality Factors Of Processing Machinery
Different machining equipment needs to be selected for different machining of mechanical mould, which makes the characteristics and quality of the machining equipment itself affect the quality of the products processed. In some enterprises, because the relevant staff do not grasp the mechanical characteristics accurately enough, the selection of the processing equipment is wrong, so the products processed are made. There are some defects. In addition, many enterprises are not able to regularly repair and maintain the processing equipment. In the long run, the equipment is prone to failure or aging, and the untimely update and maintenance will greatly reduce the efficiency and quality of product processing and affect the overall progress [3].

3. THE RELATED STRATEGIES OF IMPROVING THE QUALITY OF THE MACHINING OF THE MECHANICAL MOULD

3.1 Reasonable Classification of Mechanical Mould
Before the actual processing work, first of all, it is necessary to classify the mechanical dies reasonably according to their different types and structures, or their different characteristic requirements. Based on this, it is necessary to comprehensively consider the requirements of different dies for parameters, so as to select the most appropriate processing equipment, and strengthen the application of various technologies of numerical control processing, so as to carry out scientific research Reasonable processing operation, so as to further improve the efficiency of processing, and effectively reduce the error in the processing process, so that the quality and accuracy of the finished product is better.

3.2 Pay Attention To The Selection And Use Of Cutting Tools
In the process of NC die machining, the selection and use of machining tools is a very key link. Nowadays, carbide tools are widely used in the field of machining and manufacturing. With the development of the times and the progress of technology, they gradually replace most of the traditional high-speed steel tools. Moreover, the promotion and use of this tool to a certain extent promote the processing with the development of technology, the processing time is effectively reduced, the processing process is reduced, and the processing efficiency is further improved. It should be noted that the minimum tool radius should not be larger than the fillet radius of the inner contour of the processed part, especially the corner part, when selecting the finishing tool. This tool selection principle should be strictly followed, and the processing method of arc interpolation should be combined in this way, the problem of over cutting can be effectively avoided and the machining accuracy can be improved.

3.3 Enhance the Professional Ability of Operators
In addition to the above aspects, it is also necessary to improve the professional quality of relevant operators, cultivate their sense of responsibility for this work from the concept, strengthen their professional training, and regularly learn and introduce advanced processing technology at home and abroad. Qualified enterprises can also invite the industry leaders to explain and disseminate relevant knowledge, and the operators themselves should also Pay attention to constantly improve their own professional ability, so as to ensure that they can meet the needs of their posts and promote the good development of the enterprise [4].

4. CONCLUSION
Generally speaking, there are many factors that affect the machining quality and accuracy in the process of machining. Therefore, in the process of machining, the staff should pay attention to avoiding the relevant factors, and take effective measures to optimize and perfect every link in the process, so as to effectively improve the machining quality of mechanical dies and promote the continuous development of China's machining and manufacturing industry Exhibition.

REFERENCE
Research on The Application of Quality Development Training in National Defense Education in Colleges and Universities in Guizhou Province

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Abstract: Quality development training is helpful to improve students' professional ability and national defense ability. This training helps to cultivate new talents and provide new opportunities and platforms, plays an important role in improving students' comprehensive quality, and adds interest to national defense education. This paper will focus on the application of quality development training in national defense education in Colleges and universities, so as to further improve the quality of national defense education and provide reference for future national defense education.

Keywords: Quality Development Training; National Defense Education; Applied Research

1. INTRODUCTION
With the popularization of quality education, it is particularly important to innovate the way of national defense education. Through quality development training, we can change the concept of national defense education and improve the quality of education [1, 2]. In the national defense education of colleges and universities, we must constantly explore new ways of education, formulate targeted personnel training objectives, and actively innovate new models of national defense education. It can be seen from this that through quality development training, the quality of national defense education can be further improved and the sense of teamwork of students can be cultivated.

2. TEACHING CHARACTERISTICS OF QUALITY DEVELOPMENT TRAINING
Quality development training has been widely used in the field of education in recent years, is a new teaching method, with the following characteristics: First, quality development training has situational experientiality. In the course of training, the main emphasis is on practical exploration, and in the continuous exploration to sum up and accumulate experience, the original more abstract theoretical knowledge applied to the actual life and learning, so as to enhance understanding and memory. Second, make students have the initiative of learning. The main show of expansion training is the subjective initiative of students, improve students' autonomy in daily learning, help students develop and deeply tap their inner potential, stimulate unlimited possibilities, improve students' ability to innovate and learn independently, so that learning efficiency is effectively guaranteed. Changed the traditional teaching mode, in the traditional teaching mode, the main role of students has not been effectively played, teachers often use “indoctrination” teaching methods, students in a passive position, classroom effect cannot be guaranteed. Using the method of expanding training, it provides a new way of thinking for the teaching of teachers in colleges and universities, the enthusiasm of students has been increased, the participation of teaching has been increased, and a positive interaction has been formed between teachers and students. Finally, the application of reality. The content of education is to serve life, and the essential goal of teaching is to "learn to use". Expanding training is a new type of experiential teaching method, which can help students improve their ability to find problems and solve problems independently, is an extension and sublimation of classroom content, and can cultivate students' adaptability and inquiry ability by expanding training, and enhance students' comprehensive strength.

3. APPLICATION OF QUALITY DEVELOPMENT TRAINING IN NATIONAL DEFENSE EDUCATION
In order to help students, establish a sounder personality, colleges and universities must fundamentally recognize the importance of national defense education, play a positive role in personnel training, and meet the urgent needs of talents in the era of information war [1]. With the rapid development of the world economy, especially the change of network information technology on the education mode of colleges and universities, it is particularly important to strengthen the national defense awareness of students. The integration of quality development training into national defense education can effectively improve the quality of national defense education, provide new high-end talents with sound personality for the society, and further consolidate the comprehensive strength of our country.

3.1 Methods of Quality Development Training
Simulated site - in the actual national defense education, students' national defense quality can be enhanced by simulating the scene, the simulation scene is also the main form of expanding training, and can simulate different scenes, such as: fire rescue site or war rescue scene, etc., assign students to play different roles, experience different roles in the field simulation psychological activities. The content of the teaching material can be transformed into a life scene, through role-playing, so that students can
to the relevant content of national defense education, should make clear teaching goals and plans according to the specific content of national defense education and self-awareness, resonate. This kind of education mode changes the traditional "indoctrination" concept, the student's main position has been strengthened, can stimulate the students' inner real feeling, from passive acceptance to willing to actively learn, the national defense knowledge internalization, the formation of a conscious norm of students' behavior, so as to achieve the goal of national defense education.

Outdoor extended training - Under the influence of the new curriculum reform policy, the higher requirements are put forward for the national defense education of colleges and universities, in order to further improve the level of national defense education, the use of quality expansion training methods and concepts, it can effectively improve the dull teaching atmosphere, increase the interest of national defense education, increase students' participation in national defense education, help to cultivate mutual solidarity between students, establish mutual trust and deep feelings, strengthen the understanding and exchange between students, thus forming a positive interactive teaching atmosphere. Combining outdoor expansion training with national defense education can cultivate team-based collaboration skills and enhance patriotic feelings, strengthen national defense awareness and improve national defense teaching achievements. In outdoor extended training, students can learn to think differently, understand other people's feelings, cultivate emotions in activities, and enhance each other's feelings.

Social practice - Social practice is also an effective way to develop the training of quality, combined with the specific content of national defense education and teaching objectives, the formulation of targeted teaching plans and programs, pay attention to national defense knowledge and social practice. Using students' extracurricular time, multi-organizing students to participate in social activities, to field research, pay attention to the real feelings of students in the activities, and enhance each other's feelings.

In the stage of experience communication, we should ensure the safety of students in the training process. Third, in the stage of experience communication, we should pay attention to the real feelings of students in the activities, guide and inspire students to identify with the concept of national defense. Finally, in the stage of teaching inspection and evaluation, we pay attention to observe the change of students' behavior habits and ideology, and guide students to realize that good behavior habits and moral qualities are also a manifestation of patriotic behavior, so as to really achieve the goal of strengthening students' national defense consciousness.

4. CONCLUSION
To sum up, it is necessary to widely apply the quality expansion training in the national defense education of colleges and universities, which is also the specific requirement for the continuous improvement of teaching level and the inevitable trend of social development. Through carrying out outward bound training, we can cultivate students' sense of team cooperation, enhance patriotic feelings, and improve students' national defense quality and comprehensive strength. In the actual national defense education, we should use the quality expansion training flexibly, combine the expansion training with the teaching content organically, and guarantee the quality of national defense education.

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Research on The Strategies for Improving the Participation of College Students in Online Learning

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Abstract: This paper will introduce in detail the main factors that affect college students' online learning participation. According to the current situation of College Students' online learning, this paper puts forward three effective strategies to improve their online learning participation, including improving teaching methods, reasonably using learning resources and strengthening the application frequency of network platform. Through the change of education concept and the improvement of teaching methods, the number of college students online learning is increasing year by year, but in the process of participating in learning, some of the staff's engagement and enthusiasm are not high. Therefore, in order to improve the current situation, university teachers need to find a more appropriate method for students' online learning participation, so as to enhance their learning efficiency.

Keywords: University students; Online learning; Increase engagement.

1. INTRODUCTION
1.1 Teacher Factor
Teachers become the main factor refectory factors affecting the participation of college students in online learning, because of the strong autonomy of online learning, teachers should strengthen supervision work in due course, if they do not get effective feedback in the learning process, it will have some impact on their participation. In the network platform, although college students belong to the main body of learning, but teachers should also play the role of guide, to take an objective evaluation of their learning situation, increase the frequency of interaction with students, let them use active learning instead of passive learning [1-3]. Through the investigation and research of some teachers, there is less communication between them and students, no in-depth understanding of their learning and life ideas, and not enough respect for the diversity and differences of students. In some learning platforms, even if students ask questions, they cannot get timely feedback, when they fail to help students solve difficult problems, their initiative of self-learning will be stifled, after the loss of students' trust, the participation of online learning will be greatly affected.

1.2 Teaching Resource Factors
In terms of learning or teaching resources, university teachers need to place more distinctive professional courses within the network platform, and when students are studying autonomously, the vivid clarity of the course video, the length of video, the update time of learning resources or the richness of content will affect their enthusiasm for participation and change the number of participants. Some teachers in the production of the corresponding course video, has not enhanced its interest and vividness, its teaching resources are more single form, and the update will not be timely will reduce the students' sense of participation. Some teachers because of their own Putonghua problems, affecting the understanding of knowledge, coupled with the network platform teachers more, for the same concept may appear a variety of interpretations, in the face of the situation some students will appear confused and confused, and then affect the normal use of the teaching platform, when its internal functions of the platform, the participation of online learning will decline rapidly.

1.3 Frequency of Use of Teaching Platforms
In the process of applying teaching platform, some schools are more complicated in the setting and operation of platform function, which affects the experience of college students. The teaching platform elements include the use of various operations and functions, whether the form of layout is flexible, whether the content and function of online detection are comprehensive, whether there is a discussion area within the platform, whether there are students' own learning trajectory in the platform, etc. At present, some of the teaching platform in the university in the above-mentioned function stylistical design, there are some micro-problems, for example, the interface design in the platform, due to the lack of corresponding aesthetic, in the feeling is difficult to be pleasing, its frequency of use will also be reduced. Teaching platform in some operation or function is not concise, reduces the speed of college students, when it lacks the necessary answer to the puzzle plate in the learning process, affects its learning efficiency and effect, its online learning autonomy will plummet, and then change its learning style.

2. IMPROVE THE EFFECTIVE STRATEGY OF COLLEGE STUDENTS' PARTICIPATION IN ONLINE LEARNING
2.1 Improve Teaching Methods
For the teacher strategy of online learning, it should improve the teaching method in due course, if the university students apply the network platform for the first time, it will have a strong curiosity about the function and operation of the platform, teachers need to seize the opportunity to guide it correctly, so that they gradually become familiar with the
new learning environment. For the internal functions and operation of the platform, teachers should use part of the classroom time to explain it in detail, students should timely record, if they do not understand or contain questions, in their questions under the teacher need to answer in time, so before students apply the platform, teachers should master every content of the platform. Specifically, for the content of the network teaching platform, students should have a clearer understanding, such as actual learning requirements, learning tasks or understanding of the publishing problem area, teachers and students can use the platform to set up a learning exchange discussion area, each week teachers can publish a question or topic, use their topic to carry out online discussion activities, through the exchange and learning of a topic, students will have a more comprehensive and profound understanding of the knowledge, in its understanding is more fully. With the change of the network teaching platform, its attraction to college students can be changed, and the renewal of teaching methods can also increase the participation of their online learning.

2.2 Scientific Use of Learning Resources
First of all, in the use of learning resources, in the network teaching platform, university teachers should appropriately add various forms of multimedia resources, such as animation, audio, etc., its teaching resources in the form of the need to prevent monotony, the increase of resource style will also strengthen the appeal of online teaching, students online learning participation will be picked up. Generally speaking, in order to make some of the course content richer, teachers in explaining some knowledge points can borrow small stories or fun games, when students experience the fun of self-learning, their investment in learning will increase, course participation will not become a problem.

Secondly, in the renewal of teaching resources must be timely, some students because of their strong ability to learn, the time to accept knowledge is short, the renewal of teaching courses need to be full of immediacy, in order to always meet their desire to learn. Through the communication discussion area established by teachers and students, when teachers find that they have difficult problems, they need to answer them immediately and upload the corresponding answers and steps to the network platform to improve their learning efficiency.

Finally, in addition to setting up the necessary teaching resources in the network teaching platform, learning resources are also more important, for example, teachers can show a chapter of the curriculum in the form of a "wisdom tree", so that students have a more comprehensive understanding of the overall structure of knowledge, their understanding of knowledge will be more smooth. Whether it is science and engineering or wen Shizhe are very much concerned about the knowledge structure, a good knowledge system can improve the overall level of college students, but also make learning resources at any time to maintain novelty, its interest in independent learning will also be stimulated.

2.3 Increase the Use of Network Platform
On the one hand, setting up the network teaching platform should not only gradually cultivate the self-learning ability of college students, but also provide it with another learning path, so that it is more abundant in learning resources. In the process of setting up the teaching platform, the corresponding application guide should be arranged to enable college students to understand and master their specific learning process, to prevent the phenomenon of the platform operation errors affecting their learning status. Through independent learning in the network platform, college students need to always understand their own learning state, and timely summary of the implementation of scientific self-evaluation. In the network platform teachers can also timely grasp the current students' learning progress, learning attitude and actual learning situation, in view of the common problems, can adjust the teaching plan in time, and targeted to supplement some learning content, to implement a more objective comprehensive evaluation, that is, including emotional performance, cognitive performance and behavior performance, not only can effectively enhance their participation in online learning, but also improve its comprehensive level. On the other hand, college students in the study will pay more attention to the application of skills, teachers need to set up in the network platform and their professional-related jobs, so that students should understand the quality of employment, in their own shortcomings have a clear understanding, it will be more serious learning professional knowledge. The use of the network platform can also publish a variety of activities information, in the network classroom, through the practice of exercise, college students will be more knowledge able to master and use more mature, their employment competitiveness will be enhanced.

For example, in order to improve teaching efficiency, its management staff set up an internal teaching network platform, in which teachers set up a variety of teaching content, through the exchange of discussion area teacher-student interaction, teachers set up more targeted teaching content, college students on-line learning participation has been greatly improved.

3. CONCLUSION
Through the research and investigation of teachers and network teaching platform, the participation of current college students in online learning has a preliminary understanding, in order to strengthen their participation, teachers should improve the teaching and learning resources in the network platform, enrich the teaching content within the platform, enhance their experience of online learning, and effectively improve the participation of college students in online learning.

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Practical Study on Reading Circle Activities in English Flipped Classroom Under Network Environment

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Abstract: Reading circle is an effective way of learning. This paper expounds the definition, operation process and advantages of reading circle activities. Taking an English reading class as an example, this paper discusses, with the method of reading circle, how to carry out online and offline blended reading teaching to further improve the quality of English courses. Keywords: Flipped classroom; Reading circle; Blended teaching

1. INTRODUCTION
With the rapid development of information and network technology, the acquisition and dissemination of knowledge is becoming more and more convenient. The main tasks of classroom teaching and learning are undergoing revolutionary changes: how to teach students rich language knowledge, enhance their comprehensive language abilities, cultivate the ability to meet challenges... These problems often arouse much of personal thoughts [1-4].

Reading circles are reading and discussion groups which are very much student centered. The teacher’s role is to provide students with the framework for success. Next, the author will discuss, with the method of reading circle, how to carry out online and offline blended reading teaching to further facilitate students’ language learning as well as their mental growth.

2. READING CIRCLE ACTIVITIES IN ENGLISH FLIPPED CLASSROOM
This class is aimed at the freshmen, majoring in Computer Science and Information Management. The total number of students is 56. The students are generally weak in English. The highest score of college entrance examination is 119, and the lowest score is 56, with only 12% of students being above 110 and 17% failing to reach 60. Through the interviews at the recess, I learned that, since the middle school stage, most students have been used to the English learning method of “cramming” by teachers and “taking notes” by students. Language learning has been in a passive state of “silent period” for a long time.

As a teacher and the mother of a nine-year-old girl, I deeply understand parents’ love and learn to better communicate with parents. In the author’s words, “There is no friendship and love comparable to the love of parents for their children.”

2.1 Principles Of Flipped Classroom
Based on the characteristics of teaching subjects, the author finally introduced the mode of “flipped classroom” in this classroom teaching, readjusting the time online and offline, thus making students the center of teaching and learning. Furthermore, in order to meet the objectives of College English Curriculum Requirements and address the present situation of English reading, I set three teaching objectives for my students: the cultural objective, students will be able to grasp the relevant cultural knowledge; the linguistic objective, students will have a critical understanding of the text and learn to apply the words, phrases and the discourse pattern; the objective of learning ability.

2.2 Reading Circle Activities In Flipped Classroom
Everytime before online courses, I would share students a resource pack, which contains related reading materials, worksheets, role sheets, pictures, music, movie clips, etc., which gives them deeper insights into cultual information and relevant knowledge, inspiring them to find more connections between the text and the outside world.

The resource pack of this unit especially includes an e-book of Five Languages of Love and its book review written by American psychologist, Dr. Chapman. I put forward the following specific requirements for students. First, read the text from the given perspective and make notes. Second, find more connections between the book Five Languages of Love and personal experience, talking about the family love stories, and then complete the worksheets. Third, with the tool of QQ or Wechat, share and exchange stories in groups. At last, in online classes, use worksheets as prompts for discussion. In this process, I serve as a facilitator, giving instructions when needed.

It can be found that online and offline blended teaching mode can stimulate students’ interest and actively involve students in learning. It is a great integration of task-based learning, communicative learning, inquiry learning and group learning. It has become a useful supplement to classroom learning.

3. OPERATION PROCESS OF READING CIRCLE ACTIVITIES IN ONLINE FLIPPED CLASSROOM

3.1 Top-Down Teaching Mode
At the beginning of the class, I conveyed to the students the teaching goal of the class: to help students further understand parents’ love and learn to better communicate with parents. In the author’s words, “There is no friendship and love comparable to the love of parents for their children.” As a teacher and the mother of a nine-year-old girl, I deeply understand the daughter’s rebellious behaviors and the mother’s complicated psychological changes in the story.

In the specific teaching process, I used the top-down teaching mode. First of all, students are required to understand the text type and the main idea of the story in fast-reading; secondly, through in-depth reading, students will deal with questions based on important facts and details.

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In the story, the mother was initially happy and worried when the daughter left home to seek adult independence; then, when sorting out the mess left in the daughter’s room, the mother found an envelope full of love memories, which lifted her spirits up. Love and support, understanding and tolerance completely changed her attitude.

3.2 Detail Description
In the process of exploring the change of mother’s emotion and attitudes, I have grasped the characteristics of “detail description”: the full use of visual and tactile words, such as “dump towels/ rusted shaving blades/ hair in the sink”; the use of rhetorical devices, for instance, “a plague of locusts”, “How can one girl collect so much in only 18 years”; the choice of nouns, adjectives and verbs in vocabulary, like “embarrassment/ trash/ garbage/ dump/ sweet/ ridiculous”. These can help readers better understand the conflicts and Mother’s psychological changes.

3.3 Double Reading Clues
At the end of the article, the students discovered the double reading clues of the article, that is, the explicit clue of conflicts and the implicit clue of Mother’s emotional changes. Ultimately, students all deeply understand that motherly love is just as the spring rain, which, silent and soft, moistens everything. On this point, as the teacher, I have realized the teaching goals, facilitating students’ mental growth as well as promoting their acquisition of language knowledge.

4. USE OF ONLINE INTERACTIVE TOOLS
In recent years, the popularity of smart mobile phones has a great impact on the traditional classroom, seriously improving learning efficiency, and bringing new opportunities for change. “Teachermate” is one of these online tools for education.

In online English classes, I used mobile phones, Wechat and computer browser to interact with the students efficiently. The data showed that all 56 students attended the class, without being late, leaving early, or being absent from class; in one minute, 49 students completed the task of answering questions, and the participation rate was 87%; 66 discussion items were presented in the 3-minute discussion session, and so on. Obviously, “Teachermate” can provide good interactive support for large classes, and can also bring a sense of control to teachers, a sense of participation for students, a sense of security for teaching managers. What impressed the class most was the discussion session, when a girl shared the love story between Grandfather and herself. Indeed, in many traditional Chinese families, grandparents also give children all their selfless love and play an indispensable role in the growth of their children. That is just the extension of the theme.

5. CONCLUSION
English course is a compulsory basic course for college students. No matter online or offline teaching, we teachers should try to fully embody the principles of “starting from students, taking students as the center, for the development of students”. We should give full play to the maximum value of “Moral Guidance”, which requires students to become professional talents and promote their spiritual growth.

REFERENCE
Comparative Study on Landscape Application of Wild Ornamental Plants in China and South Korea

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Abstract: China and South Korea have a long history of cultural exchanges, both belong to the East Asian cultural circle, and there are some commonalities in the two cultures that need to be discovered. The wild ornamental plants gardens of the two countries seem to have different styles, but in fact they have internal relations.

Keywords: Han Botanical Garden; Garden Application; Garden Comparison.

1. INTRODUCTION
Wild ornamental plant resources can be directly used in gardens, rich garden landscape materials, improve the level of landscape creation. On the other hand, it can be used as an important parent resource for ornamental plant breeding. Therefore, it is very important to study the forest comparison between the wild ornamental botanical gardens in China and Korea [1-3].

1.1 Concept of Wild Ornamental Plants
On the definition of wild ornamental plants are different, Wu Zhengxuan defines plant resources as"the sum of all useful plants" and divides them into two broad categories of cultivation and wildness. Wild ornamental plants are excellent seed resources and raw materials for modern garden ornamental plant breeding. For the construction of ecological civilization, wild ornamental plants are important information to understand the local hydrology, climate and other information. Wild plants are influenced by various natural conditions, which is also an important reference material for the study of the pollution of the ring river in a region.

1.2 Application of Wild Ornamental Plants
Wild land by plant resources through artificial breeding and other ways to expand and enrich the number of their ethnic groups, to solve the current commercial greening of lawn problems. In recent years, with the view of sustainable development in the hearts of the people, wild land by plants in the city ecological construction of the role of people have been discovered. A large number of practical applications have shown that wild ornamental plants play an important role. Excavation and full application of wild land with regional characteristics to create the city's unique ecological landscape has become an important measure of urban greening. There are many plants that are used as land in landscaping. Such as stone pu. For example, Yunnan Province to see the wheat lady, etc. are very good by the plant, can enrich the garden by the variety of plants. Generally speaking, due to the characteristics of wild ornamental plants, wild ornamental plants are actively introduced to urban greening, improve the urban environment, to ensure the ecological balance of the city.

1.3 The Role of Wild Ornamental Plants
Wild ornamental plants are ornamental plants that grow everywhere. In general, cities take the planting of wild ornamental plants to increase the area of green space. Wild plants can alleviate the urban heat island effect, increase the green area, our city production photosynthesis, to ensure the city's ecological environment.

Similarly, the construction of wild botanical gardens in addition to the enjoyment of beauty, but also bring the city huge economic benefits, to ensure the city's tourism income, promote the development of the economy and improve the level of urban development, so that the city has a better level of economic science and technology into environmental protection, the formation of a virtuous circle, protect the city's ecosystem.

2. FOREST APPLICATION OF WILD VIEW BOTANICAL GARDENS IN CHINA
China's land is rich, vast, climate differences. The variety of plants suitable for growth varies from region to region. In recent years, in order to promote sustainable development, various regions have adopted a local approach and began to explore China's wild ornamental plants.

2.1 Wild Ornamental Plant Distribution Area
At present, china's known plants have more than 300, more than half of the ornamental value, is the best wild ornamental plants. Most are located in nature reserves and scenic spots. Because of the humid climate and moderate rainfall, most of the wild ornamental plant distributions in China are distributed in the southern region.

2.2 Garden Applications
China's large and diverse, wildlife and wildlife, in general, gardeners for wild ornamental plants for artificial cultivation, comprehensive evaluation, publicity of the most reasonable varieties for planting, to ensure that wild ornamental plants can give full play to its ornamental value in the garden. Can be adapted to local conditions, such as the northeast region cold weather, can grow pine cypress. Yunnan area four seasons evergreen, can be planted to see the wheat or stone grass, the natural environment in Tibet is bad, can grow green grass and so on these are local conditions for wild ornamental plant planting examples.
When planting, new planting patterns are used. With the improvement of China's economic science and technology level, new technologies are used to improve the efficiency of the forest when the camp is camped. For example, the use of biological engineering technology, computer technology, such as the screening of high-quality population, improve the ornamental value of landscape, but also for the next generation to cultivate good tree species, in line with the needs of sustainable development. Sustainable development is the basic state policy of our country, emphasizing the harmonious coexistence between man and nature. Adopting a new planting model is an inevitable requirement for sustainable development and an implementation of the concept of harmonious coexistence between man and nature.

In the process of plant cultivation in the garden, in line with the growth cycle of plants, select the species after the selection of the best, to ensure the healthy growth of plants, improve the economic benefits of the garden. In the process of plant growth can reduce the impact of pests and diseases in a timely manner, to ensure that the degradation of the forest efficiency. The use of wild ornamental botanical gardens to improve the environment, improve economic efficiency, give the public a sense of beauty, to ensure that the role of wild ornamental botanical gardens to play to the extreme. At the same time, it can reduce the city's environmental pollution, weak heat island effect, so that the life of urban residents more beautiful and harmonious, and promote sustainable development.

In summary, China's wild ornamental botanical garden forest is the local selection of suitable species for cultivation, the use of science and technology level to ensure the growth of plants, as a way to carry out forest.

3. KOREAN WILD ORNAMENTAL PLANTS

Korea and China belong to the East Asian cultural circle, influenced by ancient Chinese culture, Korea's garden art has significant East Asian characteristics. Korean classical gardens. Focus on practical first, beauty and personality in the second style. Don't look at the so-called magnificent scene.

3.1 Distribution of Wild Ornamental Plants

South Korea's land area is small, but close to the coast, the climate is humid but not much change, mostly temperate warm temperate plants, distributed throughout the country. And because of The small population of Korea, the per capita forest area is larger than China's, resulting in the wild landscape of Korea for independent growth.

3.2 Application of Gardens

South Korea has a relatively small area of wildlife and wildlife. Because of the similar climate, there is not much difference in plants in different regions. South Korea is a manufacturing and tourism sub-developed country, so the use of gardens is mainly aimed at increasing tourism revenue.

South Korea belongs to the temperate monsoon climate, the monsoon is unstable, but adjacent to the ocean, the ocean has a certain regulation of the climate, so that South Korea's climate change is small and very humid. Although the plant species are single, they are growing well and therefore do not require artificial cultivation, but they need to be imported from other areas to enhance plant diversity.

Influenced by Korean traditional garden art, the wild-viewing botanical garden forest does not emphasize grandeur, but is practical. Garden for the climate regulation of great role, the application of Korean gardens in addition to the increase of tourism benefits, but also the impact on the climate.

To sum up, South Korea's small geographical area, climate change is not big, the application of gardens pay attention to practicality, will not take the method of throwing and cultivating, which allow ornamental wild plants to grow freely. Due to the relatively humid climate, species are relatively single and need to be imported from other countries.

4. CONCLUSION

China and South Korea belong to the same Confucian cultural circle, garden art has its connection. However, influenced by other conditions, such as geographical area, climatic conditions, comprehensive national strength and so on, resulting in South Korea and China's wild ornamental botanical garden forest has a great difference, suitable for comparative study.

REFERENCES

On the Implementation of Ideological and Political Education in College Students' Employment Guidance

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Abstract: As the number of college graduates in China is increasing year by year, the job competition of graduates is becoming more and more fierce. It is a major factor for college students to have a good idea, and it is also one of the core elements for students to complete their work better. This paper analyzes the employment guidance of college students, and studies how to effectively realize the employment guidance of college students Ideological and political education in China.

Keywords: College students; Ideological and political education; Employment guidance

1. INTRODUCTION
In recent years, China's economic development trend is good, and the market competition is also increasing, which makes departments at all levels pay more and more attention to the ideological and political education of college students, and the quality requirements of enterprises for college graduates are also constantly improving, which also increases the employment difficulty of college graduates, and then causes the regional talent surplus. Therefore, colleges and universities attach importance to the ideological and political education in the employment guidance of graduates, help them improve their ideological and political level, promote students to work more suitable for enterprises, and continuously deliver high-quality graduates for the society.

2. THE CURRENT SITUATION AND PROBLEMS OF IDEOLOGICAL AND POLITICAL EDUCATION IN EMPLOYMENT GUIDANCE
But in the actual practice process, because of various factors, students cannot get good ideological and political education, and it is easy to cause students' fixed ideas, which is very unfavorable to the employment of college graduates. The current employment guidance for graduates in Colleges and universities cannot meet the needs of the society. The teaching of students' professional knowledge and skills, as well as employment guidance, are mostly job-hunting training with interview skills. Blindly pay attention to students' professional knowledge of employment, do not pay attention to the students' initiative in participation, cannot timely survey the advantages and disadvantages of students' employment, and then cannot make employment guidance plan for individual students. Therefore, the employment guidance of students must fully understand the individual situation of students, strengthen the combination of Ideological and political education and practice, so as to promote the smooth progress of employment guidance. In addition, in the university employment guidance work, teachers' Ideological and political education is mainly theoretical education, but teachers' practical experience is lack. When explaining employment related issues, they only do theoretical explanation, and do not do targeted ideological and political education for students' comprehensive quality of employment and career direction ideal. Students' real demands cannot be based on attention Most of the problems encountered by college graduates in employment have not been really guided by education. Moreover, with the advent of the information age in China, the employment guidance for college students has not actively carried out ideological and political education by means of information technology, so we should choose the appropriate way of Ideological and political education to help the employment guidance of college students and better implement the ideological and political education. Finally, the problem of Ideological and political education systematization, most schools in the employment guidance work is in the limited time before graduation, and do not do specific long-term survey and statistics for students' personal situation, lack of specific analysis of students' actual situation and actual demands. There is also the implementation of the "post practice" system of colleges and universities, the ideological and political employment guidance of students before graduation is almost pitiful, which belongs to the temporary cramming mentality in the ideological and political education of students' employment guidance, the lack of systematic employment guidance work planning, plays no role in the ideological and political education of students, which is easy to cause students to make up their resume and destroy after employment. The behavior that damages the reputation of the school [1].

3. WHY DOES THIS HAPPEN
First of all, most domestic enterprises pay more attention to practical ability than quality when employing personnel. In this regard, colleges and universities have also made corresponding adjustments to the teaching plan and employment guidance of college students. However, they have not grasped the "degree" of adjustment and are too pursuing the cultivation of practical skills, so that students' professional learning and ideological and political education are not systematically educated. Some schools also set up

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professional employment guidance service departments according to this point, or invite excellent employment guidance institutions outside the school to conduct guidance work. However, these employment guidance work only provides guidance for students' employment direction, and does not carry out effective ideological and political education according to the actual situation of students, and does not give full play to the substantive function of employment guidance work [2]. In addition, in the ideological and political education guidance work, too theoretical explanation is more common, theoretical knowledge is too boring, and does not keep up with the pace of the times, which is relatively old, which is not helpful for students' employment. Therefore, in the guidance of Ideological and political education, we should keep pace with the times, timely update and innovate the teaching content according to the current market situation, and actively study the guidance of Ideological and political education Guiding scheme.

4. HOW TO IMPROVE THE EFFECTIVENESS OF IDEOLOGICAL AND POLITICAL EDUCATION IN EMPLOYMENT GUIDANCE

The innovation of Ideological and political education in the guidance of College Students’ employment is very important. In the way of education, we should think actively and look at the diversified education mode to drive the students' employment enthusiasm and enable them to get ideological and political education effectively. This not only improves the social employment environment, but also enables students to work with a grateful heart after receiving good ideological and political education As a result, it greatly avoids the credibility problem that often appears in the employment. To achieve this, first of all, colleges and universities need to actively deepen the reform of the combination of employment guidance and ideological and political education, help students to formulate a scientific and reasonable employment guidance program according to the individual situation of students, and comprehensively guide students to improve their integrity, morality, mental health, employment goals, ideological and political level and other key elements. In addition, in the innovation of students' employment guidance work, it is also necessary to strengthen the concept transformation of students' ideological education into practical application, enrich school cultural teaching and organize practical activities to let students realize the significance of social practice, and let students fully show themselves, so as to help students determine their employment goals, and actively open to students when carrying out practical activities The development of ideological and political education, so that students receive ideological and political education into daily life, so that they develop good ideological and moral character, which is also conducive to the scientific development of Ideological and Political Education [3].

Due to the development of information technology in China, students' understanding of information on the network is the main way for students to understand the society, and it is an effective method to effectively use the network environment to promote the employment guidance of college students, and ideological and political education work. By carrying out the network course teaching, students can learn anytime and anywhere, which not only grasps the advantages of network channels, but also enables students to learn The negative emotions on the Internet are greatly reduced, which promotes the overall optimization of students’ Ideological and political. Not only that, in the ideological and political education of College Students’ employment guidance, the function of the guidance teacher also needs to be further strengthened. By strengthening the education concept and education mode of the guidance teacher, we can help students effectively improve their ideological and political awareness, so that students can have a complete concept of career, integrity quality and so on.

5. CONCLUSION

At present, there are some problems in the psychology and spirit of college students in the information age, which is also the problem to be solved in employment guidance. Therefore, the combination of Ideological and political education and employment guidance can effectively guide students to improve themselves, and can help students work smoothly in employment, and also make great contributions to the construction of a harmonious society.

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On English Translation of Culture-Loaded Words in Chinese Shuyuan Culture

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Abstract: The study of proper translation of Shuyuan culture-loaded words is conducive to the overseas publicity of the Chinese Shuyuan culture. This paper, based on eco-translatology, analyses the translation of Shuyuan culture-loaded words from the perspective of the translator’s adaptation and selection. It examines how the translator employs various translating methods and strategies to make the adaptive transformations in the linguistic, cultural, and communicative dimensions, and discusses the effects of such adaptive transformations in the translational eco-environment. It holds that in the translation of Shuyuan culture-loaded words, the translator should take into account the translating purpose and target audience, and make corresponding adaptive selections and transformations so as to effectively meet the need of cross-cultural communication.

Keywords: Shuyuan culture; Culture-loaded words; Eco-translatology; Adaptation and selection.

1.INTRODUCTION
Shuyuan, a type of school in ancient China, is usually known as Academies or Academies of Classical Learning in English. They were usually built far away from cities or towns to provide a quiet environment where scholars can engage in research and meditation without restriction or worldly interference. Chinese Shuyuan culture, as a hallmark of ancient Chinese education and an indelible contributor to carrying forward the excellent traditional Chinese culture, is worthy of international publicity, thus letting the world better understand the ancient China’s educational ideas, philosophies, values, as well as the ancient China’s educational system, architecture, etc. In overseas publicity of Shuyuan culture, translation is the basic work. One problem in the translation of Shuyuan culture is how to translate the culture-loaded words, as it is inevitable for the translators to come across a multitude of culture-loaded words in their translation work. These words well manifest the special features of Shuyuan culture, so they demand accurate and idiomatic translation in order to achieve successful cultural communication [1-3].

2.UNTRANSLATABILITY OF SHUYUAN CULTURE-LOADED WORDS
Eugene A. Nida (2001) once divided language-culture into ecological culture, material culture, social culture, religious culture, and linguistic culture. In his opinion, the linguistic features of a certain language are part of its culture. Thus, the untranslatability of Shuyuan culture-loaded words can be analyzed from these five aspects [4-7].

2.1 Untranslatability Due to The Ecological Culture
The ecological culture of a nation is influenced by its regional features, natural conditions, and geographical environments. The ecological conditions, which are manifested in animals, plants, climates, terrains, and so on, vary from region to region or from country to country. The ecological conditions will inevitably affect the cultures of all ethnic groups, giving the culture a distinct regional character. With the impact of its special ecological culture, the Chinese language has a lot of special culture-loaded words and terms, for which there are no equivalents in English. For instance, “Xiangjiang River” and “Tianhu mountain” embody peculiar geographic features in China and it is quite hard to render them into English. “Bamboo” and “bamboo” have the same literal meaning but different cultural connotations. In Chinese culture, “Bamboo” indicates peace and longevity and carries the meaning of moral integrity, while in western culture, “bamboo” refers to nothing more than a tall tropical plant with hard, hollow stems, it is just edible and useful. This is determined by the differences in the geographical environments that bamboo is normal in China but rarely seen in western countries. If readers and translators know little about this cultural connotation, the information of the source language will be lost in the process of translation.

2.2 Untranslatability due to the Material Culture
The imbalance in the development of material culture in the world causes differences in material civilizations between countries, regions, and nations. All these differences are reflected in their respective languages, which bring difficulties to translation. Taking as an example the different terms of architecture in Shuyuan culture such as “Triple entry”, “Xiangshan jingshe”, “Zhuzi Hall”, “Huian”, it is not an easy job for the translator to transfer the exact meaning of these words into English, for the Chinese names for these buildings may involve certain peculiar cultural elements that are just untranslatable.

2.3 Untranslatability due to Religious Culture
There are three major religions in China: Confucianism, Taoism, and Buddhism, which are quite different from Christianity and Catholicism in Western culture. The religious difference between different cultures would be directly and indirectly reflected in people’s language and communication, causing untranslatability. Take “Guanyin Hall”, which refers to a typical temple in Buddhism, as an example, “Guanyin Hall” is a temple dedicated to a buddhism goddess Avalokitesvara, who is known as the Goddess of
Languages have their own unique phonetic, lexical, and syntactic features. When these linguistic features are supposed to be conveyed as significant information in translation, the translatability is restricted as a result of the differences in the linguistic culture between the source language and the target language. There is no information conversion channel for the linguistic forms, such as sounds and word organizations between Chinese and English. Wordings forms and pronunciations in Chinese are often used to fulfill certain rhetoric effect, which leads to untranslatability. For instance, "Inscriptions for Fu", "clean and honest officials", "worry about the country and the people" and so on, there are also many expressions of antithesis like "Uncle No.1 nephew visiting Hualian ascended Shangshu as well as famous minister", "green brick and grey tile" and "overhanging eaves and ridge"

3. ECO-TRANSLATOLOGY: APPROACH TO TRANSLATION AS ADAPTATION AND SELECTION

Professor Hu Gengshen defines translational eco-environment as a large environment consisting of the original text, source language, and the translated language, which includes the overall interaction of language, communication, culture, society and authors, readers and commissioners (2013: 18). The original and the target languages are two different text ecosystems. The greater the difference between the two ecological environments is, the smaller the translatability will be. And the translation process can be interpreted as the translator’s adaptation and selection.
leader, so all the process of translation is mainly conducted by the translator who experiences two stages. Stage one is translator’s adaptation to the translational eco-environment which refers to the world of source text, source language and the target language; stage two is translator’s selection on the degree of his or her adaptation in stage one, and translator’s decision on the final target text. During these two stages, the translator should consider about all his or her adaptation and selection from multi-dimensions such as the language, the culture which the words or phrases may contain, the interpersonal purposes, aesthetics or even the client, the background. So Professor Hu has given a simple formula as “the process of translation= translator’s adaptation+translator’s selection” (2003: 287), which well explains the core of the “translation as adaptation and selection” theory.

3.4 Translation Method: Three-Dimensional Transformations

Before the presentation of translation methods, it is important to know about translation principle which can be compared to macroscopic guidance compared with translation methods. Translation principle is not only an expression of translation theory but also a reflection of translation essence. Seen from the definition given by Hu Gengshen, the translator has to make various selections on the basis of adaptation to translational eco-environment which is adaptive selection. Therefore, the translation principle could be summed up as “multi-dimensional adaptation and adaptive selection” (2008: 13).

In the process of cultural transformation, the culture of the target language has different effects on the translator’s thinking and language selections. Edward T. Hall once put forward in his article that it is very difficult for any aspect of human life to get rid of the influence and change brought about by culture (1997). Due to cultural differences, translators need to pay more attention to the whole cultural system of the original and the target. One of the important factors in judging the quality of translation is the transmission of cultural connotations in translation. Any translation that neglects cultural background can hardly arouse the readers’ resonances. Therefore, cultural transformation means that translators must have cultural awareness and overcome cultural differences in order to achieve a successful communication.

4.APPLICATION OF “THREE-DIMENSIONAL” TRANSFORMATION IN THE TRANSLATION OF SHUYUAN CULTURE-LOADED WORDS

The untranslatability of Shuyuan culture-loaded words mentioned in the previous section brings about great challenges in the translation of these words. In this section, with translation cases of Shuyuan culture-loaded words, detailed discussion of the application of “Three-Dimensional” Transformation is offered to see how the translator make the corresponding adaptive selection and transformation from linguistic, cultural and communicative dimensions in order to overcome the untranslatability of Shuyuan culture-loaded words.

4.1 The Adaptive Selection And Transformation From Linguistic Dimension

In language adaptive selection transformation, the translator needs to choose the adaptability of language form conversion during the translating process, which exists in different aspects and at all levels (Hu, 2009). So the adaptive selection and transformation from linguistic dimension requires the translator firstly establish the corresponding task background, select and actively adapt to the translational eco-environment which he or she is faced with, and summarize the features embodied by the culture-loaded words in the source language culture such as their linguistic style, literary form and sentence structure, and then do the adaptive transformation, thus keep a harmony among different linguistic elements in the target text. The detailed analysis and reference translation are as follows:

Example 1: Lushan, Kuangshan, dingjianghe, Yuelu Mountain, Kuangshan Academy

Reference translation: Lushan Mountain, Kuangshan Mountain, Dingjiang River, Yuelu Mountain, Kuangshan Shuyuan

From the above example, we can see that when translating the names of some places with phonetic features, translators pay attention to the unification of translational names. If the name of the place belongs to the “single name” in Chinese, the common name should be transliterated in order to take care of the phonology. If it is a double name, it is not necessary to transliterate words such as 河, 山, so that better completing the transformation from linguistic dimension.

Example 2: Yanshan Academy is a Si Shui Guintang Siheyuan-style structure, the top beam, the wall has a hundred painted paintings, the content of ancient legends and allusions mainly, Wen Chen Wu General, doctors and women, book children with hundreds of faces, hundreds of costumes all the same repetition.

Reference translation: Yanshan Shuyuan is a quadrangle-shaped wood and brick structure. There are about one hundred Chinese paintings on the beams and wooden walls in it, which are mainly narrative paintings of the ancient legendary stories. The characters depicted in paintings range from government officials to military officers, from housemaids to page boys, with several hundred faces and several hundred clothes, none the same as the other.

As it is clear that in the source Chinese text, some culture-loaded words like Wencheng and military general, doctor and lady, schoolboy's entourage are put together to show the various contents of the paintings and they are written in the form of four-character words which in some way show the good order of the phrases. In the English version, the translator makes good transformations to reflect the features of the original text by using the linguistic “trick”. The translator cuts off the four characters into two English words, as we can see above that “government officials” and “military officers” are used to refer to “civil officials” and “general” respectively, and the English words “official” and “officer” are also a good way to reach the linguistic effect of symmetry which can also be found in the source text. And also the translator uses the expression “from...to...” as the connection of the words he or she firstly separated in English.
and two other phrases which are separated in Chinese, so that form a structure of repetition, which manifests the translator’s adaptive transformation from linguistic dimension.

4.2 The Adaptive Selection and Transformation from Cultural Dimension

For the cultural dimension, the cultural message and the gap between two different cultures are often mentioned in translation, so this kind of adaptive selection and transformation of those culture-loaded words of Shuyuan culture usually requires the translator to get over the obstacle of culture diversity, fills the gap and makes sure the success of information exchange. He or she needs to realize the responsibilities and roles in the relevant tasks, namely the expression and explanation of mother tongue and target language’s cultural connotation during the whole working process, and finally realize the cultural dimension conversion, which stresses on the avoidance of translator’s misunderstanding caused by his or her own cultural perspective (Hu, 2004). The specific analysis and reference translation are as follows:

Example 1: During the more than 100 years since the founding of Kui Kuang academy, there were ten Jinshi, 59 scholars, and countless tutors.

Reference translation: During over 100 years since its establishment, Kuiguang Shuyuan produced numerous of students who passed different imperial examinations, including ten Jinshi (a graduate who passed the triennial court exam of the Imperial Examination), fifty-nine Juren (a qualified graduate who passed the triennial provincial exam of the Imperial Examination), and numerous Xiucai (an entry-level licentiate who has passed the college exam of the Imperial Examination) and Jiansheng (top performers in the college exam that would get accepted into the Imperial Shuyuan).

For this text, because of the cultural differences, people from a different culture may be confused with all the given nouns like Jinshi, Juren, and there is also a culture gap about the expression of the time. But in this version, the translator provides the readers with clear and understandable explanations to those culture-loaded words, so that the misunderstanding of our culture can be avoided. The translator renders “Imperial examination system” as “the Imperial Examination” considering the cultural background that this system prevailed under the ruling of the emperor, so “imperial” is quite suitable here. And there is no doubt that the translator has learned much about the Imperial Examination System, and knows well about the use of English words, which is the adaption of translational eco-environment. For instance, when translating the word Jinshi, Juren which belong to the same category but signify the different meanings, the translator not only uses transliteration, but also adds an extra annotation which the foreigners can understand and still distinguish each of the two words, so as to make sure of the successful communication of cultural message.

Example 2: Door leaf, sparrow

Reference translation: door leaves, brackets

In ancient China, these two words and alike are often used to reflect some important elements of Shuyuan buildings, but these elements were not always used or even be seen in western countries. So here lies cultural vacancy. The translator first adapts the translational eco-environment and then chooses to use “leaves” for the Chinese word “Door leaf” and “brackets” for “sparrow” based on the appearances of the things, and these are the results after the translator has given thoughts to the normal use of “leaf” in English and the form and use of “sparrow” in ancient China. So that we say the translator has got over the obstacle of cultural vacancy after the adaptive transformation from cultural dimension.

4.3 The Adaptive Selection and Transformation from Communicative Dimension

The communicative dimension emphasizes that the translator should not only transfer the language and culture properly but also focuses on the transformation of the communicative intention of the source text. The acceptability of the target language reader and the fluency of the translation need to be guaranteed. (Hu, 2009), and whether the bilingual communicative intention is adapted and transformed in the process of interpreting in the transformation of communicative dimension adaptability is where the translator should pay attention. The specific analysis and reference translation are as follows:

Example 1: Its founder is Lu Jiuyuan, who is known as “Mr. Xiangshan”. His theory is against the "Cheng Zhu Li Xue" at that time, and is called "Lu Wang Xin Xue" by later generations.

Reference translation: Its founder, Lu Jiuyuan was hence dubbed Master. Mount Xiang. He put forth the philosophy of heart, also known as Lu-Wang’s School of Mind (Wang refers to Scholar Wang Yangming), as opposed to Neo-Confucianism created by Cheng Hao and Zhi Xi. From the reference version, the translator gives many thoughts to the translation of the “Cheng Zhu Li Xue” and “Lu Wang Xin Xue”. As these two schools are always mentioned in Chinese Shuyuan culture, it is very important to convey the right meaning of the words to the reader. Concerned about the communicative purpose, the translator makes a clear explanation of “Cheng”, “Zhu” by telling the reader the name of the person respectively, and adds an extra explanation to “Wang” when the translator names the philosophy as Lu-Wang’s School of Mind. Thus, the meaning has been well conveyed.

Example 2: Although Wucheng academy has been repaired for several times, it cannot resist the erosion of years. The beams are decayed, the walls are collapsed and the courtyard is damaged.

Reference translation: Year in and year out, though having been renovated several times, the Wucheng Shuyuan failed to withstand the erosion of time and presented a scene of dilapidation.

In the source text, “Liang decayed tile broken,” “wall collapse courtyard damage” are both culture-loaded words for the description of the academy’s damage or decline. It is easy for source language speakers to visualize the scene manifested in these two 4-character words, but for the target
language readers, they may have no idea of what "Beam", "Tile" are, and what the scene of is, so they cannot visualize the scene the writer wants to show. So, in the English text, the translator replaces them with "presented a scene of dilapidation", so that the target readers can understand the meaning of the original text. And with the phrase "year in and year out", readers are free to get the feeling of being sorry for the academy’s dilapidation, which in some way better achieves the communicative purpose.

4.4 The Adaptive Selection and Transformation from Three Dimensions

From the above three sections, we have discussed how three dimensions’ transformation is conducted respectively. But it should be noted that since translation is the translator’s choice to adapt to the translational ecological environment which is composed of multiple dimensions and multiple elements. Therefore, when we focus only on a certain dimension for a concrete description, it does not mean that in the translation process, dimensions and elements that have not been mentioned do not play a part in. In fact, in the process of translation, factors such as language, culture, and communication are often intertwined, interconnected, and sometimes difficult to separate as the following example shows:

Example 1: Here is a sentence picked from the introduction of Jiang Wanli, the creator of an academy. (Jiang Wanli) held 91 official posts, three times as the phase; he was clean and honest all his life, had brilliant political achievements, spoke frankly and dared to remonstrate, and worried about the country and the people.

Reference translation: Jiang Wanli took up to 91 different official posts and had been Prime Minister three times. An upright, honest and outspoken official, he was outstanding in political achievements, spoke frankly and dared to remonstrate, and worried about the country and the people.

Firstly, the translator puts the Chinese word “Xiang” into “prime minister” in English so that the target reader can have a responding concept of the position; thus the interpersonal purpose of the writer also embodies. Secondly, it is apparent that the translator reorders the sentence structure of the source text and puts “Honest and upright officials, dare to remonstrate” together and “Outstanding achievements in politics, worry about the country and the people” together. As for the translating strategies, conversion is used in translating the former case, in which the translator uses a noun phrase with three adjectives plus “official”. In the case of “Outstanding achievements in politics, worry about the country and the people”, two clauses are used to convey the meaning of the source text.

5. CONCLUSION

To summarize, the process of the translation of Shuyuan culture-loaded words is the activity of translator’s selection and adaptation. A translator should not only adapt to the translational eco-environment, including factors like the language, culture, communication, but also make a good balance between the three dimensions. What should be kept in mind is that there is no absolute bound in the three dimensions. The translator makes the optimal choice among the dimensions according to the overall effect of the target text. The more dimensions the target text realizes, the higher the translation quality will be.

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Nevertheless, this kind of sport was officially our country, the mass foundation is very deep. has been strengthened, so the importance of rope rope, the skipping rope movement has a long history in guidance. China belongs to the big country of skipping 2.1 Analysis of The Current State of Development AREAS COLLEGES AND UNIVERSITIES IN ETHNIC PATTERN ROPE JUMPING COURSE IN 2. ANALYSIS OF THE CONTENT OF THE Colleges and universities in ethnic areas. From the creation of ideas, technical action system framework, curriculum content system framework, application environment, to explore and analyze the relation content, so as to provide reference for the teaching of rope skipping in Colleges and universities in ethnic areas. KEYWORDS: Ethnic areas; Colleges and universities; Pattern jump rope courses.

1.INTRODUCTION
With the gradual improvement of the teaching system of colleges and universities in ethnic areas, the importance of physical education is getting higher and higher. As a key subject of leisure sports teaching, rope skipping has many advantages, such as simple operation, simple teaching, flexible and diverse, which is conducive to the overall development of students. Therefore, it is of great necessity and practical significance to explore and analyze the measures to create the content system of rope skipping course in Colleges and universities in ethnic areas.

2. ANALYSIS OF THE CONTENT OF THE PATTERN ROPE JUMPING COURSE IN COLLEGES AND UNIVERSITIES IN ETHNIC AREAS
2.1 Analysis of The Current State of Development
On the one hand, China's pattern rope jumping movement has a long history, but lack of normative guidance. China belongs to the big country of skipping rope, the skipping rope movement has a long history in our country, the mass foundation is very deep. Nevertheless, this kind of sport was officially recognized and formally developed by China's sports industry for a relatively short period of time, until 2007 to hold the first professional competition. Therefore, there is a shortage of talents in this field, and the theoretical knowledge is still insufficient, which restricts the development of china's rope jumping movement [1, 2].

On the other hand, with the continuous development of economic construction, people's living standards gradually improve, the awareness of physical exercise has been strengthened, so the importance of rope jumping is getting higher and higher. On this basis, more and more local rope jumping movement organizations have been created, which is conducive to promoting the sustainable development of China's rope jumping movement. 2.2 Implementation Significance Analysis From the point of view of students' physical and mental development, its significance includes the following two aspects. On the one hand, this kind of exercise is conducive to improving the overall health level of college students in ethnic areas. With the development of rope-jumping course, students' cardio function can be improved, and their blood circulation and metabolism can be improved. Can improve the long-term indoor inactivity caused by physical decline. On the other hand, many college students have greater pressure of learning and employment, there are many institutions of education blindly pursue the quality of teaching, focusing only on the development of cultural courses, ignoring the overall development of students' physical and mental health. In response to this problem, through the implementation of such courses, students can eliminate competitive pressure, relax their physical and mental, develop their team spirit and cooperation ability. From the point of view of physical education courses in colleges and universities, one, a variety of rope-jumping movements can effectively mobilize the initiative and enthusiasm of students' exercise, highlight the students' main body status, and effectively play its subjective initiative. Second, this kind of sports is conducive to improve the comprehensive quality of students, so that they develop good sports habits.

2.3 Analysis of Teaching Advantages
First, the pattern jump rope movement is more ornamental, the operation is less difficult, at the same time, the equipment and the site requirements are not high, with a larger space for development. For many colleges and universities, the shortage of land, sports resources, will not be affected at all, very conducive to the development of fancy skipping courses.

Second, pattern jump rope in the student group, has a high degree of acceptance and love. In terms of teaching difficulties, there are many kinds of sports, so it is difficult to have, it is conducive to carryout courses in this area, effectively play its flexibility and control, mobilize students' enthusiasm for learning and exercise. In addition, you can also flexibly arrange exercise time, exercise time is relatively free.

Third, as long as the students before class to explain the relevant protection knowledge, a certain degree of warm-up

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exercise, can effectively prevent the injury caused by sports, its risk coefficient is low, good fitness effect, is conducive to promoting the physical and mental health and all-round development of students.

3. MEASURES FOR THE CREATION OF THE CONTENT SYSTEM OF THE PATTERN ROPE-JUMPING COURSES IN COLLEGES AND UNIVERSITIES IN ETHNIC AREAS

3.1 The Idea Of Creating a Content System

First, from the basic idea of the study of the creation of curriculum content system ideas. As far as the current situation is concerned, the importance of rope jumping in our country needs to be improved, the opening time of the pattern rope jumping course in ethnic areas is short, the professional personnel in this field is relatively scarce, and the rope-jumping course has not yet formed a relatively complete curriculum system. To this end, in the process of carrying out college pattern rope-jumping courses in ethnic areas, in order to ensure its healthy and stable development, we must strive to achieve the following requirements:

First of all, the creation of the pattern skipping course should adhere to the basic line of socialism, follow the main principles of physical education in colleges and universities, and conform to the mainstream direction of all kinds of physical education activities in colleges and universities. Secondly, during the creation of the curriculum content system, we should conform to the laws and characteristics of the rope jump movement itself, prevent or reduce the chance of students experiencing sports injury during exercise, give full play to their cultural value and fitness effect, and ensure that students can effectively play their subjective initiative, active creativity, physical coordination and teamwork ability in the teaching of the pattern rope jumping course. Third, the curriculum planning should be highly integrated with the school's school-running characteristics and regional characteristics, and other types of physical education curriculum coordination and adaptation, so as to promote the all-round development of students' physical and mental health. Finally, the creation of the curriculum content system should be based on the teaching goal of college physical education curriculum, and the curriculum content should be formulated according to the actual situation of students in schools and ethnic areas.

Second, we should pay attention to the study of the creation of curriculum content system from the aspect of curriculum objectives. In this process, we should take the requirements of the "National General Colleges and Universities Physical Education Teaching Guidelines" as the guiding thought, take the teaching goal as the basic framework, and fully highlight the fitness function, lifelong influence, cultural value, fun appreciation and so on. In order to enable students to develop a good habit of life-long exercise, exercise their physical skills, in line with their fitness and personality development needs, effectively improve their physical fitness.

Third, we should pay attention to the cultural connotation, analysis of the curriculum content system of the creation of ideas. Fancy rope jumping this kind of movement, has a long history, has been a thousand years of inheritance and innovation, the integration of cultural elements of many countries, its technical action system and cultural connotation is very rich. According to the technical characteristics and the way of expression, there are mainly personal patterns, two people a rope, wheel jumping, interactive rope, travel jumping and long rope patterns and other forms of action. This individual pattern, according to the technical characteristics can be divided into basic patterns, cross-style patterns, multi-shake patterns, strength patterns and rope patterns. In terms of personal patterns, two people a rope pattern, wheel jumping pattern swaying is derived from our country's folk and has a long history, the center students like this kind of rope jumping. Interactive rope pattern is studied by the Dutch; travel jumps are mainly by one person or more people use the rope to cover other rope jumper's method, while long rope pattern is the use of one or more long ropes for collective jumping, the need for a very high degree of coordination, conducive to the exercise team's ability to cooperate and coordination.

3.2 Framework for Technical Action Systems

Because of the variety of technical actions of the pattern jump rope, it is rich in content, so it is very innovative. Among the many motion technologies, colleges and universities should make reference to the physical and mental development of college students in ethnic areas, the organization of physical education, and choose the most appropriate technical action scientifically and rationally. According to the teaching effect and the actual situation, in the end, a number of technical actions, selected five kinds of pattern rope jumping methods, namely, personal pattern, long rope pattern, wheel jump, interactive jump and travel jump. One of these human patterns technical action, according to the technical action college students can learn in the prescribed time difficulty, it is divided into the following four categories, namely, basic pattern, cross-type pattern, double-shake pattern, rope pattern. These four patterns are not isolated, but have a certain degree of relevance and convergence in technical action. For example, students need to meet the basic pattern level three, in order to learn cross-class patterns and double-shake patterns. As the most difficult and technically demanding long rope pattern, according to the technical characteristics can be divided into four kinds, namely, rope, mesh rope, graphic rope and other rope. In this, the rope is mainly in the long rope jumping rope and other technical actions, long rope can be a short rope, can also be a number of short ropes, such as multi-rope overlapping jump, long rope in the wheel jump, cross rope jumping in the short rope and so on. A mesh rope is a rope-jumping method that interweaves multiple long ropes, such as a cross rope, a water rope, and a rice rope. The graphic rope mainly refers to the multiple long ropes, connected in order, so that it forms different shapes of geometry, and then in a variety of graphics in the jump method, such as triangular jump, rectangular jump and penta-hee jump. In addition, other kinds of long rope patterns, mainly to explain to students the basic jump inons and special jumping method, including eight-word circuity.
wave rope and serial rope. In the course of college sports pattern skipping rope, the technical action should be divided into four levels of difficulty. Each layer of difficulty level should correspond to the technical action to match, to ensure that the technical action between the various levels, with a certain correlation and convergence, in addition to various skipping rope categories, but also in the technical action has a bridge. By setting up the scientific technical action frame system, we can make the five-in-five pattern jump rope and the four-level action difficulty, constitute a cross-cutting teaching system, not only have a wealth of technical action, but also produce new technical action, which is conducive to teachers and students to show the action personality, mobilize their enthusiasm for innovation. The technical action difficulty can be suitable for all students to learn, in line with the pattern skipping course slot of colleges and universities in ethnic areas of our country, and the framework creation needs of the technical action system.

3.3 Curriculum Framework
The main contents of the pattern skipping curriculum system in colleges and universities in ethnic areas can be divided into the following four levels, namely, the main connotation of curriculum content, the basic framework of curriculum content, the basic requirements of curriculum content and the integration and summary of curriculum content.

First, the main connotation can be divided into the following four parts. First of all, from the point of view of sports participation, to make students familiar with the history and cultural background of the pattern jump rope, can appreciate the beauty of the pattern jump rope competition, strengthen the students through the pattern jump rope to exercise the concept. Secondly, from the point of view of motor skills, students should be skilled in the use of fancy skipping rope fitness skills, master the ability to carry out a separate fancy skipping rope exercise. Third, from the point of view of physical health, to guide students to gradually learn the pattern jump rope in strengthening physical fitness, promote the physical development of students' knowledge and methods, can be set fitness plan accordingly. Finally, from the perspective of mental health and social adaptation, students should be guided to adjust their emotions through the pattern jump rope, learn to feel the joy of success from it, and cultivate the spirit of students to participate in the rope jumping movement in unity and cooperation.

Second, the following four parts are also divided into basic frameworks. First of all, from the point of view of sports participation, in order to make students understand the relevant professional terminology, learn to choose different ropes and protection measures. Secondly, from the point of view of motor skills, students should master the relevant technical movements, basic exercise methods. Third, from a physical health point of view, to make students understand the benefits of the exercise, exercise methods and attention points, and be able to develop relevant fitness programs. Finally, students should be taught to learn to carry out the pattern jump rope movement in the background of music, learn the arrangement and innovation of related actions, learn the action skills of two or more people, and clarify the specific rules of the game and the refereeing standards.

Third, there are four parts in terms of basic requirements. First of all, college physical education teachers in ethnic areas should actively spread the pattern jumping rope culture and guide students to strengthen the concept of lifelong physical exercise, and pay attention to relying on music and video to improve the level of music appreciation and independent learning. Secondly, to ensure that the teaching of technical action is selective, the assignment of students should be based on exploration and practice. Third, college physical education teachers should teach according to students' learning ability and individual differences, to ensure that the teaching content has a selective function, and to supplement it with health or motor skills related to physical development exercises. Finally, according to the learning level of different classes, it is necessary to develop different team learning difficulties, to refer to the psychological quality of students in different classes, to choose the competition methods that match them, and to effectively play the main role of students from the interests and abilities of students.

Fourth, in the course integration and aggregation, including three subsystems. The first is the theoretical knowledge content system, which includes: the birth and development of fancy skipping rope movement, the benefits of fancy skipping rope, the exercise style and attention points of fancy skipping rope, the professional terminology in fancy jump rope, the selection and protection of ropes, and the appreciation of related music and video. Second, the technical content system, including: a human pattern; wheel jump pattern; interactive rope pattern; travel jump pattern; long rope pattern; individual set combination pattern; collective performance class pattern. Finally, there is a skill content system, including: the ability to exercise through fancy jump rope, the ability to organize and judge movements in the competition, the arrangement and innovation ability of action, the ability to learn and cooperate collectively.

3.4 Fancy Skipping Rope Application Environment
Nowadays, the general decline in the physical fitness of college students, the reasons for this phenomenon, including the following aspects: First, there are many mental health problems in the group of college students, such as depression and low self-esteem, etc.; Fourth, the physical education teaching in colleges and universities is often based on student stakes, and the curriculum content is mostly high-intensity, competitive sports, which is difficult to meet the actual needs of the student group. If we want to popularize the pattern skipping rope course on a large scale in the colleges and universities in ethnic areas, we must take the educational environment at this stage as the basis, before we can fully renew the vitality of the pattern jump rope course, ensure its long-term stable development, and fully demonstrate its role and value. As far as the present
situation is concerned, the awareness of physical exercise of college students is still insufficient, lack of reasonable physical exercise methods, resulting in the pattern jump rope course is difficult to build a complete, highly feasible education system. Therefore, in the process of developing the pattern skipping course slot in colleges and universities, first of all, we should constantly improve the curriculum theory system during the education period, and continue to deepen the intensity of curriculum construction. Secondly, we should guide college students to strengthen their awareness of physical exercise and cultivate their good exercise laws and habits. Finally, we should pay attention to scientific theory as the guide, effectively highlight the function of the pattern skipping rope, promote the physical and mental health and all-round development of college students, so as to provide a larger number of higher-quality talents for socialist construction work.

4. CONCLUSION
To sum up, in the process of developing rope skipping course in Colleges and universities in ethnic areas, colleges and universities and physical education teachers should comprehensively consider various factors. In order to improve the teaching efficiency and teaching quality, we should pay attention to the actual situation of students' learning, according to the technical movements and main contents of rope skipping. The course of rope skipping should strengthen the learning effect of students' rope skipping, improve their physical quality and promote their physical and mental health and all-round development.

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Research on the Implementation of Adding pattern Skipping to Traditional Ethnic Physical Education Courses in Guangxi Universities (Subject No.: GXGZJG2018B005).

REFERENCE
Application Effect of Team Based Teaching Mode in Clinical Teaching of Respiratory Medicine

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Abstract: For colleges and universities, the library is a supplement to the university library, has an important role, it is necessary to carry out a detailed analysis. This paper briefly expounds the problems existing in the library in the process of utilization from the insufficient literature materials, the slow speed of new book update and the inconvenience of the book search, and puts forward some countermeasures in a targeted way, aiming to improve the construction level of the science and engineering library in our country.

Keywords: University; Science and Engineering; Library of Books and Materials.

1. INTRODUCTION
The degree of construction of the library of the department directly affects the actual teaching level of the department and the quality of personnel training. Although most colleges and universities have realized the importance of the library construction, but there are still many problems restricting the improvement of the actual quality of the library, it is necessary to carry out detailed analysis.

2. PROBLEMS IN THE LIBRARY OF SCIENCE AND TECHNOLOGY IN UNIVERSITIES
2.1 Insufficient Documentation
Nowadays, with the rapid development of network technology all over the world, the traditional reference room in Colleges and universities is no longer valued by people. At the same time, its own limitations, cannot provide students and teachers with all kinds of materials in line with their actual needs, so few people in the library. In addition, there is a serious lack of funds in some of them, so it is difficult to supplement the books and materials in the first time. Moreover, the leaders of science and engineering don't fully realize the importance of the reference room. They only rely on the librarians to supplement the relevant literature, so they often can't accurately supplement the books that really need, and it is difficult to meet the needs of teachers' scientific research and students' learning. As a result, the resources of science and Engineering Library in Colleges and universities have been seriously wasted.

2.2 New Book Updates Are Slow
After the books are purchased back, they need to go through the cataloguing, binding, retrieval and other links before they can really enter the book retrieval system for borrowing. The library is different from the library. As the secondary reference room of the school, there is a certain gap between the library and the library in terms of functionality. Moreover, there is also a lack of management personnel, which makes the update of new books very slow. After the teachers put forward the new book order demand to the reference room, they often have to go through many links, but the teachers have solved the problem by other ways, making the utilization rate of books reduced.

2.3 Book Search Inconveniences
The inconvenience of finding books is a major problem in the library of science and engineering college. Because the managers themselves are not professional, so the problem of placing books in disorder occurs. It is difficult for teachers to find the books they need in the book system, which has a negative impact on the efficient circulation of books. At the same time, generally speaking, the reference rooms of Colleges of science and Engineering in Colleges and universities are relatively small in area, and there is no condition to set up exhibition area. Most of the materials can only be stacked and placed. There are inconvenient problems for teachers and students in the process of consulting. Moreover, the management means of information, books and documents are too single, which makes the actual utilization rate and circulation rate show a low characteristic.

3. STRENGTHEN THE STRATEGY OF MANAGING AND BUILDING THE LIBRARY OF SCIENCE AND ENGINEERING IN COLLEGES AND UNIVERSITIES
3.1 Increase Disinvestment
In view of the lack of literature in science and engineering library, colleges and universities should increase investment. First of all, the leadership should really realize the importance of the construction of the library, and increase the investment in work deployment, funds allocation and personnel allocation, so as to alleviate the short board problems accumulated over the years. Secondly, in terms of funds, schools should guarantee the full amount of funds and allocate funds according to the standard of per student. At the same time, the Department of teaching should have a certain ability to generate income, and part of its income should be invested in the construction of library reference room. Finally, it is necessary to ensure that the funds are applied more scientifically and efficiently. Based on this, the construction personnel should scientifically and reasonably
plan the content of the reference room construction, and build a systematic library collection system of science and engineering departments, so as to maximize its due efficiency and role. It can effectively coordinate the relationship between the school library and the reference room, fully reflect the characteristics of science and engineering, and embody the characteristics of comprehensive, systematic and timely collection of books, so as to avoid the problem of overlapping books in the same school library. [1]

3.2 Improve the Level of Business of Managers
Managers are the direct executors of all aspects of work in university library, so their own quality and professional level have an important impact on the use and management of books and reference materials. The level of its management determines the update speed of the reference room literature and whether it can operate normally. Colleges and universities should strictly assess and screen the professional quality and ability of management personnel, and then continuously introduce new books. At the same time, because the introduction of literature has a strong logic, so the administrator should also have a certain stability in the configuration, at the same time, they should also provide appropriate benefits to control it.

3.3 Strengthen the Information Construction
Colleges and universities should strengthen the information construction of science and engineering libraries, timely update that backward equipment, and actively introduce new types of computer hardware and software, so that they can meet the needs of related services, and timely information skills training for staff. Secondly, colleges and universities should properly mobilize the staff's sense of responsibility, and attract excellent information talents into the digital book construction, the use of reward and punishment combined measures to stimulate the subjective initiative of managers, so that they more efficiently carry out book management. [2] Finally, colleges and universities should strengthen the management of compensation and pay attention to its diversity, fairness and efficiency. Strengthening the construction of Informa ionization and digitization can make the original literature resources break the limitation of space and practice, bring the distance between teachers and students and the library resources closer, and improve its utilization efficiency. In addition, in the current modern, information and rapid development of the era, China's Internet electronic technology is constantly developing, which makes the original book management of the pressure has been reduced, but also help the book management industry to achieve resource sharing, the formation of internal alliances, so as not to duplicate the construction of book resources. For the management of the library of the faculty of science and engineering, the most critical content is innovation, and the coming of the information age has brought many new technologies, new knowledge and new ideas, in the context of the era of global integration. The management of books and materials carried out in the library of science and engineering in colleges and universities should effectively implement people-oriented in the course of practice, strengthen the construction of information, and then improve the construction level of the science and engineering library.

4. CONCLUSION
Strengthening the construction of the library materials room in the university library can ensure the smooth lending of relevant professional books and documents for teachers and students, and it plays a positive role in promoting the quality of personnel training in the faculty. Therefore, it is important for colleges and universities to strengthen the importance of building a library, sum up experience in practice, strengthen the information construction, and carry out training and opening-up work for managers, so as to improve the quality of managers and create good conditions for the efficient use of libraries.

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The Construction and Practice of the Talent-cultivation Mode of Applied Chemistry Specialty under the Background of Engineering Education Accreditation (Teaching Reform Project of Higher Education in Guangdong Province, China).

REFERENCES
Research on The Development of Cultural and Creative Industries Based on The Concept of Service Design

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Abstract: Under the background of the rapid improvement of the national economy, people's material development needs have been fully met, and they began to pursue the spiritual and cultural needs, which made the cultural and creative industries on a vigorous development stage. Based on this, this paper focuses on the development status of cultural and creative industries based on the concept of service design, summarizes the basic situation of the concept of service design and the integration of the concept and the development of cultural and creative industries, and then discusses the development strategy of cultural and creative industries based on the concept of service design.

Keywords: Service design; Creative industry; Industrial development; Spiritual needs.

1. INTRODUCTION
Nowadays, national policies and people's non-material cultural needs have promoted the development of cultural and creative industries. Cultural and creative products have been regarded as the carrier of various types of traditional culture and intangible cultural heritage. In the process of economic development, the transition from a product-oriented economy to a service-oriented economy is an inevitable requirement of historical development, and the development of cultural and creative industries also needs to follow this law [1, 2]. Therefore, in practice, relevant staff should promote the development of cultural and creative industries and the organic collection of service design ideas, so as to lay a foundation for improving the development potential of cultural and creative industries.

2. OVERVIEW OF THE SERVICE DESIGN
Service design is a kind of design thinking mode, its purpose is to change the service experience and bring more comfortable, easy-to-use, effective and trust services for customers. In this design thinking mode, customer needs and experience are the most important. In the process of creating a perfect service experience for customers, it is also necessary to track the experience process and ensure that all the contact points involved are radiated in place. At present, the development of service design in the west is mature, but it is still in its infancy in China. This design concept is consistent with the needs of domestic economic transformation. Since the concept of self-service design has been introduced into China, many scholars have conducted in-depth research on it. Colleges and universities have also opened courses to popularize relevant knowledge and organize practical activities. However, regional differences and academic differences in this field always exist. However, in the process of the development of domestic service design concept, the idea of using service design method to dig deep into service nodes and solve practical industrial problems has not changed.

3. THE INTEGRATION OF SERVICE DESIGN AND CREATIVE INDUSTRIES
Cultural and creative industry is one of the most popular emerging industries in recent years. The core of this industry is creativity. It can complete cultural development and intellectual property marketing based on technology, creativity and industrialization. At the present stage, China's cultural and creative industries have a strong development momentum, and are involved in many art and cultural fields. From 2010 to 2018, the added value of China's cultural and creative industries increased year by year, from 1105.2 billion yuan to 3873.7 billion yuan, with an average annual compound growth rate of 16.97%, and its proportion in GDP is also increasing. However, from the perspective of the current development of cultural and creative industries, problems such as serious homogenization, weak design vitality and practical value, and low sales results have always existed. In order to further improve the sustainable development ability of cultural and creative industries, it is necessary to respect customers and integrate service design concept in the process of industrial development. This change of thinking mode can help the staff of cultural and creative industries to lock in target groups more accurately and quickly, find the demand points of consumers, and improve their service experience satisfaction. It will provide great assistance for avoiding homogenization, unintentional and superficial risks. In essence, cultural and creative industries pursue creativity, and service design pursues quality. Both of them aim at improving audience satisfaction. Therefore, in practice, there is a fusion point between the service design concept and the cultural and creative industries, which can realize the organic combination.

3.1 Humanism
The user-centered idea emphasized in service design is the embodiment of humanism. In this case, all design work will be carried out around users, which is the key to ensure that all services can have practical value and make users feel happy and comfortable. The cultural and creative industries also respect the needs of consumers in the development
process. It can be said that the actual needs of consumers are the main basis for them to develop cultural and marketing intellectual property rights. The development of cultural and creative industries in essence provides the audience of cultural products with the opportunity to enjoy customized services. Employees will formulate corresponding cultural and creative products based on the physiological and psychological demands of users. From this point of view, cultural and creative industries and service design concept can be organically combined.

3.2 Process Nodes

The control of process nodes is a clear fusion point of cultural and creative industry and service design concept. Based on the theory of service design, the most important design method is the service blueprint design. This design method will rely on the overall thinking, create a systematic service process for consumers, and make sufficient preparation for fully meeting the needs of consumers. In this process, the service designer will predict all the key nodes of the service link and customize the service mode for them. This way of controlling nodes is also applicable to cultural and creative industries. Focusing on key time nodes in the development of the industry and connecting them with high-quality services is very helpful to improve the loyalty of users to brands and effectively boost the development of cultural and creative industries.

3.3 User Feedback

As mentioned above, the integration point of customer-oriented cultural and creative industry development and service design work. Then, based on this feature, we can foresee that the fundamental indicator to measure the industrial development potential and service design quality is user feedback. The collection and analysis of user feedback is the necessary method to promote the development of cultural and creative industries and enhance the quality and efficiency of service design, and it is also the key point to help the organic integration of the two.

3.4 Important Contacts

Touchpoint is a concept of service design concept, it has the core value, control touchpoint can control the whole service system. Under the service design thinking mode, we can realize the value-added of service process nodes by grasping the contact points, and then we can realize the maximum value of service design. This kind of contact point concept also exists in the cultural and creative industries. The best business opportunity is the user's purchase desire or emotional contact point. For the staff of cultural and creative industries, finding or creating new contact points is an important means to realize product value-added.

4. A CREATIVE INDUSTRY DEVELOPMENT STRATEGY BASED ON SERVICE DESIGN.

Cultural and creative industries and service design have fusion points, so it is feasible to boost the development of cultural and creative industries based on service design. In the process of developing cultural and creative industries, the application ideas of service design concept should be consistent with the basic principles of the concept.

4.1 Consumer Center

Although the core of the creative industry is creativity, but too much pursuit of cultural creativity, ignoring consumer demand will hinder the development of the creative industry. No matter what the core and competitiveness of the creative industry is, fundamentally this industry is a market-oriented economic model, so in the process of the development of the creative industry must uphold the principle of consumption center. Then, in the development of creative industries based on service design, consumer-centered should be the main direction of industrial development. In this link, the relevant staff should focus on the physiological and psychological needs of consumers, from which to dig out the contact point with the creative content, and then design a personalized service experience for it, in order to improve consumer satisfaction to lay the foundation. For example, based on the Book of Mountains and Seas, create hand-made, comic strips, and produce clothing and crafts related to adult life.

4.2 Enhance the Experience

Co-creation is the main principle of service design, which should be manifested in enhancing the experience in the development of the creative industry. That is to say, by increasing the service experience of consumers, let them more in-depth sense of the charm of the creative industry, and thus improve the practical value and market influence of creative products. For example, to build national museums, cultural and artistic exhibitions, etc, through the real-life experience to enrich the charm of the creative industry.

4.3 Dynamic Distribution of The Industrial Chain

Maintaining the dynamic development of the industrial chain is the key to promote the long-term development of the creative industry. Similarly, in service design, improving the effectiveness of process design and key node control is also the focus of improving work awareness. Then, in practice, we should look at and excavate culture from the perspective of development, and distribute the industrial chain in a dynamic form to enhance the vitality of industrial development.

4.4 Emphasis on Practicality

The product of the creative culture is the product of the materialization of culture, only to ensure the practical value of the creative products, in order to develop the industry in the long run. In this link, based on the idea of service design, the relevant staff should find the service entry point, and use this as a basis to strengthen the practicality of the product, so as to increase user stickiness to prepare. For example, the production of drama discs, opera character dolls, or cultural elements into clothing, shoes and hats and accessories, so that creative products naturally into the lives of consumers.

4.5 Integrated Marketing

The homogenization design is one of the difficult problems of the development of the creative industry, so the pursuit of heterogeneity is the driving force to promote the development of cultural industry. In the pursuit of heterogeneity at the same time, the relevant staff should also have a big picture, in order to integrate marketing to enhance
the overall development potential of the creative industry. Taking the co-is holding mirror as an example, decorating the mirror as a zodiac or landmark building can not only ensure the heterogeneity of product design, but also meet the user's diverse consumption needs, and lay the foundation for integrated marketing.

5. CONCLUSION
In summary, to provide customers with reliable, easy-to-use and satisfactory service is the overall goal of service design work, this concept is very suitable for the creative industry, can enhance the vitality of the creative industry, creativity and market value to provide a huge support. Under this circumstance, the relevant staff should deeply learn the service design concept and thinking, and it should be properly applied to the development of the creative industry, based on the principle of service design to do a good job of creative industry design ideas.

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Opportunities and Challenges of Ideological and Political Education in Colleges and Universities in The Era of Big Data

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Abstract: At present, from the traditional network era to the era of big data, higher requirements are put forward for ideological and political theory courses in Colleges and universities to play the role of the main channel of education. The "rapidity, richness, accuracy, fragmentation" characteristics of big data bring opportunities. At the same time, its "diversity, mismatch, insecurity, concealment" characteristics also bring many challenges to ideological and political education, and these challenges and opportunities provide some new ways for further ideological and political education initiatives in the era of big data.

Keywords: Big data era; Opportunities; Challenges and Countermeasures.

1. INTRODUCTION
In today's world, artificial intelligence, big data, Internet of things and other new technologies, new applications and new business formats are in the ascendant. According to IDC prediction, the global data field will grow from 33zb in 2018 to 175zb in 2025. It can be said that data has achieved explosive growth. It is predicted that China will become the largest data field in the world by 2025 [1-3]. Accordingly, it brings opportunities and challenges to the ideological and political education in Colleges and universities.

2. OPPORTUNITIES FOR IDEOLOGICAL AND POLITICAL EDUCATION IN THE ERA OF BIG DATA
2.1 The Quickness Speeds Up the Dissemination and The Richness Broadens the Educational Space
Big data has greatly improved the dissemination speed of Ideological and political education content. The emerging media in the era of big data not only has the function of interpersonal communication and mass communication, but also has a strong ability of information integration. It can speed up the information collection in a short time by means of "media linkage" or "resource sharing", and its timeliness is constantly improved. In addition, quickness is also reflected in the speed of feedback: the government solicits opinions on the front line of issuing major decisions, and the people's feedback is fast and highly participatory. In the era of big data, the content and material of Ideological and political education have been greatly enriched by the unlimited information content. With the help of massive information, educators can timely understand and collect the hot topics concerned by college students and the most real feelings and ideas in their hearts, so as to comprehensively and deeply grasp the students' psychological trends and ideological trends.

2.2 Precision Makes Education More Targeted
The accuracy of big data builds a dialogue platform for the development of Ideological and political education of college students, and overcomes the time-space dislocation between students and teachers, and between students and students. We can use the big data platform to establish and improve the "data chain" of Ideological and political education, such as the Department of academic work, the Department of educational affairs, the Department of security, the university hospital and other departments to strengthen cooperation, establish a set of database for students' thinking Want to be data-based and dynamic. Big data has forward-looking knowledge and information. Relying on the traces left by network channels, it conducts targeted search and analyzes its relevance, so as to accurately judge individual's social behavior and psychological orientation.

2.3 Fragmentation Breaks Traditional Space-Time Constraints
Media fragmentation: in today's big data era, due to the rapid development of we media, everyone can become a reporter, and can freely publish resources in WeChat, microblog, today's headlines and other information apps and forums, expanding the form of network media; the fragmentation of communication space-time: students can share information and receive information through social platform anytime and anywhere, and students can break through outside the classroom Time and space limit the acceptance of Ideological and political education; fragmentation of content: the disseminator of network public opinion is every netizen. Due to their own social practice, social experience, knowledge and thinking mode, netizens have different views on the same social event, thus showing diversified views, changing from passive acceptance of traditional ideology to active choice, and promoting teaching the development and innovation of education content.

3. CHALLENGES OF IDEOLOGICAL AND POLITICAL EDUCATION IN THE ERA OF BIG DATA
Big data in the rapid dissemination of ideas, rich ideological and political content to our ideological and political education work has brought opportunities, but also to the education work caused a lot of challenges.

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3.1 Diversity Influences College Students' Judgment of Right and Wrong
In the face of complex and diverse information, college students, while accepting information, are easily induced by the surface phenomenon of information. They follow the so-called wind vane of public opinion and think with the tendency of the media. They can't judge rationally. In addition, big data may become the root cause of "group errors". Without supporting rules and sound systems, big data will not make society more transparent, but will make society more isolated. There are many sources of information asymmetry, such as the differences between people's education level, experience and class differences, all of which lead to information asymmetry. Even if the same objective data, objective and real information, people will still come to different conclusions, and eventually lead to different behaviors.

3.2 Data Tracking Leads to Alienation
In the era of big data, the network ideological security of colleges and universities is facing a variety of risks. First, data abuse leads to personal privacy leakage, which is a typical security risk. In the process of data dissemination, the data and information released by students will have problems in the field of ideology. Once these data or information are leaked, there will be a huge risk. Big data recommended by precise algorithms will create an "information cocoon room" for people. Whatever you like to see, the platform will push you what you like. This kind of information selected and recommended by the algorithm will only make people's minds more and more closed, just as if the thoughts are wrapped in a closed "cocoon room".

4. DEVELOPMENT STRATEGY OF COLLEGE STUDENTS' IDEOLOGICAL AND POLITICAL EDUCATION IN THE ERA OF BIG DATA
4.1 Improve the Information Investigation and Punishment System of Network Micro Media
Colleges and universities need to establish information screening system to nip the hidden danger of Ideological Security in the bud. On the one hand, it is necessary to establish an information sorting system. Sometimes there is a certain lag in ideological work in Colleges and universities. Therefore, it is necessary to shift the focus of work forward, do a good job of defense in advance, establish the information investigation system and information reporting system, timely control the current situation and existing problems of students' ideological security, and systematically collect, analyze and judge the ideological situation of students; on the other hand, it is necessary to clarify the party's propaganda, defense, information investigation system and information reporting system. The duty of supervising the micro media frequently frequented by students, teachers of Ideological and political courses, and student party members and cadres should timely understand the hot spots of students' attention, and strengthen the control of network information dissemination in Colleges and universities in combination with network big data.

4.2 Strengthen the Construction of Network Ideological and Political Team
The construction of university student work team is the key core of precise governance. Effectively integrating and expanding the student backbone team with the student union organization as the core can stimulate students' self-management ability, give full play to the obvious advantages of peer education, constantly consolidate the standardization and institutionalization construction of grass-roots student union organization, and improve the student union, student backbone, counselor, class teacher and guide. The new pattern of teachers' collaborative education, the implementation of outstanding student backbone promotion project, efforts to improve the organization, leadership and service of the student union, relying on big data technology to drive online network new media and offline campus activities to create a new working mechanism, so as to realize the transformation from model education to personality guidance, from aimless flooding to targeted promotion with full coverage. Guide students to establish correct values and right and wrong ideas, form network self-discipline consciousness and abide by network morality: it can lead backbone students to carry out propaganda activities such as "self-discipline and self-respect in the data age" and "data ethics", so as to enhance the appeal of Ideological and political education.

4.3 Improve College Students' Network Political Literacy
College Students' network political literacy refers to the political rationality of college students when they contact, interpret and feedback media information. In the face of complicated information, good and bad coexist, we should improve students' ability to distinguish and control network information. The school should bring network literacy education into the category of Ideological and political education, and make it a part of general education and public education. At the same time, strengthen students' media moral consciousness and legal concept. For example, when learning the spirit of the Fourth Plenary Session of the 19th Central Committee of the Communist Party of China, the school can hire relevant experts to set up special lectures, and employ some excellent members of the propaganda group of Party and government organs to give lectures in the school. They can also give full play to the students' subjective initiative and carry out propaganda and speech activities in the school.

REFERENCE
Reconstructing the Teaching and Learning of Basic Courses of Science and Engineering from The Perspective of Innovative Thinking Training

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Abstract: This paper briefly summarizes the characteristics and the inevitability of reform in the basic courses of science and Engineering Specialty under the background of Internet plus. Taking the basic course of computer programming language as an example, this paper puts forward the corresponding strategies and methods from the nature and function, the concept of curriculum design and the content of curriculum design, and gives solutions and strategies on how to use new teaching technology and new methods, and makes corresponding summary and prospect.

Keywords: Internet plus teaching reform; Curriculum design; Thinking training

1. INTRODUCTION

In fact, the basic course of science and engineering is a very general concept. It is difficult to give a clear and clear concept. Different from the basic courses of economics and management and arts, the basic courses of science and engineering are relatively logical, difficult to self-study and have a great impact on the follow-up courses. Take computer major (such as software engineering, computer application and Internet of things) as an example, it is necessary to learn a computer programming language in freshman. This course has a strong logic, generally through self-study can be familiar with grammar, but it is difficult to understand the logical thinking of programming. This course is related to almost all the follow-up professional courses. If the course cannot be mastered and deeply understood, it will have a great impact on the learning of the following professional courses, which is directly related to the cultivation of professional quality and innovation ability [1-3].

This year, online education has entered into the daily teaching of almost all courses in the University. Many front-line teachers constantly explore new teaching methods and teaching methods in their daily teaching, and constantly summarize and reflect on the role of online education in their own teaching. Because of the characteristics of the basic courses of science and engineering, we found that under the Internet plus environment, the basic courses of science and engineering, taking computer language courses as an example, have shown many new characteristics, which are mainly reflected in:

Under the background of Internet plus, online educational means have become an irreversible trend in [1] daily education activities. How to use these teaching technologies reasonably and efficiently will directly affect the quality of teaching in the future.

Through the teaching practice of one semester, many online teaching methods are not used in the course of science and engineering. The difficulties in teaching logic, the failure of teaching effect and the Internet plus teaching are difficult to find. Under the background of the presentation, it is almost impossible to reduce the workload simply through the platform online live broadcast and convenient transmission of Internet data.

Under the background of Internet plus, due to the variety and convenience of knowledge acquisition, the main goal of science and engineering basic course teaching has obviously changed from "professional basic knowledge teaching" to "cultivating innovative thinking ability of students' professional foundation". That is to say, under the Internet plus background, although many students of science and engineering basic courses are still not easy to master, students can acquire basic knowledge of courses through many ways, such as Mu class, off campus training institutions, etc. the corresponding teaching in universities should focus on how to cultivate students' professional self-innovation, initiative acquisition and professional knowledge. Department structure, because these are not micro class, examination and other training methods can obtain, but also one of the important functions of university professional teaching.

Therefore, under the current background, it is the inevitable trend of curriculum reform to reflect and re constitute the corresponding professional courses.

2. NATURE AND FUNCTION: POSITIONING CURRICULUM FUNCTION

Under the background of Internet plus, we need to redefine and define the nature and function of basic courses in computer science. First of all, we must deconstruct the curriculum elements according to the needs of social development and the skills required by college students. We should make clear that the function of basic courses of
computer specialty is to build the knowledge system structure of the whole specialty and to meet the needs of the future society. We should gradually let students understand the importance of autonomous learning and active thinking from the very beginning. Through the study of professional basic courses, gradually cultivate the professional thinking habits of the major, and actively explore the habits, so as to meet the needs of future social development.

3. STUDENT CENTER AND PROBLEM CENTER: DEFINE THE CONCEPT OF CURRICULUM DESIGN
As a professional basic course teacher, teachers should realize that the teaching and learning of professional basic courses in the Internet plus background is no longer a teacher centered teaching, but a student centered, problem centered open teaching mode [2]. At the same time, we should realize that this new concept of curriculum design does not weaken the teaching ability of teachers, but puts forward higher requirements for teachers' ability.

The traditional teacher led teaching method of "a perfect teaching plan for ten years" has passed. The "student and problem centered" means that different students will have different ideas, different social backgrounds, different times will have different problems, and different new teaching methods will constantly pose new challenges to teachers.

Taking the programming language course as an example, at present, students can acquire the knowledge of programming language by various means. The quality of these knowledge is different, and the emphasis is different. Due to the lack of basic knowledge of professional system, it is difficult to judge. On the contrary, sometimes they think that the traditional teaching method is dull and not vivid. Therefore, the course can not only be defined in knowledge. In the teaching and learning of knowledge points, we should realize that the core purpose of the course is to cultivate students' ability to acquire knowledge actively, and through appropriate guidance, let students gradually realize and realize the importance of building professional knowledge system for professional quality cultivation, gradually learn to use and identify various teaching resources, and gradually cultivate the habit of innovative and active thinking.

4. DECONSTRUCTION AND RECONSTRUCTION: DESIGN TEACHING CONTENT
Under the guidance of the above ideas, it is inevitable to reconstruct the teaching content of the basic courses of science and engineering. The construction of the curriculum content system according to the concept of curriculum design and development has become the key to determine whether the course can meet the needs of the future society. Taking C++ programming as an example, we think that we should first break the old logic of teaching process-oriented programming knowledge points first, then object-oriented programming knowledge points, and then let students directly contact with class, object and other related knowledge points from the very beginning. In the course design, in addition to considering how to teach knowledge points, we should simultaneously use various online auxiliary teaching platforms and other means to implement various activities such as preview and review of knowledge points.

The cultivation of students' procedural thinking and innovative thinking ability is a very slow process. In the process of explaining the specific theoretical knowledge points, we should reasonably design comprehensive topics with certain difficulty, and gradually use the "iterative spiral" mode to gradually penetrate the whole teaching, so that students can clearly know the value of the knowledge learned for the project in the daily learning process. And, gradually clear the importance of software project design and planning, practice has proved that it is very important to cultivate students' innovation ability.

5. OPENING AND PRACTICE: INNOVATIVE TEACHING METHODS AND MEANS
Obviously, the Internet plus background teaching methods and means are new to many teachers. New concepts such as "intelligent learning", "innovative teaching" and "interdisciplinary learning style" are enough to light headedness. In fact, from the perspective of teachers' teaching and learning, it is the most important to face and try all kinds of new teaching methods and methods with an open mind. At the same time, we should pay attention to keep a clear cognitive attitude towards new methods and methods, and cannot blindly deny or follow them. We should pay attention to the following points:

5.1 New Technology Should Serve Students
In the practice of teaching and learning, a variety of new technology means emerge in endlessly. When selecting teaching platform and teaching means, we should not blindly follow the trend. We should embody "self-guidance" to mobilize learners' creativity and innovation ability. We should not regard new technology as a supplement to daily teaching, but as a renewal and iteration of teaching ideas.

5.2 Organic Combination of Point and Surface.
There is no doubt that all kinds of new teaching methods embody the concept of "learning needs everywhere, learning happens all the time". Making full use of the new teaching and learning mode will greatly increase students' self-innovative learning ability.

From the knowledge point of view, before the beginning of teaching, we can use these teaching methods to guide students to carry out autonomous learning and exploration. At this stage, we should emphasize students' active learning consciousness, let students learn knowledge carding skills, sort out the key knowledge points that they don't understand and put them into the classroom to focus on solving.

From the overall perspective of knowledge structure, teachers still need to emphasize the importance of teacher teaching. Through the teacher's explanation, students can have a more comprehensive and profound understanding of the knowledge and basic theories of the course, and complete the building of knowledge system. This is also the core value of teachers' Teaching under the background of Internet plus.
From the extension and consolidation of knowledge structure, we can make full use of online and offline means to enrich students' learning mode and learning content. For example, various online teaching is actually an independent and innovative interdisciplinary ubiquitous learning method, and an online teaching method often involves knowledge in many professional fields [3]. Taking the basic courses of programming language as an example, students can select relevant application fields according to their own interests, and form learning interest groups to complete the development of a small project, so that students can learn knowledge in team cooperation, and cultivate their mutual help and team consciousness; In view of the deficiencies in the process of project development, students should discuss and analyze with other personnel to improve their thinking ability, problem-solving ability and innovative thinking ability. Teachers should focus on the guidance and encouragement of students, so that students can keep a good learning state as far as possible, and gradually cultivate their independent innovation ability.

6. SUMMARY AND PROSPECT
At present, the teaching reform of basic courses of science and engineering has become inevitable under the background of Internet plus. In mind, teachers should first have a mentality of not excluding and not feeling disgusted, and actively accept and gradually learn to apply these new technologies and new means. In the process of teaching and learning, do not blindly follow the application and innovation of technological means, and should realize that these means are in this course. The key point of the application of new technology is to cultivate students' independent innovation ability. The emphasis of teaching is on the building of students' knowledge system. Only in this way can the needs of new teaching be enhanced in the Internet plus form, and it is also the core idea to fundamentally enhance students' professional training.

ACKNOWLEDGEMENTS
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REFERENCE
The Reform and Thinking of The Teaching Mode of Pharmacy Curriculum Under the Background of The Epidemic

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Abstract: Based on the current situation of pharmacy course, this paper explores the problems existing in the arrangement of class hours and teaching forms, and puts forward the methods of teaching mode reform and innovation, striving to improve students' learning ability and quality through the combination of PBL and entrepreneurship and innovation education. According to the results of the questionnaire survey, compared with the traditional teaching mode, this new teaching method is conducive to the improvement of students' pharmacy knowledge memory, learning attitude and performance, and cultivate them into qualified medical personnel, contributing more to the epidemic situation.

Keywords: New Crown Outbreak; Pharmacy Curriculum; Teaching Reform.

1. INTRODUCTION
Since the outbreak of novel coronavirus pneumonia in China, it has attracted the attention of all walks of life and new requirements for the reform of teaching mode of pharmaceutical courses. In order to meet the needs of the current epidemic development and improve the quality of teaching, pharmaceutical teachers should actively change their educational thinking and methods, introduce PBL teaching method into it, combine it with Entrepreneurship and innovation education, and implement experiential curriculum mode, so as to deepen the connotation of the course and promote the teaching efficiency.

2. THE STATUS OF THE TEACHING OF PHARMACEUTICAL COURSES
At present, as one of the public professional basic courses, pharmacognosy course plays an important role in the study of pharmaceutical preparation technology and other courses, and is also the leading course of drug production. However, there are some problems in the current teaching, such as "teachers are difficult to teach, students are difficult to learn", which has a great impact on the teaching effect, which is mainly reflected in the following aspects: on the one hand, the class hours are less, and the content is complex. In general, the class hours of this course are about 36, including 26 for theory and 10 for experiment. The number and complexity of the medicinal materials explained in each chapter are more and more, the classroom is boring and boring, and it is difficult for students to remember. On the other hand, teaching methods are single and aging, mainly "ppt + blackboard", which cannot attract students to actively participate in learning, which has a great negative impact on the quality and effect of teaching [1, 2]. In the context of the new epidemic situation, higher requirements are put forward for the practical ability and scientific research ability of pharmaceutical students. It is urgent to optimize the course content through teaching reform to improve the students' ability of entrepreneurship and innovation.

3. REFORM INGONS OF PHARMACEUTICAL COURSES
By March 2020, 1716 cases have been confirmed by medical staff, accounting for 3.8% of the total confirmed cases in China. Six of them died. In order to control the increase in the number of patients and effectively curb the spread and spread of the new crown epidemic, more pharmaceutical talents are needed to join in, and higher requirements are put forward for the skills and literacy of pharmaceutical students, so as to innovate teaching methods and improve teaching efficiency through teaching reform.

3.1 Introduce PBL Teaching Method To Improve Teaching Efficiency
Under the background of the new crown epidemic, the pharmacy teaching should try the new teaching method to improve the students' learning attitude, ability and quality. PBL teaching method belongs to a kind of situational learning method, mainly refers to the transfer of knowledge through project-based teaching, problem-based learning and other ways, emphasizing the student-centered teaching activities. In the teaching process, give full play to the guiding role of the problem in the learning process, guide students to learn and master knowledge through case studies, and promote the flexible use of knowledge, the specific teaching process is shown in Figure 1 below.

Figure 1. PLB teaching process.
First, do a good job of school-time assignment. Improve teaching efficiency by dividing the original 24-hour course into 16-hour theory courses and 8 hours of PBL instruction. Secondly, in the design of teaching programs. Designed by the teacher and the doctor of the affiliated hospital, the clinical experimental program of the new crown epidemic
drug with problem-centeredness is PBL teaching, which involves the use of respiratory diseases, indications, dose and adverse reactions, as well as case research, discussion and summary, and is also the key to PBL teaching. Finally, the teaching program is implemented. Teachers to the problem-centered to develop a preview outline, by students to use the time after class to learn, review, to ensure the effectiveness of PBL teaching. At the same time, expand the teaching place, teachers and clinicians, pharmacists to lead students to the local affiliated hospital drug clinical institutions to visit and learn, to understand the latest progress of the epidemic and vaccines and other drug research, in a real environment to improve their professional skills.

3.2 Integrate Into Dual-Creation Education And Deepen The Content Of The Curriculum

One is to set the context and import the course. Under the background of the epidemic, the students' dual-creation ability is put forward higher, and in the reform of the teaching of the pharmaceutical curriculum, teachers should integrate the dual-invasive education into it and promote the deepening and absorption of the curriculum connotation. By setting the real situation, the health common sense and the "Chinese Pharmacopoeia" combined, requiring students to use local organic agents to creatively develop suitable for different groups of people to take, with health benefits of the beverage pack, and online and online simultaneous sales. Online can operate Taobao stores, offline open physical stores, thus creating a suitable for "Pharmacopoeia" combined, requiring students to use health common sense and the "Chinese curriculum connotation. By setting the real situation, teachers should integrate the dual-invasive education into it and promote the deepening and absorption of the curriculum connotation. By setting the real situation, the health common sense and the "Chinese Pharmacopoeia" combined, requiring students to use local organic agents to creatively develop suitable for different groups of people to take, with health benefits of the beverage pack, and online and online simultaneous sales. Online can operate Taobao stores, offline open physical stores, thus creating a suitable for local production of green herbs, enhance people's immunity and resistance, with a strong body to face the epidemic.

Second, the formation of a team, a clear division of labor. Student A is responsible for project follow-up services and financial budgeting, management, Student B is responsible for market research and marketing path development, Student C's job is to contact suppliers and packaging, and Student D is responsible for offline C sales.

Third, the combination of product development and curriculum reform. Each team is required to collect rich data, cooperate to complete the product formula innovation, and show the research results to the whole class, discuss the feasibility of the formula under the guidance of the teacher, and determine the producibility of the formula. After determining the formula with production qualification, the source, function and properties of crude drug should be explained in combination with textbook knowledge.

Fourth, the production of business plans. Combined with the division of labor of each team, the team members discussed the completion of the business plan, to ensure that the content of the proposal is detailed and reasonable. When completed, the team's results are evaluated and graded by teachers and other students, with the results tied to the final grade.

3.3 The Results of The Reform

In order to study the teaching effect of PBL teaching and entrepreneurship and innovation education on pharmaceutical students, a total of 45 questionnaires were distributed, and 45 questionnaires were recovered, the recovery rate was 100%. According to the results of the survey, 89.2% of the students hold a positive attitude towards the two teaching modes mentioned above, 10.6% of the students are not satisfied, and 0.2% of the students are not satisfied. Organize students to carry out assessment after PBL and entrepreneurship and innovation education, and compare with the students' scores under the traditional teaching mode. The comparison results are shown in Table 1 below. Therefore, compared with the traditional teaching mode, the examination results of PBL + entrepreneurship and innovation education under the teaching reform are more excellent, and the students' ability, quality and attitude have been significantly improved. It is necessary to give full play to the link role of Pharmacognosy course in basic and clinical practice, promote the improvement of students' drug use skills, and provide a continuous stream of talents for the control and treatment of the new crown epidemic.

Table 1. Comparison of the results of the assessment of the PBLand double-creative education.

<table>
<thead>
<tr>
<th></th>
<th>PBL+Double-creation education.</th>
<th>Traditional mode.</th>
</tr>
</thead>
<tbody>
<tr>
<td>The basics.</td>
<td>47.5</td>
<td>42.4</td>
</tr>
<tr>
<td>Comprehensive analysis.</td>
<td>34.8</td>
<td>23.0</td>
</tr>
<tr>
<td>Grade.</td>
<td>82.3</td>
<td>65.4</td>
</tr>
</tbody>
</table>

4. CONCLUSION

To sum up, in the context of the new epidemic situation, in order to cultivate more pharmaceutical talents, the teaching reform of pharmacy major has become the general trend. In this regard, teachers should actively change their teaching thinking and methods, introduce PBL teaching method and the mode of mass entrepreneurship and innovation education, cultivate students' practical ability and innovation consciousness, make them become professional and comprehensive talents, and provide more help for the epidemic situation.

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REFERENCE

Analysis of Li Bing's graphic elements extraction and cultural creation development in the context of Oriental Aesthetics

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Abstract: This paper first analyzes the cultural characteristics of Li Bing's graphic elements, and then extracts Li Bing's graphic elements from five aspects of vision, hearing, smell, touch and taste in the context of oriental aesthetics. Finally, it carries out cultural and creative development from product packaging, vocal art works, food, architecture, trademark and so on. It can apply Li Bing graphic elements in more fields, spread Li Bing culture and Sichuan culture to the outside world, and provide reference for regional cultural and creative developers.

Keywords: Oriental aesthetic context; Li Bing graphic elements; Creative development.

1. INTRODUCTION
Li Bing is a famous representative of Sichuan's history and culture. The Dujiangyan built by Li Bing can still ensure good weather in Chengdu. Occasionally, the increase of water will be diverted by the fish mouth of Dujiangyan. There is no large-scale flood in Chengdu. Therefore, Li Bing's graphic elements can be considered as elements in Sichuan culture. Li Bing's graphic elements are representative graphic elements in Sichuan culture, such as panda, bamboo, Dujiangyan, Sichuan cuisine, etc.

2. LI BING GRAPHIC ELEMENT CULTURE RESEARCH
The cultural research of Li Bing's graphic elements should first collect the literature of celebrities in the cultural history of Sichuan, analyze what the graphic elements of Li Bing in Sichuan have, and finally carry out cultural and creative development according to Li Bing's graphic elements. When people mention Li Bing, they first think of Dujiangyan and the statue of Li Bing. Dujiangyan has three parts: fish mouth, Feisha weir and baopingkou. The statue of Li Bing was also cast a long time ago to commemorate the contribution of Dujiangyan to Chengdu. Without the protection of Dujiangyan, Chengdu can hardly be called the land of abundance. Therefore, the most basic graphic elements of Li Bing are rivers, weirs and statues, followed by water and wind. Finally, the graphic elements derived from Li Bing's graphic elements to Sichuan culture include panda, Sichuan cuisine, bamboo, mountains and rivers, buildings, roads, etc. However, if we want to consider the Oriental aesthetic context, many of the above graphic elements of Li Bing do not meet the requirements. The oriental aesthetics includes the beauty of architecture, sculpture, stone carving, and hydrology culture. Therefore, in the context of oriental aesthetics, Li Bing's graphic elements can be extracted into the graphic elements of water conservancy projects, water cultural relics, hydrology, and water governance thoughts. The graphic elements of Li Bing are shown in Table 1.

Table 1. Li Bing graphic elements.

<table>
<thead>
<tr>
<th>Li Bing graphic element</th>
<th>Dujiangyan graphic elements.</th>
</tr>
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<tbody>
<tr>
<td>Water conservancy project</td>
<td>Fish mouth water separation project, flying sand drainage project, bao bottle mouth water diversion project.</td>
</tr>
<tr>
<td>Water relics.</td>
<td>Fu longguan, Li Bing father and son portrait, the second king temple, stone carving, iron, water treatment tools, Anlanso Bridge.</td>
</tr>
<tr>
<td>The idea of treating water.</td>
<td>Three-word, eight-word maxim, six-word tips, water myths and legends, religious sacrifice activities.</td>
</tr>
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</table>

In Li Bing's figure element culture, many graphic elements in his thought of water control have a strong oriental aesthetic color, among which the most classic are religious worship activities and myths and legends. The myths and legends related to Li Bing include Li Bing's fight against the river god, Erlang capturing the iniquity dragon, Li Bing's father and son's Guioli pile, and the 24 wangniang beaches. The religious sacrificial activities related to water control include water offering Festival, water letting Festival and temple fair of Erwang temple.

3. LI BING GRAPHIC ELEMENT EXTRACTION IN THE CONTEXT OF ORIENTAL AESTHETICS

3.1 Li Bing Graphic Visual Element Extraction
In view of Li Bing's aesthetic perspective, many elements of Li Bing's figure need not be extracted from the perspective of traditional aesthetics. The graphic elements of Li Bing's graphic vision are all kinds of water conservancy projects, water cultural relics, hydrology and water control thoughts. Among them, any myth and legend in the water control thought pattern can be extracted into visual graphic elements, and religious sacrificial activities can also be extracted in the form of visual graphic elements. The graphic elements in the water control thought patterns are usually more complex. The patterns extracted from the visual graphic elements of water conservancy projects are also complex. In addition to

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the overall view pattern of Dujiangyan, the water conservancy project patterns of Yuzui, Feishayan and baopingkou are extracted separately. However, the graphic elements extraction of hydrology and water cultural relics is relatively simple. The image of Li Bing and his son can be directly extracted in the form of plane image, or the visual graphic elements can be restored by carving. It is easier to extract the graphic elements of hydrology. It is only necessary to extract the sentences about water control in Hydrology in the form of graphics. Generally, the graphic visual elements related to Li Bing have strong water control color [1].

3.2 Li Bing Graphic Auditory Element Extraction
In the context of oriental aesthetics, the extraction of auditory elements in Li Bing's image needs to consider Dujiangyan. Dujiangyan is a water conservancy project, and a lot of water elements are involved in the water conservancy project, and the water element is very easy to form sound. The sound of relatively large river water or river flowing and impacting river bed and bank can be heard near big rivers. When people think of Li Bing, they will think of Dujiangyan. When they think of Dujiangyan, they will think of Yuzui, Feisha weir and baopingkou water conservancy projects. Thus, they can imagine the sound of the waves in their minds. The description of river water sound is in line with the Oriental aesthetic context. In ancient times, some poets described the river water sound. People have the ability to imagine the water sound according to the words. Therefore, in the context of oriental aesthetics, Li Bing's graphic auditory elements can extract the image elements of the river. But the same is the extraction of auditory elements, the graphic elements in the perspective of different types of people are very different. People who are romantic in heart can extract all kinds of beautiful sounds in the process of river flowing according to the sound of water flowing in Dujiangyan, while those who return to reality can associate the auditory pattern elements of high walls along the banks according to Dujiangyan.

3.3 Li Bing Graphic Olfactory Element Extraction
In the context of oriental aesthetics, the olfactory elements of Li Bing's figure can extract the delicious food near Dujiangyan and the smell of the river water and the trees on both sides of the river, making people feel the pure olfactory figure of nature. People can smell these smells when standing beside Dujiangyan, so what they think of must be the corresponding pictures. If people smell different, the pictures are also different. There are bamboo forests in the mountains on both sides of the river, and even giant pandas in the bamboo forests. All of these can be used to extract graphic elements according to their sense of smell. During this period of time, Li Bing's graphic sense of smell can definitely extract patterns related to bamboo, which may be bamboo groves or bamboo rafts, which are very classic graphic elements in oriental aesthetics. Calligraphy and painting are one of the representatives of oriental aesthetics. Bamboo is more commonly used in Chinese paintings because bamboo is one of the four gentlemen. Plum orchid, bamboo and chrysanthemum represent gentlemen with different personalities. Therefore, the graphic odor elements extracted by Li Bing from bamboo fully conform to the oriental aesthetics.

3.4 Li Bing Graphic Haptic Element Extraction
In the context of oriental aesthetics, the tactile elements of Li Bing's image need to experience the culture related to Dujiangyan. Through the sense of touch, we can directly contact the ancient buildings or aquatic articles and cultural relics, such as the statues of Li Bing and his son and Dujiangyan stone carvings. The sculpture and stone carving graphic elements extracted from Li Bing's image are in line with the context of oriental aesthetics. Calligraphy and sculpture are still inherited in the oriental aesthetics. Many works of Chinese sculptors and calligraphers have been left in the long history. When we touch the statue of Li Bing and his son, we can conceive the relevant graphic elements in our mind. When we touch the moment of Dujiangyan drinking water, we can also feel the graphic elements of Li Bing. Architecture in oriental aesthetics can also reflect the aesthetic concept in the eyes of Oriental people, while the Erwang Temple behind Li Bing's graphic elements is an ancient building related to Li Bing. Erwang temple was built to commemorate Li Bing and his son. Touching Erwang temple can feel the heavy architectural image elements in oriental aesthetics.

3.5 Li Bing Graphic Taste Element Extraction
In the context of oriental aesthetics, the tactile elements of Li Bing's image need to feel the delicious food near Dujiangyan. When people look for taste elements related to Li Bing near Dujiangyan, they will inevitably be affected by various Sichuan cuisine. Moreover, many Sichuan or local cuisines have dishes related to historical celebrities, and there are also many dishes related to Li Bing's father and son and Dujiangyan. When people taste these dishes, they will naturally extract the graphic elements of Li Bing's taste sense. People can also associate a large number of people or things related to Li Bing and his son through taste. Among them, the soil and water nurtured on both sides of Dujiangyan will naturally cultivate different kinds of fruits. People can also cherish the memory of Li Bing and his son by tasting the fruits near Dujiangyan, and can also extract the graphic taste elements of Li Bing.

4. IN THE CONTEXT OF ORIENTAL AESTHETICS, LI BING GRAPHIC ELEMENTS WERE DEVELOPED.

4.1 Product Packaging Graphic Element Design
The purpose of extracting Li Bing's graphic elements in the context of oriental aesthetics is to develop relevant cultural and creative products, so as to integrate Li Bing culture into life, and finally let more people understand the cultural history of Dujiangyan and Li Bing's father and son. Li Bing graphic elements can be used in the design of product packaging graphic elements. Li Bing's visual graphic elements include all kinds of water control myths and legends, and product packaging graphics need a lot of graphic elements, so it is just possible to use Li Bing's visual graphic elements. In addition, the product packaging can also directly design the scenes of Water Festival, water
letting Festival and Erwangmiao temple fair as graphic elements, so that the product can be combined with Li Bing culture, so as to improve the artistry and beauty of the product itself, so as to improve the sales volume of the product. If the product is relatively small, we can use the sentence in hydrology to decorate the packaging in the form of graphic elements, which can also increase the artistic quality of the product.

4.2 Graphic Element Design of Vocal Art
In the context of oriental aesthetics, the extraction of Li Bing's graphic elements can also be applied to the design of graphic elements of vocal art works. Many vocal works use the surging sound. However, there is no good cover matching in the promotion of vocal music works. At this time, we can use Li Bing's graphic elements to design the corresponding graphic cover, which can help improve the influence of vocal art works. If the sound art works are created to commemorate Li Bing's father and son and Dujiangyan, we can even use Li Bing's graphic elements to increase its artistic value. In addition, vocal music works can also be combined with Li Bing's graphic elements to create art works with Dujiangyan regional characteristics. For example, rockery and flowing water are set directly according to the model of Dujiangyan, and vocal art works of Dujiangyan model are designed by imitating the fish mouth, flying sand weir and Baoping mouth of Dujiangyan. Such works of art have more practical significance in the area near Dujiangyan.

4.3 Gourmet Graphic Element Design
Li Bing's Gourmet graphic elements extracted from the context of oriental aesthetics can also be applied to the design of Sichuan dishes, and many dishes need to be inspired. Dujiangyan and Li Bing have a deep cultural history in the local area, so the dishes with Li Bing and Dujiangyan colors designed in Sichuan cuisine are easier to attract foreign tourists to taste, thus promoting the development of catering industry near Dujiangyan. The design of food graphic elements can also directly transfer the project of Dujiangyan into the food design, and directly place the dishes in the shape of Chengdu river weir, which can also improve the influence of food. If the dishes are too complex, they can be divided into three water conservancy projects, such as fish mouth, Feisha weir and Baopingkou, which can directly design the shape of Chengdu river weir with three delicacies.

4.4 Architectural Graphic Element Design
The extraction of Li Bing architectural graphic elements in the context of Oriental aesthetics is necessary for the development of creative, China's construction industry is very developed, the construction industry is very many practitioners, and the city interior is consuming a large number of building decoration materials all the time. Therefore, the architectural graphic element design will be Li Bing-related architectural elements combined to design a modern and Dujiangyan characteristics of the decoration materials, can make the building itself more aesthetic. The architectural graphic elements extracted in the context of Oriental aesthetics need to conform to the oriental aesthetic, so the design of building materials according to the architectural graphics that conform to the oriental human aesthetic can ensure that the design materials can be recognized in the construction market. The design of architectural graphic elements can refer to the architectural image elements of the Second King Temple in Li Bing culture, use Li Bing graphic elements in the design of architectural structures such as window flowers and eaves, and improve the aesthetics of the building itself by means of carving and stone carving.

4.5 Trademark Graphic Element Design
In the context of Oriental aesthetics, extracting Li Bing image elements to trademark design has a wide range of prospects, the trademark industry needs designers to open their minds, designers need to combine different elements to design trademarks that meet the requirements, and in Dujiangyan area design trademarks using Li Bing image elements can easily obtain customer identification, thereby improving the success rate and satisfaction of trademark design. Trademark graphic element design needs to be complex Li Bing graphic elements to streamline, hydrology, cloud patterns and other elements to the design, in order to design a more aesthetic trademark, so as to achieve the purpose of creative development.

5. CONCLUSION
To sum up, Li Bing's graphic elements can be extracted from the perspective of vision for various patterns, such as water lines, ripples, etc. From the perspective of hearing, it can be extracted as the sound pattern formed by vocal music in the mind, and the most representative is the sound wave pattern. From the olfactory point of view, it can be extracted for a variety of food graphic elements, such as fish, shrimp patterns. From the perspective of tactile, it can be extracted into various architectural graphic patterns, such as wall and river bed patterns. From the perspective of taste, it can be extracted into various trademark graphic patterns, such as the pattern of various gourmet or fruit. In the context of oriental aesthetics, the cultural and creative development of Li Bing's graphic elements can be designed from the aspects of product packaging, vocal art works, food, architecture, trademarks, etc., so that the cultural connotation of Li Bing's graphic elements can be displayed through the application of Li Bing's graphic elements.

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Development and Application of Local Game Resources in Preschool Education Curriculum

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Abstract: Under the background of rapid social development, China pays more attention to the progress of education. As one of the main components of Chinese traditional culture, local games should be reasonably applied in preschool education curriculum. The effective application and development of local game resources in preschool education curriculum will output more application-oriented preschool teachers with professional skills and strong comprehensive quality, and implement the inheritance of local traditional game resources. In order to realize the effective development and application of local game resources, we should pay attention to the update of teaching ideas and comply with the requirements of the new curriculum reform. Therefore, this paper will focus on the development and application of local game resources in preschool education professional courses as the theme to carry out analysis, through a detailed understanding of the development of local game resources in preschool education professional courses, and then put forward feasible countermeasures to promote the rational application of local game resources in preschool education professional courses.

Keywords: Preschool education professional courses; Local game resources; Development and application.

1. INTRODUCTION

Local game resources are not only the traditional culture of our country, but also the key resources of preschool education. How to develop the local game resources has become the main problem to be solved. This requires that we always adhere to the following basic principles, implement the development of local game resources, and realize the effective use of them in preschool education professional courses. First, adhere to the basic principles of education. That is to understand whether the development of local game resources has educational significance and educational characteristics, to ensure that the developed local game resources can better serve the professional courses of preschool education, achieve the ideal teaching effect and improve the teaching quality. Second, we should always adhere to the basic principle of purpose. The purpose of the development of local game resources is to reasonably apply them in the professional courses of preschool education, promote the development of preschool education and career, and export more excellent preschool teachers for our country. Therefore, the development of local game resources should be guaranteed by promoting the progress of preschool education. Third, we should adhere to the basic principle of feasibility. The developed local game resources can keep a high degree of consistency with the teaching standards of preschool education, and can meet the students' personal ability and acceptance desire. The development of local game resources in preschool education curriculum needs to follow a certain process. When using local game resources, we should first determine the development object, and maximize the personalized needs of preschool education major, and then further design a reasonable development plan. In the design and development program, we should actively invite experts in this field to participate in the development plan in the design process, the practice feedback is implemented and the development plan is optimized [1].

2. ON THE FEASIBILITY OF THE APPLICATION OF LOCAL GAME RESOURCES IN PRESCHOOL EDUCATION CURRICULUM

2.1 Adjust Measures to Local Conditions

Because of the differences of local game resources in different regions, the development of preschool education is also different. In order to realize the reasonable application of local game resources, we should implement the integration of preschool education professional courses and local game resources, and adopt the means of adapting measures to local conditions, which requires local preschool education majors to strengthen understanding and grasp the status quo of local game resources. For example, the types of local game resources in a certain region mainly include handkerchief throwing, Eagle catching chicken, wooden man and other local game resources. In the context of rapid social development, the above-mentioned game resources still exist and are loved by children. Under the background of fully mastering the current situation, we should formulate professional application programs, actively invite outstanding preschool education personnel in this region to participate in it, and apply the developed programs to the practice of local game resources of preschool education major, and finally carry out adjustment work considering the changes of actual situation.

2.2 Model Demonstration

Example demonstration is an effective means of education. The power of example is infinite, which can ensure that students always develop in the right direction. Therefore, we should pay attention to setting good examples. In other words, we should select excellent cases as examples in the application process of local game resources of preschool education major, and look for typical cases on this basis. It should be noted that the selection of typical cases should meet all kinds of requirements, and dig into the various educational factors existing in the model. Because the example is only a typical example, it is difficult to directly...
achieve good education and teaching effect. This requires that the excellent education factors in the model should be further explored according to the personalized needs of the application of local game resources of preschool education major, and it should be applied reasonably [2].

2.3 Climbing Means
The so-called mountain climbing means to realize the process from easy to difficult, from basic to advanced. In order to use mountain climbing means, we should first master the distance between the starting point and the end point, as well as the gap between the actual situation and the intended purpose. However, it is difficult to fully grasp the various gaps. We should strengthen the understanding of the basic status quo and application effect of local game resources of preschool education major, It is also necessary to arrange professional personnel to investigate and consult experts. At the same time, the application of local game resources should always adhere to the basic principle of conforming to nature, starting from the simplest and favorite resources of students, ensuring that work is regarded as a game and a normal, and then gradually develop scarce resources. In addition, it is necessary to implement reasonable and detailed application steps, and gradually approach the final target through this means [3].

2.4 Media Technology
Under the background of the rapid development of society, all kinds of modern technologies have wide application space in teaching work, and teachers should also realize that the application of local game resources of preschool education specialty is open, developmental and dynamic. To realize the dynamic change of actual environment and culture, new media communication will have a high degree of fit with it. Under the background of the rapid development of society, the new products not only have the functions of radio and television, but also can realize the advantages of virtualization, networking and digitization. This requires that the application of local game resources in preschool education courses should give full play to the application advantages of new media technology, so as to ensure that students get good learning experience and let students learn by themselves the focus of learning has shifted from relying on Teachers' teaching to the rational use of local game resources. Under this teaching background, students can not only fully grasp the key points of knowledge, but also become the promoters and creators of traditional culture, so as to promote students' broader development space [4].

3. CONCLUSION
Through the analysis of the above problems, we are fully aware of the implementation of development and application of this preschool education professional curriculum. The importance of local game resources. The development and application of local game resources will better promote students. To obtain more professional knowledge, so as to promote the smooth development of preschool education in China. In order to better realize the application of local game resources in preschool education curriculum, we should always adhere to the basic principle of adapting measures to local conditions. Example demonstration mountain climbing method and multimedia technology means. promote. The optimization of ideas, so as to update and improve the preschool education major for promotion. Export more high-quality products for our country. Applied kindergarten teachers. And implementation. The game based preschool education has laid a solid foundation.

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Research on Personalized Adaptive Learning System Based on Educational Data Mining

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Abstract: In the construction of personalized adaptive learning system, effective implementation of educational data mining can improve the operation level of the system. Based on this, this paper discusses the role of educational data mining in personalized adaptive learning system, and analyzes the basic theory, four elements, structure, operation links and application market of the system. Not only has it achieved the in-depth research on the personalized data mining system, but also the personalized adaptive learning system, hoping to provide help for the development of the Internet plus education.

Keywords: Education data; Data mining; Association rule.

1. INTRODUCTION
In the field of personalized adaptive learning system, educational data mining mainly refers to the behavior of collecting and analyzing scholar's learning behavior data based on learning system, simulated learning environment, interactive learning environment, etc., aiming to explore the learning methods and learning rules of scholars, and provide reference for the operation of the system. Therefore, workers should deeply explore the operation of this learning system based on data mining, and take effective measures to strengthen the effectiveness of data mining, and create a more high-quality personalized adaptive learning system.

2. THE ROLE OF EDUCATIONAL DATA MINING IN PERSONALIZED ADAPTIVE LEARNING SYSTEM
In the personalized adaptive learning system, the purpose of educational data mining mainly includes three parts:
First, with the help of the detailed student information such as students' knowledge level, learning motivation, learning attitude and metacognition, a student behavior model is constructed to predict their future learning behavior. Second, according to the students' learning behavior, combined with their learning purpose, the content of learning and other information, establish an optimal teaching sequence to strengthen the effect of systematic teaching. Thirdly, according to the data information, accurately locate the students' learning resource needs, so as to provide timely and accurate support for students [1, 2].
Thus, educational data mining plays a strong role in personalized adaptive learning system. At the same time, the domain, education and other models in the system need to obtain information support through education data mining. Therefore, in the system, educational data mining is also the core of the system operation. In this process, the technical points of educational data mining include prediction, clustering, association mining, decision support, model discovery, and these technical points can help the system to group users and make personalized learning plans and resource push plans for them, so that the operation of the system is more in line with the learning rules of learners. From this we can see that educational data mining is also an important support to highlight the personalized characteristics of the system.

3. THE BASIC THEORY OF SYSTEM CONSTRUCTION IS THE STUDY
3.1 Ant Colony Algorithm
Ant colony algorithm (ACS) is a probabilistic algorithm for finding optimal paths. It was first proposed in the doctoral dissertation of Marco Dorigo in the 1990s. The principle of ACS algorithm is that if the ant walking path is a feasible optimization path, then all the individual walking paths in the ant colony will form a feasible optimization space. In space, the shorter the path, the more pheromones the ants leave behind, and the more ants are attracted by pheromones. After a period of time, all ants will accumulate in the shortest path under the positive feedback of this pheromone. At this point, the path is the optimal solution of the corresponding problem. Therefore, in essence, this algorithm belongs to the heuristic global optimization algorithm in the category of evolutionary algorithm, and has the characteristics of positive information feedback and heuristic search. In the field of educational data mining, the algorithm is mainly used for association mining, and can provide the basis for the improvement and optimization of teaching methods by analyzing the common errors of students. At the same time, the algorithm can also help to systematically analyze the relationship between the course sequence and students' performance, and obtain a more effective learning course sequence, so as to formulate personalized adaptive teaching strategies and optimize the effectiveness of the learning system.
3.2 Felder-Silverman Learns Style Models
Felder Silverman learning style model draws lessons from a variety of other models, so it has a more complete measurement system, and can reflect learners' propensity in each behavior dimension, which is more accurate than other learning style models. In this model, there are four dimensions, namely information processing, perception, information input and content understanding, which represent the types of learners' learning behavior, and each dimension contains two definitions, which can show...
different learning behavior tendencies. For example: information processing dimension, which refers to the type of learning behavior that learners learn according to the resources provided by the system. In this dimension, learning style model divides learners into active type and contemplative type. Among them, active users tend to learn actively through discussion and application, and have a high preference for team cooperation, while thoughtful users are more willing to learn knowledge in the form of independent and in-depth thinking, and usually choose to learn independently or with fixed partners. In the personalized adaptive learning system, a Felder Silverman learning style model can be established with the help of user learning behavior data obtained from educational data mining, and then based on this, users are divided to accurately locate the learning behavior preferences of each user group, so as to make personalized resource push plan for them.

3.3 Genetic Algorithm
Genetic algorithm is an algorithm model derived from the biological evolution process in evolution theory. It can find the optimal solution of optimization problem by simulating the natural evolution mode. In this process, people combine it with computer simulation, and find that it can solve complex combinatorial optimization problems, and has higher efficiency than conventional optimization algorithm. Therefore, before adaptive learning system, it is widely used in machine learning, adaptive control and other fields. In the context of educational data mining, the system can use the mining models, such as prediction model, clustering model, association model, etc., to build a more complex and complete comprehensive model based on genetic algorithm, so as to mine deeper within the system range, and then construct a systematic personalized chemistry Learning mode, so that users can get better learning effect. In addition, in view of the high efficiency of the algorithm, its application in educational data mining can improve the personalized adaptive speed of the learning system, make the system quickly match with learners, and optimize the operation level of the system.

3.4 Association Rule Algorithm
This algorithm is the bottom algorithm of educational data mining, that is to say, most of the subsequent mining behaviors need to be based on the results of association rule algorithm. Therefore, it is also the basic algorithm theory to realize the personalized and adaptive function of learning system. In essence, association rules are ruling whose trust and support meet the user's requirements. At present, the typical algorithm to calculate the rule is Apriori algorithm. In this algorithm, the system will build a set of items whose support is above the threshold set by the user, that is, the frequent item set. Based on this, the rules that can reach the minimum trust degree of users are constructed, and then the association rules are described by association and correlation. Finally, the description results are provided to the follow-up education data mining link, so as to facilitate the personalized adaptive learning system to accurately locate user needs, and provide them with appropriate learning resources and learning plans to improve their learning effect.

4. THE STUDY OF THE FOUR ELEMENTS IN THE SYSTEM
4.1 Expert Element
In essence, personalized adaptive learning system is a kind of learning software that can use algorithm optimization to match the user's current knowledge status and learning objectives. If the user's learning goal is compared to a subset, then the system is a tool that can describe the subset more conveniently by changing the content of the subset. However, in this process, the system must establish an original target subset according to the actual situation of users, so that it can directly act on the subset to optimize the user's learning path. The target subset before each optimization is the expert element. Generally speaking, expert element is a large-scale connection chart, which contains all the contents that the system determines that users need to learn, which is the basis of system construction optimization path. Therefore, in order to ensure the rationality of subsequent optimization, most personalized adaptive learning systems use the prior knowledge obtained from educational data mining to construct expert elements. According to the famous psychological paper "eight viewpoints", 81% of the learners' learning results differ from each other in their prior knowledge. At the same time, in the magic number 7, plus or minus 2, it is also proposed that one person can process seven items at the same time, but for more complex information, the limit is closer to 4, and at least two of these four items are prior knowledge. Based on this, psychologists have found that when there is prior knowledge and new knowledge in human memory, they will independently connect the two and strengthen the memory. Therefore, "reviewing the old and learning the new" will weaken the limitation of knowledge memory. Therefore, the expert elements constructed by educational data mining can make the learning system have better performance.

4.2 Scholar Elements
In the personalized adaptive learning system, the scholar element is a model reflecting the user's current ability state. The model corresponds to each node in the expert chart and has a correlation probability of 1~99%. In the learning process, the system will update the scholar model every time the user executes a node activity, and the update rule is mainly reflected in the fact that the correlation probability between the model and the expert chart node will increase when the user answers a correct question, otherwise it will decrease. After that, the system will optimize and determine the learning content by using educational data mining according to the specific scholar model Preface. Therefore, the scholar element is an important tool to systematically evaluate the learning effect of scholars. At present, most adaptive personalized learning systems choose to use ant algorithm and other heuristic algorithms to build scholar model, and build program content with Python code.

\[
\text{aca} = \text{ACA}\_\text{TSP}(\text{func} = \text{cal}\_\text{total}\_\text{distance}, \text{n}\_\text{dim} = 8, \text{size}\_\text{pop} = 10, \text{max}\_\text{iter} = 20),
\]
distance_matrix=distance_matrix)
best_x, best_y = aca.fit()

By using the rules of obstacle avoidance, movement and pheromone distribution, the probability of user skill updating is described concisely, and then the learning effect is reflected. For example: perceptual adaptive online learning platform, the perception applet of the personalized adaptive learning system uses heuristic ant algorithm to build scholar model through fine-grained knowledge point self-test, and uses the model to obtain the user's skill update probability. Based on this, we coordinate and plan personalized learning path, realize personalized and adaptive teaching, and improve the fit degree between software and users.

4.3 Mentor Elements
In the personalized adaptive learning system, the tutor element is mainly responsible for selecting the order of users to participate in the activities, and optimizing the learning path after updating the learner model. In essence, the core purpose of the tutor element is to help users complete the expert chart in the shortest time. Therefore, this element is highly targeted and allows learners to focus only on a certain field. It can be seen that the above scholar and expert elements essentially contain some algorithm data, while the tutor element is an algorithm with partial data. In addition, because each user's learning behavior is different, the results of educational data mining are different. Therefore, the running path of tutor elements based on educational data mining is unique, which also reflects the personalized characteristics of learning system.

4.4 Interface Elements
In the context of educational data mining, as an interactive platform to display mining results, interface elements not only play a role in displaying information to users, but also are the main channel for data collection of learning behavior in the mining process. Generally speaking, in the initial stage of user learning, the number of interface elements will be relatively small, in order to facilitate users to focus more attention on the task at hand. When the user's ability level continues to improve, more complete interfaces will be combined to expand the scope of their learning behavior and continuously promote their learning behavior. Therefore, some researchers call the change process of interface elements as "scaffold". In addition, some personalized adaptive learning software also has prompt function, and users can request prompt independently. At the same time, the system will also use educational data mining to determine when to provide hints and the depth of prompts, which makes the learning system more intelligent.

5. THE STUDY OF THE STRUCTURE OF THE SYSTEM

5.1 Domain Model
The structure of personalized adaptive learning system based on educational data mining includes four main components: domain model, student model, education model, adaptive engine and interface module. The domain model refers to the system model used to describe the domain knowledge structure, while the domain knowledge structure includes concepts and the relationship between concepts. In the domain model, the representation of each concept is basically learning unit, course, etc., and its description form is a combination of video, picture, voice, text and so on. In recent years, the development of live broadcast technology makes real-time online explanation one of the description forms of concept knowledge. The relationship between concepts is based on the results of educational data mining, arranging the learning order and path. At the same time, with the deepening of data mining, the learning order and path are constantly optimized, and finally form a domain model that best matches the user status, and strengthens the accuracy of system operation.

5.2 Student Model
Under the elaboration of educational data mining, the system student model contains the user file, knowledge model, behavior model, experience model four parts, these four parts are the user learning behavior, learning style and a series of practical situation of the centralized, comprehensive and detailed embodiment, for the system operation provides a strong basis. Among them, the file includes the user repeat error situation, answer time, correct rate, etc. during the pre-school test, reflecting the initial level of the user, the knowledge model covers the correct rate in the unit test, duplicate errors and so on, reflecting the current level of the user. In the behavior model, the system will explore the learning times, the length of learning, the time of login and so on, and can provide users with learning attitude and behavior data for the system decision-making. Finally, the system makes a deeper mining of the user's behavior, achievements, evaluation and other educational data, and constructs the experience model to perfect the system of judgment and guarantee the accuracy of the system decision-making.

5.3 Education Model
In the personalized adaptive system, the role of education model is to define the user domain model access behavior rules, which can reflect the user's learning style to a certain extent, and provide the basis for the optimization of the relationship between concepts in the domain model. In essence, education model is an operation principle, which is the learning path optimization algorithm of educational data mining. With the help of this optimization algorithm, the system can timely and accurately push the resources needed for learning to users, rationalize the learning plan, and promote users to achieve their learning objectives in the shortest time. Taking the evaluation of cognitive level in education model as an example, as a typical operation process of educational data mining, the system will set questions from two dimensions of difficulty level and concept knowledge understanding level, and then use the concept cumulative scoring method to calculate the reference value to describe the evaluation results of students' cognitive level. The calculation process is shown in Table 1, and then based on this, it recommends the knowledge source of corresponding cognitive level for users, and realizes the formulation of personalized learning plan.
5.4 Adaptive Engine
Adaptive engine refers to the software environment to realize all functions and operations of learning system, and can also be regarded as the running program system of educational data mining, software presentation, interaction and other functions. Its main function is to modify the learning plan and maintain the user model. Generally, as the core technology of system suppliers, it needs a series of complex R & D activities to form. At the same time, the adaptive engine is not only related to the normal operation of the personalized adaptive learning system, but also determines the advantages of the learning system. Therefore, as a whole, adaptive engine is the core component of learning system.

5.5 Interface Module
In the system structure, the interface module is defined as the interaction medium between the user and the adaptive learning system. In essence, the function of the component is mainly divided into two aspects, namely data acquisition and feedback. Data acquisition means that with the support of educational data mining technology, the interface module records the user's system operation behavior, and transmits the behavior data to the mining system for mining analysis, providing the basis for the judgment, decision-making and operation of the system. Feedback refers to the process that the system presents learning materials and learning plans that are suitable for users according to the results of educational data mining. Thus, the results of interface module are important support for the system to produce practical utility.

### 6. SYSTEM OPERATION LINK RESEARCH

#### 6.1 Learning Behavioral Data Collection
For now, the operation of personalized adaptive learning system mostly includes learning behavior data collection, behavioral data storage processing, knowledge point network update, learning result visualization and changing path. The learning behavior data collection link as the basic condition of the realization of educational data mining function, designers usually in the form of logs, to systematically and structurally record the user's specific learning behavior. Generally speaking, every time a user performs a system operation, a JSON formatted log entry will be formed inside the system, which describes the user ID and learning behavior ID. Such as video browsing or topic learning, effective learning time, trigger time, stay time, and the attributes related to learning behavior ID. For example, in the video browsing behavior ID, the system may record the playing time, times, whether there is viewing interruption, whether to drag the timeline, and the number of times to drag the timeline. In this kind of detailed learning behavior data collection, the system will obtain a lot of user information, provide rich data resources for subsequent data processing and processing, and make the operation of the system more in line with the user's learning situation.

#### 6.2 Behavioral Data Storage Processing
After the completion of data collection, the system will count and sort out the data and store them in an original data center, and then use big data technology to preliminarily mine and process educational data to remove redundant and misleading data, so as to extract valuable user information for subsequent in-depth processing and excavation. For example: in the test link, the system needs to judge whether there is cheating or not answering seriously according to the accuracy of the user's answers. However, if the user answers the same set of questions repeatedly, the accuracy of the system judgment will be affected. Therefore, in educational data mining, the system will screen out some worthless and misleading data, and get clean data as the sample data of learning plan formulation, so as to reduce the misleading of user behavior to the system judgment. At present, in data processing, system designers generally adopt IRT model, which requires that each question must have more than 1000 different and clean test data to complete the convergence. In this way, it can directly label "large" events, so as to meet the needs of event viewer to obtain results. For example, when a student opens an online course in the system, when his / her parents view his / her learning track, the information that needs to be obtained is whether the student is perfunctory and whether he / she is learning to consolidate, rather than every fine-grained behavior.

#### 6.3 Knowledge Point Network Update
In the knowledge point network of the system, each node will correspond to two evaluation criteria: confidence factor and mastery degree. When the user just enters the system, because the system does not know its learning state, the level of confidence factor is the lowest. With the increase of subsequent users' questions and the deepening of educational data mining, the level of confidence factor will gradually increase, and the accuracy of mastery will also be enhanced. For example: in the case of the same difficulty and knowledge points, user a did two questions correctly in the first test, and 100 questions and 98 questions in the second test. Judging from the accuracy rate of this time, user a had a higher degree of mastery in the first test, but in terms of mastery degree, the mastery degree of user a in the second test was obviously higher, and the confidence factor is the
main tool to solve this kind of contradiction. Based on this, the system can judge whether to update and how to update according to more accurate evaluation information. In addition, some systems also have the function of initialization. When users need to make a general review, they can initialize the system directly and adjust the confidence factor to the minimum, so as to control the network update of knowledge points, so that the system can better meet the needs of users.

6.4 Learning Results Visualization Plus Change Path

The value of visualization of learning results is to help users adjust their self-learning behavior subjectively around learning objectives, so as to achieve learning objectives faster and better. In this process, the system will continue to explore high-value information with the help of educational data mining system, so as to reduce the amount of information displayed on the interactive interface, improve the pertinence and practicability of information, help users focus on important aspects, accurately guide users' learning behavior, and ensure their learning effect. In the link of path change, the system will optimize the user's learning path according to the update of knowledge network and the results of educational data mining, shorten the cycle of expected learning objectives, and improve the learning efficiency of users.

7. APPLICATION MARKET RESEARCH OF THE SYSTEM

7.1 Research on The International Application Market

Since the U.S. government signed the "every student is successful" act, it has invested $1.6 billion every year from 2018 to 2020 to support and create a personalized digital environment for students, so that personalized adaptive learning system has opened an era of commercial research and development technology, and educational data mining has also developed rapidly since then. In this process, the United States established K12 system and applied it to primary and secondary schools in order to achieve "standard" education. This form of education highlights the advanced modern education ideas such as quality education, which makes K12 system popularized in the world. With its advantages in many aspects, personalized adaptive learning system has become an important tool of k12 education system and accumulated a large number of customers for the system. At the same time, the data analysis results from CEPR and Sri also show that the system can effectively improve the effect of k12 education. Since then, Jose ferreia, the founder of Knewton in the field of artificial intelligence education in the United States, pointed out that the biggest advantage of personalized adaptive learning system is that it can accurately locate the knowledge loopholes of each user, and the shaping of this advantage is inseparable from the educational data mining system in the system. It can be seen that its development level in the international application market is largely affected by the research and development effect of educational data mining system.

7.2 Research on The Domestic Application Market

In China, online teaching mode such as Moore and live broadcast has been developing rapidly since the Internet plus strategy was put forward. To a certain extent, it has driven the research and development and promotion of personalized adaptive learning system, but it has really entered the explosive development period since the publication of the document "opinions on deepening education and teaching reform and comprehensively improving the quality of compulsory education" in June 2019. It is pointed out in the document that attention should be paid to differentiated teaching and personalized guidance, so that personalized adaptive learning system with the advantages of personalized and differentiated learning will gradually come into people's vision. In this process, the application of high and new technologies such as big data technology and cloud computing has continuously increased the depth of educational data mining, optimized the personalized and adaptive accuracy of the learning system, and comprehensively improved the trust and acceptance of the system by domestic users. At present, in China, with the optimization of educational data mining technology, the application of the learning system will continue to expand, and obtain greater investment tilt. For example, with the personalized adaptive learning system based on educational data mining, Xiansheng education has completed two rounds of ten million financing in just six months, reflecting the high recognition of the learning system in the domestic market.

7.3 Research on The Application Market of English Subjects

At present, there are 47 companies holding personalized adaptive learning products in China. According to incomplete application market statistics, these 47 companies mainly involve K12 extracurricular training, mathematics learning, English, vocational education and other aspects. Among them, English learning field accounts for 26% of the whole application market share, ranking first. According to the market survey of Yingmei consulting, as of 2018, at least 32 companies of adaptive learning system in the English subject market have obtained 15 billion yuan of financing. If the homework, question bank and tutor information companies are eliminated, the financing of the remaining 26 companies will exceed 4.7 billion. Thus, personalized adaptive learning system has become a hot product in the application market of English discipline. However, in this process, most companies only start to get involved in the commercial R & D and promotion of adaptive learning system after they have developed to a certain level. The main reason for this phenomenon is that educational data mining needs the support of high-tech information technology so that it can work normally. At the same time, educational data mining is the core of the system. Therefore, only when the company develops to a certain level, can it have capital to introduce high-tech and support the research and development of educational data mining technology. Therefore, educational data mining, to a large extent, affects the development and promotion of personalized adaptive learning system in the application market of English. In addition, from the international perspective, English as the world's common language, its subject education has already become an important part of the global education market.
Therefore, the development of personalized adaptive system based on educational data mining in the application market of English discipline also directly affects its development level in the international application market.

8. CONCLUSION

To sum up, fully exploring educational data is helpful to the optimization of personalized adaptive learning system. In the operation of the system, with the help of educational data mining, we can realize the adaptive and personalized functions of the system, construct and optimize the overall learning system, accurately position the user's needs, establish a complete learning closed-loop program, and improve the application effect of the system, so as to enhance the fit between the learning system and learners and enhance the effectiveness of the system.

ACKNOWLEDGMENT


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Exploration on The Teaching Reform and Development Path of Ideological and Political Education in Colleges and Universities Under the New Vision

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Abstract: At present, with the rapid development of science and technology, people's ideas are gradually improved. With the application of information technology, people can easily receive different information. This paper mainly introduces the content of Ideological and political teaching in Colleges and Universities under the new vision, and puts forward four suggestions for the current teaching reform, so as to provide reference and analysis for relevant staff. 

Keywords: Ideological and political education; Content of teaching; People-oriented; Dominant position.

1. INTRODUCTION
In the stage of college study, teachers need to pay attention to the status quo of students, because college students are in the campus more time, but convenient network communication, can let students contact the outside bad information, the growth of students caused harm. The school attaches great importance to the ideological and political education curriculum of colleges and universities, and contributes to the cultivation of students' correct outlook on life, values and world view. 

2. THE CONTENT OF IDEOLOGICAL AND POLITICAL EDUCATION IN COLLEGES AND UNIVERSITIES
At present, colleges and universities choose to use some high-quality teaching materials in the teaching of ideological and political education courses, such as the Introduction to Ideological and Political Education in Colleges and Universities. In teaching, teachers will use daily teaching experience, according to the curriculum standards set by the education department, and according to the training plan of college students, gradually improve the quality of the current work, to provide students with high-quality teaching content. At present, the psychological quality of students is not mature, in the important period of life. In daily learning, it is susceptible to the influence of the outside environment.

In the current teaching, it is necessary to play the important role of teaching materials, take the current Marxist thought as an important theoretical outline of ideological and political education work at this stage, gradually improve the quality of current management work, take Marxist thought as an important weapon to arm the minds of students, and guide students to make correct judgments in daily life learning. Moreover, in teaching, we attach importance to the theory and practice of ideological education in colleges and universities, and provide high-quality courses for students. In the current college education, paying attention to the guidance of students will cultivate students' correct outlook on life, values and world view, further improve the quality of ideological and political education work, contribute to the promotion of educational work in the new perspective, and gradually adapt to the needs of the current teaching reform.

In teaching, college teachers take Marxism Leninism, Mao Zedong Thought and the important theory of the Party Central Committee in the new period as important materials to enhance students' political consciousness. In order to adapt to the current social development, we should continue to collect excellent cases from modern society and enrich the contents of teaching materials.

3. THE REFORM AND DEVELOPMENT PATH OF IDEOLOGICAL AND POLITICAL EDUCATION TEACHING IN COLLEGES AND UNIVERSITIES

3.1. Adhering to The Concept of People-Oriented Education
In the course reform of Ideological and political education in Colleges and universities, we need to uphold the important concept of people-oriented. In teaching, we should carry out humanistic care, gradually adapt to the needs of current management work, further improve the quality of current work, reflect the responsibility of colleges and universities, pay attention to the growth of students, formulate an orderly development plan for the future growth of students, and enhance the basic quality of students. In teaching, teachers should adhere to the education concept of cultivating people with morality and taking morality as the core of management work at this stage, further improve the quality of current work and formulate important contents that meet the needs of students.

People oriented is an important theory in the ideological and political teaching in Colleges and universities at this stage, which needs the teaching staff to pay more attention to and gradually adapt to the needs of the current management work. Improve high-quality courses for students, and directly show Marxism Leninism, Mao Zedong Thought and other theories of socialism with Chinese characteristics to
students. In order to improve the students' political consciousness, resist the bad temptation in daily life, and make due contribution to the socialist construction.

3.2 Improve the Dominant Position of Students

In teaching, teachers need to improve the dominant position of students, ideological and political education curriculum reform work, we need to pay attention to the transformation of teaching methods, no longer rely on the traditional duck-filling education, fully consider the needs of students, so as to improve the quality of teaching work, for students to improve their own ability to make due contributions. At present, college teachers play their own guiding role, so that students can see the essence through the phenomenon, improve their own ideological and moral cultivation, enhance their own strength, conform to the needs of the times. At present, ideological and political teaching work, students as the main body of the classroom, teachers in the teaching, pay attention to the guidance of students, easy for students to give one after another, improve their own ability, the modernization of social construction has a clear understanding, firm self-determination, for the socialist self-construction to make due efforts. At present, college teachers need not only pay attention to the students' intellectual education work, but also need to gradually improve the current moral education work, and build college students into a new era of moral talents and social needs of high-quality talents, in order to achieve students' self-ideal to make due efforts.

3.3 Cultivate Students' Correct Ideas

In teaching, teachers need to instil in students the right ideas to help them grow in the future. In teaching, teachers adhere to the teaching ideas of educating people, provide new ideas for students to grow into talents, gradually improve the quality of the current work, and formulate effective teaching objectives, so as to improve the quality of the current teaching work. Because of the development of the network, although students are mostly under the shelter of the campus, but students can easily contact with the outside world, understand some of the ideas and ideas that are different from the traditional ideas, these ideas are either anachronistic or have a certain erosion effect on the thoughts of modern college students. Therefore, in teaching, teachers need to pay attention to the ideological education work of students, set up correct ideas for students, gradually improve the quality of current education work, for students to form a correct outlook on life, values and world view to make contributions. In teaching, teachers need to respect the individual needs of students, formulate effective teaching ideas, more relevantly in-depth students' life reality, and gradually improve the quality of the current work, so as to provide effective guidance for the current development of students' personality. Teachers need to carry out the concept of teaching and teaching in depth, and make due contributions to the all-round development of students' moral, intellectual and physical beauty.

3.4 Pay Attention to The Use of Information Technology

Today's society is experiencing unprecedented new opportunities, college students need to base on reality, and gradually set up ambitious goals, in order to achieve self-worth to make due efforts. Now, the beginning of the fourth industrial revolution is gradually unfolding, as the third industrial revolution of information technology has been thoroughly integrated into daily life. Therefore, in teaching, teachers need to pay attention to the application of information technology, and constantly improve the quality of teaching work, provide adequate nutrition for the improvement of students' own ideological and political awareness, and gradually guide students to set up lofty ideals and make due contributions to socialist construction. For example: in a university teaching, teachers should pay attention to the application of information technology. With the help of micro class and other teaching methods, students can make full use of micro class in their spare time to expand teaching on the key content of Ideological and political education, gradually improve students' ideological awareness, constantly improve their own ability, comply with the trend of the development of the times, and contribute to the construction of social democracy. In the teaching of colleges and universities, the application of information technology is not only limited to micro class and other forms, but also with the help of instant messaging software, teachers and students can effectively communicate with each other, so as to understand the difficulties encountered in students' learning and life, and gradually improve the quality of current teaching work.

4.CONCLUSION

In a word, at this stage of Ideological and political education teaching reform in Colleges and universities, teachers need to adhere to the people-oriented education concept, improve the dominant position of students, so as to cultivate students' correct ideas. With the help of advanced information technology, teachers put forward new ideas for the reform and innovation of Ideological and political education of college students.

ACKNOWLEDGEMENTS

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The Cultivation of Students' Thinking Ability in College English Teaching

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Abstract: In the new situation, in the process of College English teaching, the level of teaching efficiency is very important. The cultivation of thinking ability is one of the core goals of Chinese higher education, and it is also the common mission that everyone pursues. With the deepening of the reform, English teaching has begun to extend from the traditional knowledge-based teaching to the cultivation of students' thinking and cognitive styles. In this way, students' English scores can be improved in essence, and the focus of College English curriculum can be transformed, absorbed and understood by using students' own thinking ability. In the end, it is consistent with the teaching goals and ideals to realize our common "Chinese dream". Therefore, this paper first puts forward the problems that need to be explored, combined with the development of misunderstanding, targeted to develop the main measures of students' speculative ability.

Keywords: English teaching; Thinking ability; University.

1. INTRODUCTION
To a certain extent, with the continuous promotion of quality education, the traditional way of education has been unable to adapt to the development of modernization. In the process of English teaching, from primary school to university, the difficulty is increasing continuously. Only by constantly implementing effective learning and thinking, can students successfully apply the knowledge they have learned to their future life and work. From a practical point of view, college students' self-thinking ability and thinking ability have become the main standard to measure students' English learning ability [1]. After entering the University, the students' thinking ability needs to be continuously cultivated. Only in this way can students form their own ways and methods of learning English. College students need to learn how to think, analyze and see problems from a macro perspective. Next, we need to explore the independence between thinking ability and language, analyze and evaluate cognitive skills, and improve the exchange of ideas. From the perspective of modernization, in the process of English teaching, it is easy to have problems such as rote learning, no thinking and lack of logic. In order to change this situation, it is necessary to promote the interdisciplinary research and improve the corresponding comprehensive vision on the basis of thinking ability. So, how to cultivate students' thinking ability in the process of College English teaching. It has become the focus of the current situation.

2. MISUNDERSTANDINGS IN THE CULTIVATION OF STUDENTS' THINKING ABILITY IN COLLEGE ENGLISH TEACHING
2.1 Conceptual Errors
To a certain extent, the use of correct thinking can cultivate students' thinking ability foundation, strengthen the corresponding analysis, reasoning and judgment ability. From the micro perspective, speculative ability is a kind of abstract thinking ability, through which we can see the essential ability. It is not a superficial question, but a thinking and discrimination ability beyond individualism. In addition, the thinking ability belongs to a "hierarchical" thinking and discrimination process, showing a certain degree of progressiveness, belonging to a deep model of the overall synthesis, which can see the "transcendence" of cognitive space through the surface of things [2]. See Table 1 for details

Table 1. meta-critical thinking skills (self-regulation—the higher level, critical thinking skills—the lower level)

<table>
<thead>
<tr>
<th>cognitive component</th>
<th>affective component</th>
</tr>
</thead>
<tbody>
<tr>
<td>Analysis</td>
<td>standard</td>
</tr>
<tr>
<td>Inference</td>
<td>Clarity, relevance, logic, depth, flexibility</td>
</tr>
<tr>
<td>evaluation</td>
<td>flexibility</td>
</tr>
</tbody>
</table>

From the above, we can see that speculative thinking can be divided into five different levels. In the state of clear thinking, we can recognize problems, think rationally, and think deeply. In this logic, we can extend from ordinary thinking to transcendental thinking.

2.2 Practical Errors
Some teachers think that the cultivation of students' thinking ability is the implementation of targeted input or guidance. There is a certain lag in the way of thinking of ancient Chinese. In reality, the first idea is rigid, the second is thought. The thought of language application ability is deeply rooted, which is mainly to achieve the purpose of CET-4 and CET-6, which results in the deviation of input. Second, stick to the rules and textbooks. Many teachers use textbooks as teaching materials and begin to teach knowledge to students. Their thinking is limited and the real value of the text is ignored. In a single training process, students have a closed cognitive space.

3. ON THE CULTIVATION OF STUDENTS' THINKING ABILITY IN COLLEGE ENGLISH TEACHING
3.1 Change Concept and Dig Deeply
At this time, if college English teachers want to change their ideas quickly, they need to abandon the idea of "examination theory", take students as the center, improve students' cognitive ability, and establish the idea of lifelong learning [3]. Next, in the specific teaching process, teachers need to establish a deep-thinking teaching mode. For example: phenomenon essence model, micro ontology model, etc. No matter which mode it is, it is to guide students out of the shackles of thinking and extend to the direction of deep thinking. In addition, we need to encourage students to think from the surface to the deep root according to the understanding of the text content, and extend the cognitive space on the basis of ontology. On the basis of thinking ability, help students to have a deep-thinking mode.

3.2 Win Win Cooperation and Cross Discipline

In the process of the cultivation of College English speculative ability, teachers need to extend their cognitive ability to a wide range of connotations. From a comprehensive perspective, we should integrate teaching resources, establish a community mechanism, strengthen cooperation and learn from each other's strengths to make up for each other's weaknesses. Discover the deep meaning and value of the text, and extend the cognitive space of students. In addition, it is necessary to encourage students to use professional methods to carry out cross-border research on English, constantly develop their own thinking ability and cognitive space, and combine the content in reality with the cultivation of English thinking. For example, when learning college English, teachers can create practical situations according to the needs of their majors, or encourage students to participate in practical activities outside the school on the basis of school enterprise cooperation. The successful application of the learned knowledge to social practice can not only cultivate the thinking of thinking, but also improve the English level [4].

3.3 Update Resources and Enrich Means

First of all, in the specific teaching practice, teachers need to explore the value and connotation of knowledge beyond textbooks. After that, we should add foreign teaching resources, enrich corresponding teaching methods, and help students to establish their own learning mode. College English teachers also need to make full use of modern technology, build a perfect network platform, provide online learning methods, and show personalized development path. Secondly, teachers need to constantly adjust teaching methods in combination with their own teaching environment and objectives. In the hybrid teaching mode, input is the basis and output is the driver. According to local conditions, teaching students in accordance with their aptitude, on the basis of active thinking, mobilize students' subjective initiative, reduce the current situation of no thinking and depth in the classroom. For example, teachers can arrange some reading materials for students to think, analyze and solve problems independently. Arouse students' emotional thinking and improve their judgment.

4. CONCLUSION

With the development of society, the cultivation of students' thinking ability is not an overnight task in the process of College English teaching. We need college English teachers, adhering to the main idea of scientific development concept, taking students as the center, from the actual learning situation and learning quality of students as the basis, to realize the misunderstanding and shortcomings. From the perspective of diversity, correctly handle the relationship between language learning and thinking ability. In order to ensure the accuracy and fluency of students' language expression and enhance the depth and breadth of content. On the basis of guiding students' autonomous learning, we should realize the leap of "quality" in language learning, and improve students' thinking ability in essence. Give students a "scale" of thinking, narrow the gap between them, and meet the effective path of thinking ability training.

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Five Key Elements of Internal Control Construction in Colleges and Universities

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Abstract: The internal control of colleges and universities can ensure the normal and scientific operation of colleges and universities to a certain extent, and can provide support for the further development of colleges and universities. Therefore, we must pay attention to the internal control of colleges and universities. The internal control and implementation of colleges and universities will be affected by five key elements, this paper analyzes them, hoping to improve the level of internal control construction in Colleges and universities, and make the long-term and stable development of colleges and universities.

Keywords: University; Internal control; Construction; key elements; Analysis.

1. INTRODUCTION
School internal control refers to the school in order to achieve control performance, with the help of relevant systems and operations, to prevent the possible risks of economic activities. With the enhancement of China's economic strength, people have new requirements for education, and colleges and universities have carried out reform. In this context, the economic activities of colleges and universities need the support of internal control system, which can effectively improve the governance ability of colleges and universities, and make the long-term and stable development of colleges and universities.

2. TAKE THE TOP-LEVEL DESIGN AS A GUIDE
With the increase of people's attention to education, the education industry has been developing rapidly, and the scale of colleges and universities is expanding. In the process of development, colleges and universities include many economic related contents, such as fund-raising, investment project construction, school enterprise cooperation, etc. If the risks of these contents are not found and controlled in time, the development of colleges and universities may be hindered. We must take timely measures to solve this problem. This requires colleges and universities to determine that the internal control can include many aspects of the school content. The goal of internal control and the way of evaluation and supervision need to be supported by top-level design. Therefore, the Party committee of colleges and universities should play the role of internal control, clarify the responsibilities of relevant staff, carry out work in strict accordance with the requirements, ensure that internal control can be more scientific and reasonable, and provide support for the development of colleges and universities [1].

3. STRENGTHEN CULTURAL CONSTRUCTION
3.1 The Leadership Should Recognize the Importance of Internal Control
The development of internal control requires not only the participation of all teachers and students, but also the support of leaders. Leaders' views on internal control play a key role in internal control. Especially in the process of combining cultural construction and internal control, some personnel do not realize the importance of internal control, and still use the traditional mode for management, which requires the leadership to play a role, let it form a correct understanding of internal control and carry out relevant work as soon as possible.

3.2 Implement Relevant Policies
If we want to really achieve the requirements of internal control, only theoretical norms and policies are not enough, we should implement them. This requires the middle and high-level cadres of the school to play their role. The middle and high-level cadres in the school are the transmitters and implementers of information, and play a very important role in internal control. Therefore, the relevant departments should strengthen the training of middle and high-level leaders to ensure the implementation of policies related to internal control.

3.3 Teachers and Students Should Be Involved
The internal control of colleges and universities cannot be completed only by one or several teachers or students, but also by the participation of teachers and students. Teachers should form a correct understanding of their own economic activities and control the risks. Strictly carry out internal control according to the requirements. Only in this way can we ensure the realization of the purpose of internal control [2-4].

4. IMPROVE THE RELEVANT SYSTEM
4.1 Establish the Concept of Internal Control
The concept of internal control plays a very important role in the internal control of colleges and universities. From a certain point of view, it can determine whether the internal control work can be carried out efficiently. However, from the analysis of the actual situation, the relevant departments of colleges and universities do not realize the importance of internal control and lack the concept of internal control. In this case, colleges and universities should publicize the importance of internal control. Special topics can be set up and integrated into students' ideological and political learning and other learning, so that students and teachers can form a correct understanding of internal control, implement internal control into work and life, and reasonably control risks.

4.2 Improve the Level of Internal Control Staff
In the process of internal control, colleges and universities
need to ensure the implementation of relevant norms and systems. As the main personnel of implementing internal control, teachers and students in Colleges and universities must improve their own ideological and moral cultivation and professional quality. Therefore, colleges and universities should organize teachers and students to learn the contents related to internal control, so that they can improve the ability of internal control and promote the long-term and stable development of colleges and universities.

4.3 Establish Special Communication Platform
Communication and communication can effectively coordinate the internal control institutions of colleges and universities and solve the problems. Therefore, when carrying out the internal control work, we should establish a special communication and exchange platform to solve the disputes in the work process of various departments in Colleges and universities, so that each department can work according to the requirements, improve the efficiency of internal control work, and make it more efficient [3].

5. USING MODERN TECHNOLOGY
To improve the level of internal control, it is necessary to promote the informatization development of internal control, which requires the use of modern technology to record the main steps and key contents of economic activities into the information system, so as to avoid the errors caused by human operation, control the possible risks within a certain range, and make the management more scientific and efficient, which not only improves the internal control From a certain point of view, it also improves the overall information level of colleges and universities.

Combining the business link management, risk control and budget, expenditure and financial management in the internal monitoring system of colleges and universities, unified management can timely and efficiently collect relevant financial information, analyze, evaluate and warn the risks, and timely control them, so as to ensure that the economic activities carried out are scientific and reasonable, meet the requirements, and improve the financial credit The accuracy of information, so that internal control can be more efficient, to provide people with quality services.

6. DO A GOOD JOB IN EVALUATION AND SUPERVISION
The evaluation and supervision work can be carried out from the following two aspects: first, colleges and universities should establish a sound system to evaluate whether the internal control has been implemented and really play a role. It includes the evaluation scheme, the scope and the way of evaluation. The main purpose is to clarify whether the internal control is accurate and whether there will be risks in the process of economic activities. Second, colleges and universities should carry out supervision. This requires the establishment of a special supervision department, and take into account whether the allocation of internal control staff is reasonable, whether there is a perfect supervision system and whether the internal control department works in strict accordance with the requirements, and timely solve the problems. The smooth development of internal control in Colleges and universities needs the support of supervision and evaluation. Only in this way can the management of colleges and universities bring into play the role of internal control.

7. CONCLUSION
According to the above analysis, the five key elements of internal control in Colleges and universities play a key role in the long-term and stable development of colleges and universities. Therefore, it is necessary to analyze the five key elements to play a role in the internal control of colleges and universities, improve the management ability of colleges and universities, make colleges and universities better serve education, and promote the further development of China's education industry.

REFERENCE
Research on The Influence of Micro Class on Traditional Physical Education in Sports Colleges Under the Background of Internet Plus and Countermeasures

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Abstract: With the continuous development of society, the "Internet plus" has become an important driving force for the development of modernization in the new era. It has an important impact on all levels of society. Based on the background of "Internet" +, it is also a major breakthrough in the field of education. Using the technological advantages given by the Internet, we can make changes in education and achieve high-efficiency education. In this process, education and the Internet combine to form the structure of Internet plus. Based on this background, this paper adopts micro physical education to make changes in traditional physical education teaching activities in Colleges and universities, and expounds relevant countermeasures for the reform of traditional physical education.

Keywords: Internet plus; Micro -courses; Traditional physical education.

1. INTRODUCTION

The emergence of the Internet has made people's way of life more colorful. Based on its background, the traditional physical education teaching in colleges and universities ushers in a new direction of development. The teaching mode of micro-course physical education is a bold attempt for the reform of physical education in contemporary education, which embodies the characteristic sedulous physical education teaching by constantly improving and changing the teaching concept, breaking through the traditional teaching [1, 2]. The use of micro-courses to carry out teaching activities is to improve students' physical education literacy has a positive effect.

2. THE INFLUENCE OF MICRO-COURSE TEACHING ON TRADITIONAL PHYSICAL EDUCATION TEACHING

2.1 By exploring the traditional physical education teaching through micro-courses, we can solve the problems existing in the traditional teaching in the past and expand the physical education effectively at this stage. The research of the subject is carried out through micro-course, the problems existing in teaching activities are analyzed, and a new type of physical education teaching mode is constructed based on the problem and technology.

2.2 To fully explore the traditional physical education content, make reasonable use of teaching content to produce targeted micro-course teaching materials, enhance students' interest in physical education teaching, actively participate in teaching activities, and promote the improvement of the quality of physical education teaching.

2.3 To study micro-course materials to choose the appropriate methods and content, in order to play a role in promoting teaching. In the content and teaching methods, we should appropriately increase the interaction between teachers and students, with the help of micro-courses to show the situational curriculum teaching to students, arouse students' interest and start practicing, through micro-course display to form a series of chain interaction, cultivate students' learning initiative, so as to achieve high-quality physical education teaching activities.

3. STRATEGY FOR PHYSICAL EDUCATION IN THE CONTEXT OF INTERNET PLUS

In the context of the Internet plus, the reason why the teaching of micro-course physical education has been fully developed is that the basis of physical education content is more suitable for integration with the Internet. Although the Internet platform cannot carry out physical education teaching, but can provide students with theoretical content, for sports activities of technology and basic action, such as communication, can bring students high-quality teaching content.

3.1 Improve the Production Ability of Physical Education Micro-Courses

At present, the knowledge of physical education is more and more scattered, and it is impossible to form the whole teaching content. Use this feature to build physical education micro-course teaching, to achieve fragmented information sharing. Micro-lessons are presented in short video, combined with physical education knowledge points, some special action skills and action points for production. Teaching activities and teaching tasks can be presented to students in a situational way, different types of learning methods are placed on the micro-course platform, video teaching, not bound by time and place, at any time for students to spread physical education knowledge, and use micro-course teaching to enhance students' enthusiasm for learning, strengthen students' understanding of physical education knowledge.

Such micro-course teaching content to meet the new era of physical education for the practice of scattered teaching knowledge, first the knowledge integration, and then according to the students to study time and content of a...
reasonable division, so that students in a short period of time to master more knowledge. In addition, for physical education to effectively expand, students after school time and physical education combined, in line with the direction of universal physical education. Physical education teaching is not necessarily all carried out in the classroom, physical education teaching should not bring a burden to students, form a task; Through micro-course physical education teaching, not only can expand the physical education teaching after class, but also guide students to produce the consciousness of extracurricular physical education practice.

In the process of micro-course production, the teachers of sports colleges should give full play to their functional advantages and use the Internet. Learn micro courseware production methods, and fully grasp the production methods, but also make full use of network resources to find the required materials for the production of courseware. And reasonable distribution of courses to ensure the fragmentation of physical education knowledge integration, to achieve the real development of micro-course teaching. At present, there are many quality courses on the platform for micro-course video. A large number of physical education course videos are physical education teachers can learn from the material, but also some of the content of the curriculum as reference materials, improve the level of courseware production.

In the case of swimming teaching, most people have a fear of water, fear of entering the water, but swimming is a very popular sport, and also plays an important role in the Olympic Games. There are many videos of swimming on the network, during teaching, teachers can use the video on the network as courseware material, active classroom atmosphere, enrich teaching content. You can pick up some funny videos, such as small animal swimming, so that students can enhance the memory of the correct swimming posture in laughter. Teachers can also collect different types of swimming videos, for students to present different swimming postures, so that students choose their favorite swimming posture, thereby enhancing the interest and motivation of swimming.

3.2 Flip the Application of The Classroom
Flip classroom is based on the Internet and under the background of the birth of a new type of education model, this kind of education model can achieve teacher teaching, in a number of platforms for the release of teaching courseware, to solve the problems that students cannot interact with teachers in a timely manner, teachers can answer students' questions according to the platform. Flipping the classroom is a particularly important teaching mode under the background of the new era, which is of great significance to the reform of physical education teaching. Based on this teaching mode, teachers can play back the courseware repeatedly to solve students' doubts about the courseware. Teachers in the teaching activities are more to answer students' questions, impart students' relevant technical knowledge, and to evaluate students' learning ability.

But with the teaching mode of flipping the classroom, students can communicate with teachers no matter what the line is, and fully improve the efficiency of classroom teaching. Teachers can also understand the actual situation of students and carry out personalized teaching in response to their needs. According to the preferences of different students for sports programs can also be grouped to make up for the lack of traditional physical education teaching methods. Teachers' evaluation of students should break the traditional evaluation model, form a new evaluation system, and carry out comprehensive evaluation of students' online and offline learning content, reflecting the characteristics of flipping the classroom.

3.3 Introduction of Sports Competition Video
Combined with the technology of Internet Plus, you can share videos of related sports events with students to enhance the interaction between teachers and students. For physical education colleges, every day is training and other normative action, such a teaching method for students too boring, cannot attract students' attention, and even appear uninterested phenomenon. In view of this situation, in sports practice appropriately add competition video, combined with the Internet to show the video to students, attract the attention of students, stimulate students to explore the spirit of related sports. According to the different students' physical and other factors, we can choose suitable sports, which is also very advantageous for the rectification of physical education at this stage.

4.CONCLUSION
In summary, the Internet plus plays a very important role in the reform of physical education teaching, and promotes the construction of a new type of physical education. For the teachers of physical education colleges, we should combine the teaching content with the teaching problems, and, under the leadership of the new technology, improve the teaching efficiency and realize the teaching goal. While improving students' physical education literacy, it promotes students' all-round development.

REFERENCE
Research on The Core Theory of People-Centered Sports in The New Era

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Abstract: In the new era, sports must adhere to the concept of "people-centered". Only by integrating sports into people's daily life can sports cause get more progress. In this paper, through the analysis of the new era of sports, combined with the core concept of "people-centered", put forward the development direction of sports in the new era, hoping to bring help to the people who pay attention to the sports cause in the new era.

Keywords: People-centered; A new era of sports; Core theory.

1. INTRODUCTION

With the continuous development of China's sports, "people-centered" has become the core concept of sports in the new era. The development of sports must take people's satisfaction as the evaluation standard. Only when the people's views are integrated into the sports work, can the sports cause in the new era become better. Therefore, it is necessary to analyze the core concept of "people-centered" sports in the new era.

2. THE PEOPLE ARE THE CORE DRIVING FORCE FOR THE DEVELOPMENT OF SPORTS IN THE NEW ERA

The concept of people-centered sports development has been emphasized many times by Comrade Xi Jinping, and in the development of sports in the new era, the people will be the fundamental driving force for the development of sports, which determines the future and future of the national sports industry. The main reason why the sports industry in the new era emphasizes people as the center is that the support of the masses to the government and the state is inseparable from the various stages experienced since the founding of New China [1, 2]. Therefore, the new era of sports to the people as the core of development is not only the choice of the national government, but also a summary of historical experience. As far as the cause of sports in the new era is concerned, only by mobilizing the enthusiasm of the people can we further develop the sports cause of our country. Since the 18th National Congress of the Communist Party of China, the CPC Central Committee, headed by Comrade Xi Jinping, has been working to enhance the participation of the people in various fields of development, and has made great efforts to highlight the values created by the people in various fields of development in China, so as to enhance the people's recognition of the Party and the state through this form and to consolidate China's strength. As an important part of the national cause, the cause of sports in the new era in the process of development cannot be separated from the support of the people. In 2014, General Secretary Xi Jinping took the "Chinese Dream" as a starting point at the opening ceremony of the Winter Olympics, and made it clear that China would move from a sports power to a sports power. Since then, the "sports power dream" and the people closely linked together. The unity of sports, people's happiness and national rejuvenation also points the way forward for all Chinese.

In the development of sports in the new era, according to the actual situation of our country, Comrade Xi Jinping has also carried out the concept of "people-centered" into the practice of sports development, and for this reason, he put forward the concept of "innovative social governance", thus enabling our country to open up the development mode of "simple decentralization". It is under the leadership of this kind of thought that China's sports industry has reached deeper into the masses, and has carried out various sports undertakings throughout the country, which has not only realized the people's citizens' rights in sports, but also brought a new reform to the sports organizations in the society and accelerated the development of sports in our country. In addition, General Secretary Xi Jinping also put forward the mobilization order to "accelerate the construction of sports power" in the report of the 19th National Congress of the Communist Party of China, and further emphasized the core development concept of people-centered sports, which also shows that if china's future sports industry wants to realize the dream of a sports power, it must increase the integration of the people and sports, enhance the people's sports participation, so as to promote the development of sports in the new era of our country.

3. PEOPLE-CENTERED TO PROMOTE THE DEVELOPMENT OF SPORTS IN THE NEW ERA

To promote the development of sports in the new era with the people as the center, we need to find out the key points in the development process of sports. We will strengthen the development of sports by deepening the reform of existing sports undertakings. In the process of development, China's sports can refer to the following points: First, to stimulate the vitality of sports associations at all levels, in the process of development through the socialization of sports associations, sports market-oriented reform to promote the sports associations at all levels to promote new vitality, so as to strengthen the communication between the people and sports associations, so that sports associations at all levels can bring more folk talents for China's sports cause. Second, to build a sports talent resource center, through the coordination of coaches, athletes and other sports practitioners to set up a sports talent resource center, for China's sports...
industry to bring more reserves of sports talent, accelerate the development of China's sports industry. Third, to strengthen the development of sports assets, sports in the development process needs to strengthen the development of intangible assets of sports, so that the professional skills of various sports to the people, strengthen the interaction between the masses and sports undertakings, promote the coordinated development between sports and industry. Fourth, the training of sports talents, the premise of sports power is the people's participation, china's population advantages to play out. By creating a number of quality sports projects can drive the people to participate in the sports industry, training more sports talent. In the new era of people-centered sports development needs the further participation of the state. By defining the key sports events, we can have corresponding folk sports events in major cities, and select high-quality reserve talents for our national sports team through this form. The holding of sports events can not only enhance the enthusiasm of the people to participate in sports activities, but also promote the sports and economic development of the city, promote the real implementation of the people-centered sports cause, so that more ordinary people can have the opportunity to change their lives and serve the country through sports.

The development of sports in the new era needs not only the participation of the masses, but also the support of adequate hardware facilities. The construction of sports facilities is the basis for the development of sports. Through the overall construction of sports venues, the number of sports venues in the city can be increased, which is conducive to the promotion of sports undertakings and the contribution of sports industry to economic development.

In the new era of people-centered sports development, it is also necessary to combine the release and management, improve the supervision and management system of sports, and focus on improving the following systems. First, we should improve the management system of sports workers with certificates, standardize the sports industry, and promote the on-the-job workers in the sports cause to actively carry out various sports work in the form of holding certificates, so as to avoid violating sports ethics. Second, the construction of high-risk sports management and supervision system, for some extreme sports, high-risk sports need to strengthen supervision and management, reduce the occurrence of sports risk. Thirdly, sports event sponsorship standardization, through the development of sponsorship rules to ensure that all kinds of sports events can be carried out smoothly, so as to avoid the illegal naming of sports events. Fourth, we should strengthen the management of funds for the national movement, and ensure the smooth progress of the national movement by formulating the direction of the use of funds. Fifthly, we should strengthen the publicity of national sports and the release of sports events. We should strengthen the publicity of national sports through the Internet and television channels. We should conduct warm-up publicity through official channels in advance before various events to promote more people to join the sports cause.

4. CONCLUSION

In a word, the core of the development of sports in the new era is the people. Through the participation of the people, we can provide more excellent talents for China's sports cause, so as to realize the sports power and make the overall physical quality of our people stronger.

ACKNOWLEDGEMENTS


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Can Mixed Reform Restrain Earnings Management

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Abstract: Taking the mixed ownership enterprises of Shanghai and Shenzhen A shares in 2011-2019 as the sample, this paper empirically studies the real earnings of the management under the background of mixed ownership reform of state-owned enterprises. The results show that: in the whole sample and the sub sample with the proportion of state-owned shares lower than 49%, the real earnings management is significantly negatively correlated with the proportion of non-state-owned shares, indicating that non-state-owned capital has a significant inhibitory effect on the management's real earnings management behavior.

Keywords: Earnings management; Mixed ownership enterprises; Mixed ownership reform of state-owned enterprises.

1. INTRODUCTION
As the leading force of the state-owned economy, there is government intervention in the state-owned enterprises. Continuing to deepen the reform of state-owned enterprises has always been an important issue in the reform of China's economic system. The Third Plenary Session of the 18th CPC Central Committee puts forward to actively develop a mixed ownership economy with shareholding and mutual integration of the intersection of state-owned capital, collective capital and non-public capital. Issued by the CPC Central Committee and the State Council, according to the guiding opinions on deepening the reform of state-owned enterprises, one of the objectives of developing the mixed ownership economy is to improve internal governance structure of state-owned enterprises to realize the mutual complementarity of various ownership capital, promotion and common development. Under the guidance of the top-level design of the central policy, the mixed ownership reform of state-owned enterprises is in full swing. The traditional phenomenon of "one share dominates the other" in state-owned enterprises is very serious, and it is entrusted in many levels. Under the relationship of management, the internal governance environment is generally poor. When the corporate government environment is poor, the management is easy to carry out earnings management for their own interests. Because of its high concealment and weak supervision, real earnings management is more favored by the management. In theory, non-state-owned equity has the function of balance and complementation to state-owned equity. After the mixed reform of state-owned enterprises, the mixed ownership of state-owned capital and non-state-owned capital is helpful to optimize the corporate governance structure.

2. RESEARCH HYPOTHESIS
Using the sample data of early mixed equity enterprises, Chen Lin found that the reform of mixed ownership is conducive to reduce the policy burden of enterprises. The decrease of enterprise's political expenditure is conducive to the promotion of profit, which may make the management decrease of enterprise's political expenditure is conducive to reduce the need of real earnings management. Liu Yunguo and others found that non-state-owned shareholders pay attention to the internal governance of the company and improve the internal control quality of the enterprise. In the case of high internal control quality, it is difficult for the management to use real earnings management to seek private interests. Based on the annual data of 3991 companies in Shanghai and Shenzhen from 2008 to 2010, Xu Xinhua pointed out that the real earnings management level of enterprises is positively related to the proportion of state-owned shares. Therefore, the first hypothesis of this paper is put forward:

H1: In the mixed ownership state-owned enterprises, the introduction of non-state-owned equity can effectively restrain the real earnings management behavior of the management after the state-owned equity is reduced to a certain proportion.

H2: When the proportion of state-owned shares is low, the rise of non-state-owned shares has a more obvious inhibitory effect on the management's real earnings management behavior, which shows that the real earnings management is negatively related to the proportion of non-state-owned shares.

3. RESEARCH DESIGN
3. 1 Sample Selection and Data Source
This paper selects all the mixed ownership enterprises of Shanghai and Shenzhen A shares from 2011 to 2019 as the research samples, which are four years before and after the completion of the reform of state-owned enterprise's non-tradeable share structure and the outbreak of financial crisis, and four years before and after the start of the mixed ownership reform of state-owned enterprises in 2015.

3. 2 Variable Definition
3. 2. 1 Equity Ratio
Considering that the change of the current equity ratio does not necessarily affect the real earnings management behavior of the current management immediately, this paper deals with the equity ratio data one period later to alleviate the endogenous problem.

3. 2. 2 Real Earnings Management
For the measurement of the degree of real earnings management, the academic circles generally agree with Roy Chowdhury's real earnings management model. In model (1) - model (3), CFO is the net cash flow from operating activities.
activities of the enterprise; s is the main business income; a is the total assets of the enterprise; disexp is the discretionary expense, which is expressed by the sum of sales expense and management expense; prod is the production cost of the enterprise, which is expressed by the sum of the main business cost and the change of net inventory. Get the regression residual item from model (1) - model (3), which is the difference cash flow from regular operations (aco), adisexp and aprod. On this basis, build a model (4) to obtain the comprehensive indicators of real earnings management and measure the real earnings management.

\[
\frac{cf_{it}}{A_{it-1}} = a_0 + \frac{1}{A_{it-1}} + a_1\left(\frac{S_i}{A_{it-1}}\right) + a_2\left(\frac{\Delta S_i}{A_{it-1}}\right) + \epsilon_t(1)
\]

\[
\frac{DISEXP_{it}}{A_{it-1}} = a_0 + \frac{1}{A_{it-1}} + a_1\left(\frac{S_{it-1}}{A_{it-1}}\right) + \epsilon_t(2)
\]

\[
\frac{PROD_{it}}{A_{it-1}} = a_0 + \frac{1}{A_{it-1}} + a_1\left(\frac{S_{it-1}}{A_{it-1}}\right) + a_2\left(\frac{\Delta S_i}{A_{it-1}}\right) + a_3\left(\frac{\Delta S_{it-1}}{A_{it-1}}\right) + \epsilon_t(3)
\]

rm = aprod - acf - adis exp (4)

3.2.3 Model Design

\[
rm_{it} = \beta_0 + \beta_1state_{it} + \beta_2state_{it-1}^2 + \sum control_{it} + \epsilon_{i,t}(5)
\]

\[
rm_{it} = \beta_0 + \beta_1nonstate_{it} + \sum control_{it} + \epsilon_{i,t}(6)
\]

4. EMPIRICAL RESULTS AND ANALYSIS

Column (1) is the regression result of model (5). The second term (state square) of the state-owned share proportion is significantly negative at the level of 1%. According to the two coefficients, the turning threshold between the real earnings Management (RM) and the state-owned share proportion can be calculated to be about 49%. This shows that only when the proportion of state-owned shares is lower than 49%, the decrease of the proportion of state-owned shares (that is, the increase of the proportion of non-state-owned shares) will restrain the real earnings management behavior of the management, preliminarily verifying H1. Column (3) is the regression result of the subsample with the proportion of state-owned shares lower than 49%. At this time, the coefficient of non-state-owned shares is negative and significant at the level of 1%, preliminarily verifying H2. As Table 1.

Table 1. Data

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<td>-0.225***</td>
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5. RESEARCH CONCLUSION

The results show that in the process of mixed reform of state-owned enterprises, we must pay attention to the quantity relationship between state-owned equity and non-state-owned equity. The introduction of low non-state-owned equity cannot bring significant impact on the agency cost reduction of state-owned enterprises, the problem of "one share dominates the other" of state-owned shares cannot be alleviated, and the psychology of "free riding" cannot let non-state-owned small shareholders really participate in business decisions. Only when the proportion of state-owned shares is reduced to less than 49%, can non-state-owned shareholders gradually play the role of checks and balances and complements to state-owned shareholders, alleviate the dilemma of the absence of the ultimate owner of state-owned enterprises, improve the internal governance environment of enterprises, and reduce the agency cost.

REFERENCE

Application of Data Encryption Technology in Computer Network Communication Security

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Abstract: With the continuous progress and development of China's computer network technology, at the same time, data security has become a focus of attention. Because of the sharing of computer technology, there are more risks in data information. If the data encryption technology can be reasonably applied, it can effectively reduce the risk of data information and strengthen the security of data information. This paper analyzes the application of data encryption technology in the current computer network communication.

Keywords: Computer; Communication network security; Data encryption technology

1. FACTORS AFFECTING COMPUTER NETWORK SECURITY

1.1 The Security Performance of Computer Equipment Needs to Be Improved

Due to the influence of the external environment, in the process of using the network, even if the computers of different network devices apply to the same network, the actual application effect is also different, with very big differences, and this reduces the security of network use to a certain extent [1]. In addition, in the long-term operation environment, the external environment will have a serious impact on the network equipment, so whether the external humidity or temperature changes, will have different impact on the normal operation of the equipment. At present, damp and heat are the two most common factors in the operation of network equipment. If it cannot be effectively solved, it will greatly reduce the actual quality and efficiency of equipment operation, and even shorten the use time of network equipment. China has a vast territory, and the climate and environment of different regions have very obvious differences. For example, in Sichuan region, there are more mountainous areas in this area, which is prone to flood disasters in summer, which has serious damage to the network infrastructure. If the related network equipment cannot be maintained and managed in time, a large number of data information will be lost, which will not only increase the user's usage wind and it may cause serious economic losses.

1.2 Virus Invasion

With the continuous progress and development of China's computer network technology, the types and quantity of network viruses are increasing, and their attack ability and replication ability are very strong. Once they invade the computer network system, it will cause devastating disasters to the computer network. The computer network system is no longer controlled by any system and function, and the network system may eventually be paralyzed. The security and stability of network information cannot be guaranteed. In the current production and life of people, computer network technology has a very important role, the use of computer network technology and security and people's normal work and work quality has a close relationship. Through the computer network related computer users can exchange and share data information and transmit data information in real time, but in this process, they may also be attacked by viruses. In addition, the Trojan horse program in the computer network has a certain concealment, in the actual use process, it is difficult for computer users to find the problems in time, and the computer network system programs will be malicious damage.
network access. Encrypt the database to improve the security performance of the database.

2.2 Application Of Data Encryption Technology In Computer Software Operation

In the original development process, data encryption processing can only be completed with the cooperation of multiple software. In this process, if a certain software is attacked by the outside world, it will lead to the collapse and paralysis of all computer network systems, and cannot carry out normal work. At the same time, the actual use effect of computer network will be greatly reduced [3]. Therefore, in the process of selecting anti-virus software, first of all, the staff need to conduct in-depth analysis and understanding of the actual situation of the anti-virus software, so as to avoid the strong attack of the anti-virus software itself, reduce the impact of the anti-virus software on computer users, and improve the overall security. At present, the computer network security is also one of the issues that people focus on. Therefore, it is necessary to carry out in-depth detection and analysis before actual use to ensure the stability of network system operation.

2.3 Application of Data Encryption Technology in Vpn

In the original computer network, the staff think that as long as the LAN is used, the data information will not be unsafe, but in fact, the LAN itself also has some security problems. At present, in the process of using LAN in our country, its operation is easily affected by the outside world. If the LAN is attacked by the outside, the whole LAN will be paralyzed and cannot be used normally, and the security of data information cannot be guaranteed [4]. Under the current background of the times, most enterprises in our country have established a sound financial data information management system. However, if the local area network is paralyzed, then enterprises need to bear huge economic risks. Therefore, in the process of using local area network, we also need to reasonably apply the data encryption technology, improve the quality of data application, effectively combine the local area network and data encryption technology, set passwords, and strengthen the custody of the local area network. In this way, we can avoid the phenomenon of others stealing the network and ensure the data information of enterprises. In the process of transmitting data information, it should also be transformed into the form of encrypted files for transmission, so as to ensure that the receiver can receive accurate data messages. Other people in the process of obtaining data information, only by entering the relevant password or identifying the identity can they understand the content.

3. CONCLUSION

In summary, with the rapid development of electronic information technology, people also pay more attention to information security. However, due to the certain defects of the network system and the attacks of external hackers, in order to effectively strengthen the security of data information, it is necessary to reasonably apply the data encryption technology.

REFERENCE

On the Performance Appraisal Mechanism of Administrative Staff in Colleges and Universities

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Abstract: University administrators are an important part of university human resources. There are many problems in the performance appraisal of university administrators, such as unclear responsibilities, unscientific performance appraisal standards, and inadequate use of performance appraisal results. In view of these problems, this paper analyzes the reasons, puts forward the corresponding improvement mechanism, and promotes the performance appraisal of university administrators to be more scientific.

Keywords: University; administration; performance appraisal

1. INTRODUCTION
The administrative work in Colleges and universities is an important guarantee for the quality of running a school. The performance appraisal of administrative staff in Colleges and universities is an important way to improve the efficiency of administrative work in Colleges and universities, and has great significance. However, from the current assessment of the actual situation of administrative personnel in Colleges and universities to analyze, there are many problems. Therefore, it is very important to improve the way of assessment, enhance the effectiveness of assessment and use the assessment results [1-4]. At present, colleges and universities are generally faced with great pressure of teaching and scientific research, pressure of improving teaching quality, and problems of striving for first-class discipline construction. The lack of full use and mobilization of administrative management resources is reflected in the simplification and fuzziness of the assessment mechanism, which directly leads to the low utilization rate of assessment results, and the assessment is just a formality.

2. THE CURRENT SITUATION OF THE ASSESSMENT SYSTEM OF ADMINISTRATIVE PERSONNEL IN COLLEGES AND UNIVERSITIES
The assessment system of administrative management in Colleges and universities is based on the assessment methods for the staff of institutions issued by the competent administrative units at higher levels. Many colleges and universities have formulated their own assessment methods for teachers and workers according to the spirit of superior documents. In the assessment, we should adhere to the basic requirements of teachers' morality first, teaching foremost, scientific research foremost and development foremost, adhere to the socialist school running direction, and adhere to the principle of objective and fair, focusing on the combination of performance, qualitative and quantitative. The assessment content generally includes five aspects: morality, ability, diligence, performance and honesty. The school implements the "one vote veto system of teachers' Morality". The assessment of administrative staff in Colleges and universities has been included in the assessment index of the whole staff. Although this is conducive to the unified management of teaching staff, but the assessment is mainly around the teaching and scientific research work, which is lack of pertinence for administrative staff.

3. PROBLEMS IN THE ASSESSMENT MECHANISM OF EFFICIENT ADMINISTRATIVE PERSONNEL
First of all, performance appraisal objectives are not clear. Performance appraisal is not only for ordinary teachers and staff, but also for managers at all levels, so the objects of performance appraisal are very comprehensive. However, at present, the quantitative assessment standard for full-time teachers or scientific research teachers is relatively clear, and there are many qualitative assessment contents for administrative personnel. Generally, they list some specific affairs to see whether they are completed, and finally according to "completing other tasks assigned by leaders". This is a big blow to managers' willingness to work. Some people will think that doing more than one thing, doing better and doing worse will not affect his treatment. In fact, it is a big irony for the school to set up performance awards. Secondly, the assessment content is not targeted. The assessment content is the specific requirements for a certain post personnel, and is the core of the assessment method. However, most of the personnel assessment system in Colleges and universities mainly focuses on teaching and scientific research personnel, and the assessment system of administrative personnel is included in the assessment of teaching and scientific research personnel, thus losing the pertinence of the assessment of administrative personnel. Thirdly, the evaluation process is just a formality. At present, most colleges and universities only pay attention to the evaluation of the performance of the administrative staff. The evaluation is more about the evaluation of the labor results of the administrative staff, not the labor process. The whole evaluation is just like a task, which is carried out mechanically according to the evaluation procedure, and the corresponding result grades are simply evaluated, and the
evaluation results of each evaluation object are basically the same. There are basically no unqualified people, and the excellent people are basically "caring" for the needs of job promotion, which cannot reflect the real work level and cannot achieve the effect of performance improvement.

Finally, the results of assessment are not used enough. The result of performance appraisal is an important basis for evaluating the excellent performance, paying bonus and promoting the position. However, the evaluation of the excellent performance and promoting the position of the teaching staff are not linked with the performance appraisal system, and they still take the form of taking turns to sit in the office. The evaluation results are the same, which greatly affects the enthusiasm of the teaching staff to participate in the performance appraisal.

4. ON THE INNOVATION OF PERFORMANCE APPRAISAL MECHANISM OF ADMINISTRATIVE STAFF IN COLLEGES AND UNIVERSITIES

First, the construction of the performance appraisal system of university administration should be included in the important agenda. The construction of performance appraisal system is the basic work to optimize human resource management and improve the operation efficiency of the unit. In order to further improve the performance appraisal system of administrative management in Colleges and universities, it is necessary to adhere to the differentiation of assessment contents and distinguish the assessment of administrative personnel from the assessment of teaching and scientific research posts.

The second is to explore the establishment of quantifiable evaluation indicators. Although the nature of the work of university administrators seems to be unable to meet the quantitative conditions, their work tasks can be quantified. With this as the basis, the quantification of assessment indicators can also be achieved. For example, we can quantify the number of tasks, the complexity of tasks, whether the tasks are mechanical or creative.

Third, the assessment contents shall be included in an all-round way. According to the assessment content, according to the work task, collect information in different periods, and comprehensively assess the information in the middle and end of the year. Because the nature of the work of the administrative staff determines that the phased work of some posts is more complicated. It is better to be responsible for the work of graduates. By June of each year, there will be a lot of things. Those who are responsible for the examination will be very busy at the end of the semester, but apart from these two periods, they basically have few things, and the workload is not saturated. For the staff of the party and government office, they are busy from the beginning of the year to the end of the year. So it's very important to collect information.

Fourth, the assessment and evaluation process should be supervised. For the serious investigation and punishment of "canvassing Bribes", we should give full play to the role of supervision and inspection to ensure the fairness, fairness and openness of the assessment and evaluation process. In some colleges and universities, the real name system is adopted in the assessment and evaluation of middle-level cadres, which is a preferable form.

Fifth, we should make full use of the evaluation results. This has been implemented in some colleges and universities, and corresponding promotion methods for administrative management personnel have been formulated to ensure that the assessment and evaluation results are reflected in this. For example, increasing the weight of power in various aspects such as post promotion, rank promotion and title evaluation is the way to use the assessment results.

REFERENCE
Integration of Traditional Culture and Music Classroom Teaching in Colleges and Universities

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Abstract: As the main position of cultivating high-quality talents, the cultivation of students' moral cultivation is as important as the improvement of students' professional skills. This paper starts with the characteristics and values of traditional music culture, and puts forward feasible implementation strategies for specific practice, so as to promote the full integration of traditional cultural elements and college music, so that students can get more traditional music learning in the classroom.

Keywords: Traditional culture; University classrooms; Music teaching.

1. INTRODUCTION
Under the background of cultural diversity, it has become a common concern to carry forward and carry forward the traditional Chinese culture. Music, as an important form of expression of national culture, can not only show the characteristics of traditional music culture, but also reflect the traditional aesthetic of our nation [1, 2]. Therefore, the full integration of traditional culture into the music classroom teaching in colleges and universities will certainly enhance students' national pride, enhance students' sense of identity with traditional music, and promote students' all-round development.

2. THE CHARACTERISTICS AND VALUES OF TRADITIONAL MUSIC CULTURE
Traditional music culture has the following characteristics: First, a unique aesthetic point of view. The aesthetic view point of "word is round" in china's excellent traditional music culture has become the main standard for evaluating music works at this stage. One of the "literal" refers to the music performers must follow the standard when singing, "cavity circle" refers to the performer's singing to be clear and smooth, but also to ensure that the tune is round and thorough, in order to make the track more attractive. Second, pay attention to the development of sound. In the process of the development of traditional music in our country, the development of sound and color is the most important. Performers can convey different emotions to the audience by changing the tone of the performance track, while paying attention to the handling of the details of the performance, which is bound to succeed. Third, focus on innovation. Performers in singing, in order to get the audience's heartfelt recognition, we must pay attention to the innovative "run cavity" application, so as to depict the details of the track.

China's traditional culture forms are diverse and rich in elements, which can not only regulate people's behavior, but also improve people's cultural literacy. The penetration value of traditional culture into the music classroom in colleges and universities can be summed up in the following aspects: First, to improve students' music imagination and creativity. Music itself is a unique creative art, when the traditional cultural elements into the university music classroom, it creates a relaxed learning atmosphere for students, promote son of innovation and imagination ability training. Second, to promote the development of the school itself. Colleges and universities constantly tap the potential teaching value of traditional culture, can effectively meet the needs of students' personality development, greatly enhance the strength of colleges and universities, and at the same time help to attract high-quality talents. Third, promote the all-round development of students. The introduction of traditional culture makes music teaching and history, linguistics, ethnology and other disciplines integrate organically, but also can help students understand, inherit, carry forward the national culture, strengthen the students' own national spirit, promote the promotion of students' aesthetic outlook.

3. SPECIFIC STRATEGIES FOR INTEGRATING TRADITIONAL CULTURE INTO THE MUSIC CLASSROOM OF COLLEGES AND UNIVERSITIES

3.1 Build an Excellent Professional Faculty
Teachers are the important subjects of the penetration of traditional music culture into the music teaching classroom in colleges and universities, and also important to guide students to explore the traditional cultural world, understand the aesthetician of traditional culture and implement traditional music teaching. If colleges and universities want to improve their own music teaching level, they must create an excellent professional team, so as to continuously strengthen the penetration of traditional culture on the teaching of music classroom in colleges and universities, the specific practice can be summarized as follows: First, colleges and universities should strengthen the awareness of teachers to carry out traditional music teaching, guide teachers to clarify the role of traditional music culture in promoting students' all-round development, improve college professional teaching, improve the school art, etc., and encourage teachers to actively participate in the teaching and scientific research activities organized by the school. Practical teaching and theory are combined through practice. Second, regular meetings and training activities, to provide
teachers with opportunities for further education, for teachers to create a good exchange platform to help teachers in the continuous exchange of traditional music teaching experience. Third, encourage teachers to expand students' musical horizons and enhance traditional music culture as the premise, and use diversified teaching methods to guide students to carry out independent learning of traditional music, so as to promote the full integration of traditional culture and college music classroom.

3.2 Innovative College Music Teaching Model
Under the background of the impact of multi-culture on our culture, it is urgent to innovate the classroom music teaching mode in colleges and universities. First, pioneering teaching. China's traditional music culture has a strong life atmosphere, and different historical periods, different regions produced by the music emotion is also very different. Take the modern folk song "Meeting in the Full Moon" as an example, in order to improve the effectiveness of classroom teaching, teachers should fully understand the time, background and creation story of the song before teaching. In teaching, we should pay attention to the physical and mental integration of students and the classroom, emotion and song resonance, and let students use the traditional music singing method to express their understanding of the song, so as to improve the efficiency of classroom learning, improve students' practice level. Secondly, strengthen the study of traditional national musical instruments. Taking Li nationality as an example, Li people live at the foot of the rich Wuzhi Mountain. The instrumental music of Li nationality integrates the characteristics of Li nationality's history, life, customs, etc., and has a distinct national character. The Bi Xiao of Li nationality is not only a simple musical instrument, but also an important medium for Li people to get married. Its sound is beautiful and pure. The instrument played by the nose Xiao expresses the Li people's yearning for a new life. The scene of Li people's marriage appears in front of the audience. It has profound artistic value and reflects the unique aesthetic taste of the Li people. Finally, pay attention to create an efficient information-based classroom. Vocal music is divided into pre class, in class and after class. Before class, teachers can use vivid videos, words and pictures to stimulate students' interest in learning, or issue pre class learning tasks to students through class wechat and QQ group to urge students to carry out independent learning of traditional culture. In the class, teachers can use multimedia to teach students vocal performance skills and related theoretical knowledge; after class, teachers can release vocal practice assignments in MOOC, wechat and QQ. Through the students' intensive training, we can deepen the students' traditional cultural thinking, and then fully integrate the traditional culture into the music classroom teaching.

3.3 Pay Attention to The Cultivation of Students' Humanistic Spirit
Mr. Liu Tianhua mentioned in his lecture on Chinese music held in Peking University in 1922 that eating western food can satisfy people, and eating in a nest can also satisfy one's stomach; wearing leather shoes can go to the street, and cloth shoes can also be used for hiking. In today's China, wowowotou and cloth shoes are much more important than western food and shoes! Contemporary college students frequently participate in international exchange conferences, so they have little understanding of traditional music culture, and even cannot find any marks. The number of students who can play erhu, pipa, suona and other musical instruments is very small. In 2013, the Ministry of Education issued opinions on the integration of traditional Chinese culture and modern classroom teaching in various colleges and universities, pointing out that colleges and universities should pay attention to inheriting and innovating traditional culture education in the national education system. In 2019, in response to the call of the state, the relevant departments of Shaanxi Province issued a document saying: in the context of the new era, we should pay attention to students' learning of traditional culture in art science. Through the experience of cultural achievements, we can promote young people to understand and understand the context of Chinese culture, constantly absorb the essence of traditional culture, improve humanistic and aesthetic quality, and promote the innovative integration and development of traditional culture in college music classroom teaching, so as to cultivate socialist successors with infinite vitality and cultural confidence. In Colleges and universities, the wisdom and ideas contained in traditional culture are integrated into classroom teaching through music education, which can promote the personalized development of students, and at the same time, help to cultivate students' humanistic spirit.

3.4 Enrich Traditional Music Content In Teaching Materials
In Li Qiaowei and Zhang Tianhui's Book Research on the inheritance of Chinese national music culture and music education in Colleges and universities, it is pointed out that college music education undertakes the mission of inheriting Chinese traditional culture, and provides new ideas for the reform of music education in Colleges and universities and the enrichment of traditional music content in teaching materials. First of all, dig the essence of traditional music culture. This book profoundly explains the historical culture, customs, humanities and aesthetic consciousness of national music in the interest oriented and commercial today. Therefore, when enriching the contents of teaching materials, colleges and universities should not only adapt to the requirements of the development of the times, but also be based on their own culture and convey the simple feelings of traditional vocal music to the whole world. Secondly, increase the examples of traditional music culture. There is a section in the book which describes the music and dance of Yao nationality. It analyzes the music art of Yao nationality from different angles and aesthetic characteristics, and sums up the artistic cultivation of pure copper music culture, which is harmonious but different, flexible and changeable. Therefore, music teaching materials in Colleges and universities can also describe the music history with national characteristics, help students understand the background of music art works, and promote
the integration of traditional culture and college music teaching classroom. Finally, pay attention to the combination of online and offline courses. When compiling and adjusting the teaching materials, the backbone teachers should base on the students' interests, cognitive level and comprehensive ability to enhance the scientific of the teaching materials from different levels and angles. In addition, we should skillfully use modern means to set up relevant platforms in the campus official website, focusing on consolidating and improving the efficiency of the course.

4. CONCLUSION
In conclusion, as an important course to improve the aesthetic ability of contemporary college students, music teaching in Colleges and universities is an important carrier to attach importance to, inherit, protect and carry forward the excellent traditional Chinese culture. The integration of traditional culture into the contemporary college music classroom can not only improve the teaching efficiency of the classroom, but also provide students with the opportunity to deeply understand the national art, which is conducive to promoting the overall development of students.

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REFERENCE
Research on the Influence of Lego Education Mode on the Status of Students’ Autonomy in Primary and Secondary School

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Abstract: "LEGO education" itself is a development concept of LEGO company. It combines education with building block entertainment, optimizes the education of 3-16-year-old children and adolescents, and aims to cultivate lifelong education awareness and build a new era of education system. This educational program has been widely used in many countries around the world. It is an innovative ability training method based on constructivism. In our primary and secondary schools, the classroom also has a good application space, especially in the cultivation of innovative talents and the improvement of students’ autonomy.

Keywords: LEGO Education; Primary and Secondary School Classrooms; Autonomous Status

1. INTRODUCTION
The core idea of LEGO education is to cultivate students’ innovative spirit and practical problem-solving ability. As a set of very perfect education system program, LEGO Education Department has been deeply cooperating with the education field all over the world, which aims to develop new educational research achievements and apply them to the future subject teaching links. In 2015, the Ministry of Education - LEGO innovative talent training program project, also described the problems and requirements in this regard [1, 2]. Up to now, the development of LEGO education and the value of classroom application are very significant, which has important practical significance.

2. IN-DEPTH CONCEPT OF LEGO EDUCATION
LEGO Education has carried out cooperation and joint research and development of educational projects with government departments in many countries or top international educational institutions, especially in modern basic education. LEGO Education is now widely implemented in more than 60 countries around the world. Since 2010, China's national education department and the LEGO Group have also signed a professional talent development program, and it is precisely because of the continued expansion of LEGO education in the domestic impact, LEGO education has become one of the most influential education brands in China. According to its educational philosophy, each child has good learning ability, through reasonable guidance and support, can give them more learning opportunities and success. Its in-depth education concept is reflected in the following aspects.

2.1 Connect
Connect That is, "contact", through the establishment of new knowledge and old knowledge to make the search for the relationship between different knowledge structures. For classroom teaching, it can let students start independent learning and inquiry, from the real case information to find the objective law between different knowledge, as a basis to find the best solution to the problem.

2.2 Construct
The meaning of "construction" is embodied in two aspects, one is to find problems and solve problems through educational practice activities, which arouses students’ thinking and understanding of professional knowledge. Second, in the practical practice activities at the same time, you can constantly sum up the experience and mobile phone information from the attempt, complete the internalization and cognitive process of knowledge, in the brain can also form the knowledge structure and cognitive system related to its own development.

2.3 Contemplate
The word means "reflection". The content of reflection is the process of knowledge construction, students can directly communicate and discuss the content of independent learning, after understanding the problems in which to choose the best adjustment program, so that learning efficiency can be maximized.

2.4 Continue
When students' classroom autonomy can be improved, their thirst for knowledge will be significantly increased, will have enthusiasm in the learning process, so as to learn more about the content, into a new stage of development and learning. It is worth mentioning that students also accumulate interest and understanding of learning at this stage and actively integrate into the learning process.

3. THE IMPACT OF LEGO EDUCATION ON THE AUTONOMY STATUS OF PRIMARY AND SECONDARY SCHOOL STUDENTS IN THE CLASSROOM
3.1 Creating with Imagination Promotes Autonomous Learning Status
The LEGO education model allows students to quickly master learning methods, while also having a deeper understanding of educational concepts. After optimization and design, LEGO trainers can effectively stimulate students' imagination and creativity in the educational sector, and incorporate background knowledge and development of LEGO education into their content. For example, the classic
practice of LEGO Education - assembling a duckling. Each student has only six small parts, but in less than a minute, pack up your own duck. Different students have different understandings of ducks, so the resulting ducks are not exactly the same. The students' initial imagination itself was aimless, even because of external stimuli. Especially in some classroom games or classroom practice activities, will be more visual and specific. Therefore, LEGO education can fully promote students' independent learning status and expand students' imagination space. When students ask "why", teachers may wish to guide students to think about the habits and behaviors that allow them to think independently, and try to explain them in ways that students like and are willing to accept when introducing new knowledge.

3.2 Construction Scheme of Independent Knowledge System

The course development of LEGO classroom itself fully reflects the development concept of "teaching in music", students should recognize their uniqueness at the same time should cultivate personal imagination and creativity, and for the subsequent self-learning to make a good foundation. At present, the knowledge of many disciplines involves some abstract or logical expertise, the transfer process of these knowledge can be built through the knowledge system to encourage students to boldly try on the basis of existing learning, creating a good classroom learning atmosphere, so that students have a challenging spirit.

3.3 Enhance The Experience Of Self-Learning

In the LEGO education model, students can analyze the knowledge they have learned in a comprehensive way, making abstract constructivist learning theory more intuitive and clearer. Because LEGO education is based on traditional guided education, the ability of teachers also put forward a higher demand. On the basis of traditional teaching, teachers should make students become the main body and main participants in the classroom, which not only has higher requirements for teachers' subject knowledge, but also involves the application of LEGO's educational ideas and teaching methods. Whether a teaching model can be effectively implemented is also focused on whether it can promote students' knowledge construction and emotional experience. The combination of the current basic education method and LEGO education concept has been issued in Our country, so the reform of the future education system can be designed from the micro level from a micro level on multi-level teaching programs - such as cooperative learning, exploratory learning, etc., which is a problem that needs to be explored and studied. The future teaching of robot knowledge can make the information technology curriculum more perfect, let students master the diversified means of information acquisition, master the network and computer-based information processing and information processing knowledge, which is also in line with the objective needs of educational development, in line with the law of the development of the times and the direction of guidance.

4. CONCLUSION

LEGO bricks themselves are a favorite toy for children and adolescents around the world, and they can help themselves to master science and technology in a pleasant experience, stimulating students' creativity and problem-solving skills while developing their learning skills. LEGO education is not creative in itself, but it can integrate ideas into the education system and foster students' mindsets. When students have sensitivity, flexibility, creativity and fluidity, they can realize the process of knowledge construction based on their own imagination.

ACKNOWLEDGEMENT


REFERENCE

Research on The Training of Normal Students' Educational and Teaching Ability Under the New Curriculum Reform

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Abstract: Under the requirements of the new curriculum reform, the education of normal students should pay attention to the cultivation of practical ability, and put the emphasis of teaching on the training of teaching ability. Teachers need to recognize the trend of social development and innovate teaching methods and ideas. Through teaching innovation, we can improve the teaching ability of normal students and lay a foundation for future employment. This paper will focus on the optimization path of improving teaching ability, so as to meet the real needs of normal education under the current situation.

Keywords: New curriculum reform; Normal students; Teaching ability

1. INTRODUCTION
With the continuous upgrading of teaching level, it is necessary to improve the teaching ability of normal students as the key content of teaching work in the current professional curriculum. We should make scientific and reasonable training plans, innovate the traditional training mode, and constantly explore new ways of training normal students [1, 2]. We should give full play to the professional characteristics of teachers, cultivate a group of practical talents to meet the needs of social development for the country, and create more possibilities for students' employment in the future. It can be seen that the improvement of teaching ability is very important for normal students.

2. THE PROBLEM OF IMPROVING TEACHING ABILITY
2.1 The Relevant Courses of Teaching Ability Training Are Relatively Low
The normal education curriculum can be divided into three modules, namely: discipline, general education and teacher education. In these three modules, discipline and general education basically account for more than 90% of the class hours, leaving little time for teacher education courses. In addition, because teacher education is a systematic and professional course, covering the knowledge of psychology and pedagogy, it is difficult to ensure the quality of teaching in the case of so few class hours.

2.2 The Ability Training Effect Is Not Ideal
The ability training effect is not ideal due to many reasons, in the course of practice, although all kinds of normal colleges in China have set up practical training courses, but the work is often on the surface, the effect is poor. Through the survey found that many institutions of education internship time is very small, only about a month and a half, and internship time and examination time and employment time coincide, students do not have much energy to put into the internship.

2.3 Training Autonomy Is Poor
Nowadays, students, life and learning environment are suffering from the impact of network information, students have not fully contacted society, their own values have not been developed, the reception of information is very blind. Many students feel that their future is uncertain without employment, with no planning and lack of enthusiasm for their careers. Coupled with the difficulty of recruiting exams is relatively large, students can easily lose self-confidence, even do not consider engaging in the education industry. In view of this situation, school teachers should pay attention to guidance, in the daily teaching, through effective means to cultivate students' self-confidence, as well as stimulate students' vision of the future career.

3. OPTIMIZATION MEASURES
3.1 Play the Role of Modern Education Technology
The teaching goal of modern educational technology is consistent with the training goal of normal students at present, and pays attention to the cultivation of the practical and practical ability of educational technology. Based on this, in the reality of teaching, the arrangement of teaching content should avoid "big and complete" and "complicated" as far as possible, but should have a certain target, teaching content should be based on the actual situation of students to make reasonable adjustments, highlighting the improvement of practical application ability. In the information age, we should take information technology as the main content of teaching and cultivate the ability of teachers to modernize teaching. In the traditional teaching ability training about the use of projectors and some slide equipment is usually a band, without too much introduction. At this stage, teachers should pay attention to the improvement of students' ability to apply information technology, such as the use of multimedia equipment and computer software applications, and enhance students' practical ability by carrying out PPT and FASH animation teaching courses. These software are closely related to the future work of normal students, but also can carry out some professional skills competition, through the competition to motivate students, to help students improve teaching ability.

3.2 Adjust the Proportion Of Training Courses
The teacher's profession has very distinct professional characteristics, must have the ability of double professional,
the so-called dual-professional, that is, not only to have a certain degree of academic, but also to take into account the normal. In other words, professional subject knowledge and educational expertise should be mastered at the same time. As far as the present situation is concerned, the proportion of practical training courses is relatively small, so it should be adjusted to ensure the scientific nature of the curriculum. First of all, increase the proportion of practical training courses, learn from advanced teaching ideas and experiences, formulate teaching plans in line with the actual situation of students, strengthen students' professional beliefs. Secondly, continuous innovation and exploration of teaching methods, the addition of scenario simulation courses, such as: students and teachers interchange identity, let students in the content of the teaching content to choose their own more interested or good courses, their own plans, simulation classroom teaching. Students can comment on each other, teachers can also combine students' teaching ability to give guidance, through such a practical training course, not only let students master the teaching methods and skills, but also set up a lofty professional ideal, willing to study independently, and constantly improve their teaching ability.

3.3 Reform Teaching Methods
Under the specific requirements of the new curriculum reform, teachers should learn to make use of the school's existing teaching resources, the resources to the extreme. In the past, although the school has been equipped with multimedia classrooms, but the utilization rate is not high, teachers simply use projectors to replace the blackboard, teaching resources have not been reasonable use. In the background of the new period, teachers should change backward ideas, play a leading role, enrich themselves with advanced ideas, complete teaching tasks with the help of network information platform and multimedia technology, answer questions after class and homework discussion all mobile online, through the combination of online and offline teaching model to enhance the teaching ability of students. At the same time, in the daily teaching should integrate different teaching methods, more case teaching methods and teaching task-driven methods, to train the comprehensive strength of normal students. In addition, in the actual teaching professional teachers can integrate modern information technology and teacher training expertise, combined with the current teaching situation, the design and innovation of teaching methods. And can also make full use of good students' winter and summer vacation time, more students to participate in social practice activities, such as: students can be organized to visit nearby primary and secondary schools, or to organize free holiday training courses, to provide a platform and opportunity for students to improve their teaching ability.

3.4 Reform The Way Of Evaluation
In order to promote the steady improvement of teaching ability, normal schools should change the traditional evaluation system and improve and innovate. The content of evaluation should be objective and comprehensive, and formulate reasonable incentive mechanism and encouragement measures in the light of the real situation of the school, focusing on rewarding students who have outstanding performance in teaching research and teaching design, and stimulating the enthusiasm of normal students. In addition, the school should also implement the credit system, appropriately adjust the assessment mechanism of normal students, distinguish the scoring methods of professional and practical courses, set the proportion of scientific assessment, appropriately improve the proportion of practical achievement, and encourage students to devote all their energy to the practical training courses, so as to achieve the ultimate goal of improving teaching ability.

4.CONCLUSION
To sum up, in the context of the new curriculum reform, the cultivation of normal students should pay more attention to the improvement of teaching ability in order to meet the actual needs of social development. In the actual teaching stage, we should take employment as the guidance, adjust the teaching plan according to the real situation of students, and take improving students' teaching practice ability as the main goal of normal education. Through a series of scientific and effective measures to truly reflect the professional characteristics and promote the long-term development of normal education.

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Using Film and Television Project Research and Innovation to Promote the Innovation Ability of Undergraduates

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Abstract: In order to achieve the maximum value of teaching effect in the process of education in Colleges and universities, it is necessary to carry out practical teaching. For film and television education, we can use the research and innovation activities of film and television projects to improve the innovation ability of undergraduates. In the practical activities, it can help undergraduates to understand and accept the film and television knowledge comprehensively, and also can improve the enthusiasm of students in the learning process. But for the film and television teaching process, at this stage, the major colleges and universities are still in the initial stage, so the teaching concept, content and method are not perfect, this paper analyzes this aspect.

Keywords: Film and television education; Film and television projects; Undergraduate; University education

1.INTRODUCTION
With the all-round development and reform of China's education, the film and television education in the field of colleges and universities has also made some progress. In more and more colleges and universities, are actively carrying out courses related to film and television art. However, for film and television education, it is still a brand-new educational topic. In many aspects of work, it is still in the primary stage of research. In the work of many staff, we are exploring and researching the educational methods, teaching contents and teaching methods. Therefore, how to cultivate the innovation ability of the undergraduates in Colleges and universities has become an important teaching content.

2.THE IMPORTANT VALUE OF FILM AND TELEVISION EDUCATION IN COLLEGES AND UNIVERSITIES
At this stage, due to the rapid development of society, people increasingly realize the charm value that film and television art can bring to people. Therefore, the value of film and television art and the influence of charm have been involved in all aspects of people's life. Today's society has entered an era full of all kinds of influences. It is necessary to use various audio-visual languages for information dissemination. This for contemporary college students, in the process of growth by the film and television art influence is relatively large, because in the process of learning and life, the film and television art have a strong love. Therefore, film and television art will also have a certain impact on the formation of College Students' thinking mode, behavior habits and values.

However, with the improvement of the influence of film and television art on college students, the appreciation ability of contemporary college students for film and television has not been well improved. Therefore, in the process of watching film and television works, they basically watch in the attitude of entertaining themselves, which makes the pursuit of form seriously ignores the ideological connotation, artistic techniques and the interpretation of the deep value of film and television works. In the process of appreciation of film and television works, whether there is funny, exciting, and the stars in the film and television works will be taken as the basis to set the basis for the basic evaluation of film and television works. In contrast, few students can analyze and study the ideological, artistic and various aspects of the film and television works. Such a form of appreciation enables them to fully understand the value of conscious works. This phenomenon has seriously affected the output of film and television works at this stage.

For the production of film and television works, cannot have artistic elements, in the current people's living standards have been improved, so the requirements for film and television works have also been significantly improved. Therefore, in the process of creating film and television works, it is also necessary to combine with certain people's actual needs. However, due to the poor aesthetic ability and market atmosphere, people are more and more close to the actual needs of people in the creation of film and television works, making the output of film and television works shoddy, some low value products become the object of people's pursuit. There are many reasons for this kind of market, to a certain extent, it is due to the lack of innovation ability of film and television creators. In the process of these film and television creators receiving relevant education, due to the relatively backward education methods or teaching concepts, it is unable to meet the market and social demand for film and television works, which leads to the undergraduate students after teaching, unable to form a certain creative ability, and can only do some film and television shooting according to the book. Innovation is the basic condition to promote the development of any discipline. Therefore, in the process of film and television education, we need to adopt a variety of ways and methods.
to improve the innovation ability of undergraduates, and constantly use the practical activities in the process of film and television learning. For example, actively carry out research and innovation activities of film and television projects, in order to improve students' undergraduate education stage, form a certain degree of innovation ability. Under such a teaching mode, students can produce films and TV works with certain value after graduation and certain social practice, instead of copying or copying some low value works. In the current education, the main reason for the formation of the above situation is the serious lack of learning and training of film and television knowledge and practical ability of film and television works. In the process of students' learning, due to the lack of certain professional knowledge for guidance, so that in the process of watching film and television art works, pay attention to the relatively surface content, carry on the process of watching film and television art works, pay professional knowledge for guidance, so that in the process of students' learning, due to the lack of certain and practical ability of film and television works. In the process of learning and training of film and television knowledge formation of the above situation is the serious lack of instead of copying or copying some low value works.

value after graduation and certain social practice, students can produce films and TV works with certain innovation ability. Under such a teaching mode, students can produce films and TV works with certain value after graduation and certain social practice, instead of copying or copying some low value works.

In the current education, the main reason for the formation of the above situation is the serious lack of learning and training of film and television knowledge. In the process of students' learning, due to the lack of certain professional knowledge for guidance, so that in the process of watching film and television art works, pay attention to the relatively surface content, carry on the preliminary understanding, the formation of aesthetic form is relatively shallow, often can't really get the deep meaning of film and television works. For some valuable factors in the film and television works, it is impossible to obtain and understand them effectively. Even in some cases, they will have a feeling of disgust. They think that "falsification" and "affectation" are underestimation of film and television works. In this way, for film and television majors, once they do not have a high aesthetic ability, it will lead to a serious lack of innovation ability in the process of their own film and television works creation, making the value of the film and television works is low, and cannot form a high-quality film and television work.

At this stage, students are fond of film and television works, and are affected in all aspects of life. In this way, only in the process of teaching in Colleges and universities, efforts will be made to carry out the examination-oriented education combined with the actual development of students to carry out innovative education. In the learning process of film and television major, actively apply research and creation activities of film and television projects with high value to improve students' understanding of film and television works, so that they can have certain innovation ability in the learning process. In this way, in the future creative process, as well as initially accumulated a certain strength and experience, not to leave the University, unable to adapt to the development of society in a short period of time.

3. THE NECESSITY OF REALIZING THE RESEARCH AND CREATION OF FILM AND TELEVISION PROJECTS IN THE EXAMINATION-ORIENTED EDUCATION OF COLLEGES AND UNIVERSITIES

Since the 1950s, in some advanced countries, has gradually carried out various types of film and television education-related courses, such as in the United States, Japan and the Soviet Union countries, have been through a long period of development, so that a certain amount of educational results have been achieved. In recent years, China has paid attention to the study of film and television education, and clearly identified the important value in education.

Under the long-term promotion of our country, it makes our country's university film and television education have a long-term development. However, under the background of large-scale examination-oriented education in colleges and universities, the results of its teaching are often not satisfactory, many students in the process of education, there is not a higher learning efficiency, at the same time, for students seriously lack of corresponding innovation and practical ability, for many film and television professional knowledge, there is a half-understanding situation. For these cases, there are many reasons, some important reasons are due to the process of teaching, the general colleges and universities pay too much attention to the theoretical teaching of the curriculum, so that in the process of education, with textbook expertise as the core content, teachers to teach the way to carry out teaching work, such a teaching mode, so that the teaching methods of colleges and universities are very backward, and not conducive to students to enhance their own film and television creative power, seriously affect the realization of teaching objectives. At the same time, the formation of its teaching practice, under the guidance of teachers, students need to carry out various types of practical activities, can make full use of their own theoretical knowledge, improve their own ability, and deepen the understanding and mastery of some abstract concepts.

This practical teaching process is different from the traditional theory-based teaching mode. The biggest difference is that students can combine the theoretical knowledge they have learned in the process of practice, so that they can well realize the comprehensive understanding of various knowledge and skills. It is a teaching mode based on experience. Under such a teaching mode, theoretical knowledge is taken as the basis of teaching, and students can mobilize their own sensory experience in the process of practical training, and be able to comprehend the creation process of film and television works in the real process of film and television research and creation, so as to accumulate relevant creative experience. In the process of teaching, through this teaching method, we can achieve good teaching effect.

Although students are often familiar with film and television works before teaching, there are still problems of insufficient understanding of some professional film and television knowledge, as well as some film and television language. Therefore, in order to improve students' knowledge of this aspect, it is necessary to use the way of film and television project research and creation to carry out practical training. Often the theoretical knowledge is taught under traditional teaching methods, and the understanding of some more abstract concepts is not comprehensive enough, which makes it impossible for students to understand them well. In the course of teaching, before the film and television project is developed, the teacher first to the students to carry out a certain video plus picture form of teaching.

In the process of practice, it is an operable and innovative learning process, so that students can fully grasp the
important practical ability in film and television works. In such a teaching process, it can be a good way to enhance students' emotional cognition of film and television works, and then enhance students' practical innovation ability, so that students can deepen their understanding of knowledge and control in the process of learning. At the same time, in the process of learning, but also between teachers and students a way of close communication, so that teachers can always control the students' learning level, and then greatly improve students' ability to use theoretical knowledge.

4. SPECIFIC TEACHING PATHWAYS

In order to further improve the effect of film and television education, it is necessary to carry out practical teaching activities, so as to start from the following aspects.

4.1 Instruct Students In The Training Of Video Shooting

In the process of film and television course teaching, teachers need to be able to introduce their video production activities into the actual classroom teaching on the basis of basic theoretical knowledge teaching, so as to realize the cultivation of students' actual shooting ability.

At this stage, in the process of film and television creation, students can be filmed on the same object under different scenes, so that they can form a different contrast to the different people's things, combined with the theoretical knowledge emended by their teachers in the classroom, the formation of time and theoretical knowledge complement each other, in the process of carrying out teaching, students need to operate actively enough. In the course of operation also need to be strictly in accordance with the teacher's arrangements. In the process of practical teaching, it is necessary to carry out targeted training and learning for the teaching content carried out in this lesson, optimize the design of some topics, or allow students to choose their own topics that want to be filmed, so that students can have a certain degree of autonomy in the process of learning film and television skills. This kind of humane teaching is to realize the way to train students to have a higher enthusiasm and autonomy in the process of film and television learning.

When students can have a high degree of motivation to learn, they can enhance their innovative ability in the process of film and television creation.

In the process of student filming, the teacher also needs to arrange the students to carry out the filming process of the understanding and summary, and then realize the evaluation and discussion between students. In order to get more evaluation and praise, students are bound to do their best in the process of shooting, so as to achieve the training of students' independent learning ability and innovative ability. Active learning process is the key to achieve all educational goals. Teaching needs to start from the direction of students' interest, so as to mobilize students' enthusiasm for learning.

4.2 Guide Students to Review Sitrevis Of Film and Television Reviews

Aesthetic ability often determines the quality and ability level of a film and television worker, so teachers in the process of carrying out practical activities, also do not forget to improve the aesthetic ability of students. In the process of teaching undergraduate students, students can be from the current existence of some film and television works, or students practice shooting some works of comment and writing articles, so that in the process of evaluation between students, it is good to enhance the students' understanding of film and television works, from another perspective to the film and television film interpretation and analysis. In this way in the process of shooting creation, can have a high erasing practical and analytical ability, timely examination of their own value of the work. Students in the process of film ANDing innovation ability, often need to be in the outstanding elements of the previous works of the outstanding elements of the summary and analysis of the realization of these excellent experience sons of the concept of effective inheritance, in the process of creation can be justified, well-documented, can bring more valuable film and television works for people. Students in the future face to society, often need to have a strong practical ability, so that the campus learned a variety of knowledge to apply, on this basis to achieve the innovation of film and television works.

5. CONCLUSION

To sum up, in the process of learning film and television major in Colleges and universities, we need to pay attention to the teaching of theoretical knowledge, but also need to further strengthen the cultivation of students' practical ability and innovation ability. For example, we can adopt the method of film and television project research and creation to improve the innovation ability of undergraduates, so that students can have higher shooting skills.

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REFERENCE

FOREIGN STRATEGY AND FOREIGN POLICY RESEARCH IN THE HISTORY OF THE UNITED STATES

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Abstract: With the deepening of globalization, the necessity of foreign policy in national politics has begun to show gradually. Foreign policy plays an important role in national foreign policy-making and foreign affairs. This paper will analyze the development of foreign policy in the history of the United States, and discuss the significance of the diplomatic strategies, such as the priority of consciousness to the priority of interests, the implementation of neutral foreign policy, the ally policy under realism, and the full implementation of trade protection.

Keywords: American history; Neutrality; Foreign policy.

1. INTRODUCTION
Although it has only been more than 200 years since the founding of the United States, the comprehensive strength of the United States cannot be underestimated. Since the first World War, the U.S. national strength began to rise, and strengthened its ties with other countries in the world, and participated in the management of international affairs more frequently. In the political history of the United States, the role of diplomacy is self-evident.

2. DEVELOPMENTS IN FOREIGN POLICY IN THE HISTORY OF THE UNITED STATES
After two world wars, the United States and the Soviet Union competed for world hegemony, and the United States became the "number one power "at the end of the last century [1, 2]. Analysis of its rise process is not difficult to find that the unique foreign policy and diplomatic means for the United States to achieve the diplomatic objectives of the solid foundation. After its rise, the United States in order to adapt to the development of the times, the United States has repeatedly adjusted and reformed foreign policy, and increased the cost of diplomatic input, training professional diplomatic personnel, so as to deal with diplomatic needs. The United States is a young country, but also a strong country, in just 200 years, 13 states of the loose union into the number one power, its foreign policy is indispensable. The development of The American diplomatic system and foreign policy have high analytical value, such as: the professional diplomat system, the diplomatic hierarchy system, the diplomatic reward and punishment training system and so on. The continuous adjustment of foreign policy has laid the foundation for the development of the United States, so by summarizing the foreign policy of The American history, it can also provide ideas for the implementation of our foreign policy at this stage.

3. THE EVOLUTION AND SIGNIFICANCE OF FOREIGN POLICY IN AMERICAN HISTORY
3.1 Awareness First and Interests First
In 1941, when Pearl Harbor broke out in the United States, the country was forced to participate in World War II, and after the war, when President Truman came to power, American foreign policy began to shift to interventionism. And since then began to hold aloft the "world police" banner. After World War II, the United States sacrificed the economy to ensure that American values around the world could be built. The shift from neutrality to interventionism is also the evolution of the United States from consciousness to interest. There are two reasons for the change in foreign policy: 1. Changes in the public opinion environment in the United States; 2. oppression of the historical environment. But the interventionist diplomatic course has not gone so well, with the U.S. government spending a lot of money on diplomacy every year, and in 1000 2014 alone, the U.S. is saddled with huge debts. Before Mr. Trump took office, the U.S. budget deficit had been rising year by year, the domestic economy was slowing down, middle-class incomes were falling, and many people were dissatisfied with the policies. Since taking office, Mr. Trump has expressed his displeasure with the WTO and NATO, and has emphasized his position that he does not accept illegal immigration and has built a border wall along the Mexican border. The Trump administration has also begun to shift back to its traditional U.S. diplomatic stance and corrected diplomatic achievements that have been inconsistent with previous positions, such as agreements and treaties signed by the Obama administration.

3.2 Implementation Of a Neutral Foreign Policy
The principle of neutral diplomacy in the United States expresses four positions: non-interventionism; And these four positions also initially frame dating out the thinking of U.S. foreign policy. In 1789, France was under attack from the anti-French coalition and was eager to turn to the United States for help because as early as 1778 the United States had signed the Treaty of Alliances with France, which helped the United States win the War of Independence, and the Treaty also provided that the United States needed help with France in the event of a war between France and Britain. But as recently as April 1793, President Washington issued a Declaration of Neutrality, making it clear that he would not intervene in the war. Since then, American foreign policy has advocated neutral diplomacy, and it was not until the outbreak of Pearl Harbor in 1941 that neutrality turned to interventionism. Neutrality has planted the seeds on American soil and has a deep-rooted basis for public opinion. Since Mr. Trump took office, neutrality has returned, and
the diplomatic goals have begun to move toward two things: seeking leadership on the world stage; and 2. Advancing regional political change. In American history, neutrality has been criticized as "isolationism", and while this criticism is justified, it can easily lead to an underestimation of U.S. foreign policy. In essence, the fundamental of neutrality is economic expansionism, and behind neutrality is a high degree of maintenance of national interests.

3.3 Realism Under The Ally Policy
In a 2017 speech to the United Nations General Assembly, Mr. Trump stressed that the United States "will promote security through stability, not through outright disruption." It will be based on considerations of the consequences of the real world, not rigid ideology. Lessons learned from experience, rather than limited by rigid thinking. After taking office, Mr. Trump has been united in the Islamic State, but he has been unequivocal in the general direction of America's interest. In contrast to previous administrations, he announced the relocation of the U.S. Embassy in Israel to Jerusalem, which it defaulted to as part of Israel. So the focus of the allies' policies under realism is to address the security issues that pose a threat to the United States, especially those that are divided into ideological camps.

3.4 Full Implementation of Trade Protection
Since the introduction of the tax reduction act in 2018, the U.S. government has launched a purposeful and planned trade war, and China has become the main object of the trade war. In 2017, trump regarded the tax reduction act as an economic problem, while since 2018, trump has focused on the tariff agreement. From the current situation, the U.S. government is working hard to reach a "zero subsidy, zero tariff" agreement with economically developed countries, such as Canada and the European Union. Although the United States still has no clear intention of "zero tariff" on China, the ultimate goal of the trade war between China and the United States is to force China to reduce the import tariff on American goods. Although this kind of trade protection is beneficial to the interests of the United States, the United States has shown an unprecedented "rough" state in the negotiation process. The content of the trade war is "tariff", but the deeper meaning points to WTO and aims at the world economic structure of WTO structure. Trump has repeatedly threatened to "withdraw from the WTO" during his election campaign, and said that WTO is a disastrous organization. Therefore, the United States is likely to find a suitable opportunity to withdraw from the WTO after successful negotiations. Even if the United States does not leave the WTO for the time being, but judging from the way in which it actively reaches trade agreements with other countries in the world, the United States may bypass the WTO action in the future and let it become nothing.

4. CONCLUSION
To sum up, since the founding of the people's Republic of China, the US foreign administrative policy has been continuously reformed, and it is deeply influenced by the domestic economic situation and the will of the president, as well as the international events such as the two world wars, the rise of the third world, and sudden crisis. After continuous reform, the foreign administrative policy of the United States can provide institutional support for the development of the United States at this stage, and the application of diplomatic system also provides the United States with reliable diplomatic human resources input. Nowadays, China is shining on the world stage. Analyzing the US diplomatic system is conducive to summing up diplomatic experience.

ACKNOWLEDGEMENTS
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REFERENCE
Research on Library Service Construction Based on Knowledge Management

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Abstract: The essential building of university is the library, which is the soul of a school. Under the background of knowledge management, how to strengthen the service construction of library is the key link in the current work of university library. This paper discusses the connotation of library knowledge management, the service content of library knowledge management and the service mode of library knowledge management.

Keywords: Knowledge management; Library; Service construction.

1. INTRODUCTION
Before the discussion, we need to understand what knowledge management is? Many people may be very puzzled, isn't the library a place to store knowledge books, should be called book management, how to call knowledge management? In fact, knowledge management is different from book management. Knowledge management is a branch of management, and the problem solved in the early stage of knowledge management is the competitiveness of enterprises. Later, with the development of economy and the spread of culture, this concept has been gradually accepted by all walks of life. As a place for college students to learn and exchange knowledge, knowledge management is also applicable to library services. Therefore, it is necessary to study library service construction based on knowledge management.

2. THE SERVICE CONNOTATION OF LIBRARY KNOWLEDGE MANAGEMENT
In fact, the cognition and application of knowledge management in library just absorbed the part of knowledge management which is suitable for the development of library. Experts in the field of Library and people interested in library knowledge management are very confused about the connotation of library knowledge management. Generally speaking, the main purpose of the application of knowledge management in the library is to meet the diverse needs of students and improve the service functions of the library. However, with the development of the times, this connotation has a richer development. This development direction is mainly reflected in the following aspects: one is to make full use of the library resources; the other is to construct learning organization structure, optimize professional ability, and improve library management level [1].

3. THE SERVICE CONTENT OF LIBRARY KNOWLEDGE MANAGEMENT

The purpose of library construction is to enable students and teachers to carry out academic research, and university library is to serve teachers and students. The application of knowledge management in library service construction can make the library absorb more advanced technical methods and ideas, innovate the traditional service mode of library, and provide new service mode for Library Service Construction on the basis of information search, organization, analysis and reorganization.

3.1 New Changes Brought By Knowledge Management To Library Service
Knowledge management system has brought many changes to library services. From the depth of service, the service mode of using knowledge management system is different from the traditional service mode. It is a dynamic service process, which enables students to dig deeper information and shorten the retrieval time of literature. From the breadth of service, computer network communication technology and knowledge management system promote the development of library service construction. University is the birthplace of many new ideas, and also has its new application in library service management, that is digitization. Now carrying a pile of books is very heavy. Students can realize the speed of documents through the network Quick retrieval, the combination of knowledge management and information technology can promote the digital construction of library. Finally, from the way of service, the library should take the initiative to promote reading in Colleges and universities, or do a survey on the reading tendency of college students, analyze their reading situation and specific hobbies, when these students borrow books from the library, the backstage can quickly identify the books it likes, or select the corresponding according to the conditions provided by the students Professional books [2].

3.2 Hierarchical Service Structure of Knowledge Management
In fact, there are many similarities between the knowledge management system and the information technology service system, but the knowledge system has its different characteristics and structural levels. In the basic level, it includes the library's collection bibliography, that is, what books the library has, which divisions, whether readers can borrow these books, etc. This is the basic layer of knowledge management and one of the most basic service intelligences of library. The second level is the knowledge layer, which contains the subject navigation, professional knowledge base, reference services, etc. Its main purpose is to lay the foundation for information technology, increase the proportion of
information technology in library services, and establish a multi-dimensional knowledge service system for students and teachers. The last layer is the innovation layer, which covers a wide range of contents, including the innovation in the library interior and the innovation in the management mode. Many libraries have a large number of books, but many of these books have been damaged after many years of students’ borrowing. In terms of internal innovation, the library can affix a school exclusive borrowing seal to each book. If the students do not return the loan in time after the expiration of the loan, they can send a message to remind them. The innovation of management mode is to provide more advanced service mode for students, ensure that they can find the books they need for their professional knowledge, and provide more personalized service mode for students.

4. THE SERVICE MODE OF LIBRARY KNOWLEDGE MANAGEMENT

4.1 Improve Library Bibliographic Database
There are many books in the school, and the versions are different. Some versions are outdated or some books are directly missing. Many students prefer to buy books in the school rather than borrow them from the library. While improving library services, the first thing universities should do is to improve the library bibliographic database, and mark the publication date, version information and publishing house in the background one by one, so as to facilitate students to review, and also to facilitate students to quickly and accurately query the data they want [3].

4.2 Carry Out Online Resource Navigation Service and Carry Out Personalized Service For Students
The first step to improve the library database is to carry out online resource navigation services through information technology, and to provide more personalized services for students. Students' thoughts are active, and the way of social development is very diverse, and students are the main source of new ideas. In the future, the library should transform the physical resources into digital resources under the knowledge management mode, so that students can directly access the required materials on the Internet. The outdated books should be replaced in time to ensure that the knowledge is new.

5. CONCLUSION
To sum up, knowledge management is a kind of means and a way, which needs to be combined with information technology to play the most effective role. In order to improve the service ability of university library, it is necessary to keep consistent with students’ thoughts. The innovation of library management mode and the improvement of service mode are related to the thinking of school students to a great extent. More students love reading and studying, the higher the service ability of library is. Therefore, knowledge management system can provide vitality and opportunities for the construction of library service capacity, and promote the development of library service to the direction of specialization, personalization and intelligence [4].

REFERENCE
How To Improve The Effectiveness Of Junior High School English Classroom Teaching Under The New Curriculum Reform

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Abstract: With the continuous development of China's education industry, the level and quality of modern teaching are also constantly improving. However, in some junior high school English teaching, due to the influence of traditional concepts and other factors, the relevant teachers still use the traditional way of teaching, which greatly affects the level and quality of teaching, but also the students' own learning level and comprehensive quality. In order to solve these problems, relevant teachers and school administrators need to comply with the development of the times and the requirements of the new curriculum reform, introduce modern teaching technology, methods and equipment, enhance the efficiency of classroom teaching, and provide a solid foundation and guarantee for the healthy growth of students.

Keywords: New Curriculum Reform; Junior High School English; Classroom Teaching.

1. INTRODUCTION
1.1 The Relevant Teachers Lack Sufficient Professional Ability
In the process of modern junior high school English teaching, the relevant teachers and school administrators have traditional ideas, lack of sufficient understanding and attention to the new curriculum reform and modern teaching concepts and technologies, and still use traditional teaching methods in daily teaching, which greatly affects students' interest and enthusiasm in English learning; at the same time, some junior high school English teachers themselves are lack of sufficient professional quality and skills, in the classroom teaching process there are a lot of defects and problems, which affect the progress and development of modern junior high school English classroom teaching.

1.2 The Teaching Process Lacks Clear Objectives
At the same time, clear and clear teaching objectives occupy a key core position in any teaching work, and have a great impact on the level and quality of actual teaching. Therefore, before teaching, relevant teachers need to combine their own teaching characteristics and models, as well as teaching content to formulate teaching objectives; however, in some junior high school English classes, teachers should establish teaching objectives in the process of teaching, due to the influence of traditional concepts and other factors, English teachers ignore the process. In the actual teaching process, according to their own teaching experience, and pay too much attention to the learning and training of students' writing, resulting in students' inability to apply the knowledge they have learned, which has a great impact on their own healthy growth.

1.3 Students Lack Enough Enthusiasm for Learning
In addition, in the process of modern junior high school English classroom teaching, in order to improve the effectiveness of the teaching process, the relevant teachers also need to cultivate students' learning enthusiasm, so that students can actively participate in English classroom teaching; however, due to the lack of innovation in the ideas of some school administrators, students' learning enthusiasm is ignored in classroom teaching. The importance of traditional teaching methods is generally used, and the classroom teaching mode is too rigid, which affects the optimization of classroom teaching atmosphere, reduces students' interest in English learning, and then affects the normal operation and development of China's junior high school English teaching field.

2. SPECIFIC MEASURES TO ENHANCE THE EFFECTIVENESS OF JUNIOR HIGH SCHOOL ENGLISH CLASSROOM TEACHING
2.1 Strengthen the Improvement of Teachers' Professional Level
At present, in order to enhance the effectiveness of modern junior high school English classroom teaching, the relevant teachers and school administrators need to change their own ideas and introduce advanced teaching concepts and models from outside, so as to carry out adequate and professional training for English major teachers, strengthen and improve their own professional level, and regularly carry out assessment and inspection on relevant teachers to ensure that Modern junior high school English teachers can fully understand the contents and standards of the new curriculum reform, and combine with the corresponding teaching technology and equipment, to further promote the healthy development of English teaching.

2.2 Create Clear Teaching Objectives
Usually, in the process of modern teaching, the determination of teaching objectives can effectively guarantee the teaching work; however, due to the neglect of the importance of teaching objectives by some school administrators, the actual teaching work is greatly affected; in order to solve these problems, English teachers in relevant schools need to strengthen the application of modern teaching technology and equipment With, combined with modern teaching concept, in order to change their own
teaching mode, ensure more scientific and efficient junior high school English classroom teaching, promote the healthy and stable growth of modern junior high school students [1, 2].

2.3 Stimulate Students’ Learning Enthusiasm

With the continuous implementation of the new curriculum reform standards, students occupy the main position in the teaching process, and the traditional teaching concept and mode cannot meet the needs of modern teaching work. Therefore, relevant teachers and school administrators need to strengthen their own psychological state and knowledge level to fully understand their own needs, and at the same time can divide the whole class into three groups. There are several learning groups, which urge the groups to communicate and discuss according to the problems in the teaching process, collide with each other's thinking, and urge each group to compete, so as to stimulate the students' learning enthusiasm and enthusiasm; at the same time, the relevant teachers can also collect and sort out the external high-quality teaching resources with the help of computers, multimedia and other equipment, so as to provide the learning Students learn to create a high-quality learning atmosphere, so that students actively participate in it, imperceptibly improve their knowledge level, professional quality and life values.

2.4 Strengthen the Optimization of The Relationship Between Teachers and Students

In the process of modern junior high school English classroom teaching, the relationship between teachers and students affects the atmosphere and efficiency of classroom teaching to a great extent. The research shows that in the traditional teaching process, due to the rigid teaching concept and mode, teachers occupy the main position, students are in a passive state of acceptance, and the relationship between teachers and students is poor, which leads to the following reasons. In order to solve this problem, teachers need to change their teaching concepts, strengthen communication with students, clarify the problems and problems encountered in the process of learning and life, and create a good relationship between teachers and students, so as to promote students to participate in English more actively. In the classroom study, for own progress and development to lay a solid foundation.

2.5 Strengthen the Use of High-Quality Teaching Methods

In addition, in order to further improve the effectiveness of modern junior high school English classroom teaching, relevant teachers can also strengthen the application of modern teaching technology and methods, such as classroom activities, task-based teaching method, etc., among which, the classroom activities are mainly carried out by the relevant teachers according to the objectives and contents of classroom teaching, combined with students' knowledge level and psychological state, and The task-based teaching method refers to that teachers set learning objectives for students, and provide sufficient basis and guarantee for them to improve their English knowledge level effective completion of the task, and then promote the overall level of modern junior high school English Teaching [3].

3. CONCLUSION

To sum up, with the passage of time and the continuous improvement of China's education level, junior high school English as an important part of modern teaching work has a great impact on the growth and development of students themselves; therefore, relevant teachers need to change their own ideas, strengthen the application of modern teaching technology and equipment, and combine the needs of the new curriculum reform and the development of the times to create a modern Junior high school English teaching mode, strengthen the effectiveness of junior high school English classroom teaching, and then promote the further development of China's education industry as a whole.

REFERENCE

A Study of Affective Factors in Language Learning

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Abstract: A brief study of affect and its relevant theory will help better understand affective factors. Besides teachers’ part, the affective factors, which includes confidence, motivation, perseverance, anxiety and attitude, play an extremely significant role in foreign language learning. This paper presents the five affective factors from the view of positive and negative functions.

Keywords: Affective factors; Affect; Language learning.

1. INTRODUCTION

The understanding of affect in language learning is extremely important for teachers. And the definition of affect is not easy, though sometimes “affect” can be used interchangeably with “affectivity”, which was considered from two perspectives: individual factors and relational factors. But in this paper individual factors are focused on. So, a study of affect and its related theory is undoubtedly necessary, for it will promote the understanding of affective factors. The five affective factors, containing confidence, motivation, perseverance, anxiety and attitude, play an extremely significant role in language learning. Because learner’s affective factors will exert a basically positive or negative influence, so they are presented from the view of positive or negative functions in this paper.

2. STUDIES ON AFFECT

Affect is a term that refers to the purposive and emotional sides of a person’s reactions to what is going on. It has to do with aspects of a person’s emotional being; sometimes “affect” is used interchangeably with “affectivity”. However, it is not easy to give a clearly stated definition of it. As Fehr and Russel (1984) have noted, “Everyone knows what an emotion is, until asked to give a definition.” In the present context, affect will be considered broadly as aspects of emotion, feeling, mood or attitude which condition behaves [1-3]. (Arnold, 2000)

To understand affect in language learning is very important for teachers. If teachers could use more positive, facilitative emotions instead of negative emotions in teaching, the language learning will be more effective. Affect plays a very important role in learning too—that is, in the process of changing a learner’s inner resources so that they will become useful. Here, inner resources refer to learners’ affective factors. This paper will focus on factors which affect learners as individuals and that are psychological in nature in the following part.

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3. AFFECTIVE FACTORS IN LANGUAGE LEARNING

After we got a clear map of affect and its related theory, the importance of affective factors should not be neglected. Since learning a language and using it are basically interactive activities that depend on varying types of relationships with others and with the culture as a whole, the SLA process is strongly influenced by individual personality traits residing with the learner. The way teachers feel about themselves and their capabilities can either facilitate or impede their learning; accordingly, the learner’s affective factors will exert a basically positive or negative influence. Language teachers are becoming increasingly aware of the importance of affective factors and handle them by enhancing positive factors and reducing negative ones. Gardner and Maclnyre (1993a) defined affective variables as “those emotionally relevant characteristics of the individual that influence how she/he responds to any situation.” Since the factors will change through learning and teaching, they all belong to the scope of variables in SLA [9-15]. Then how do people describe the functions of these factors in language learning and teaching?
Five affective factors in the following will be present from the view of positive or negative functions. The factors are confidence, motivation, perseverance, anxiety and attitude. According to Arnold (2000), the affectivity was considered from two perspectives: individual factors and relational factors. The individual factors are factors that deal with internal factors that are part of the learner’s personality. Anxiety, motivation and attitude, which are adjustable and manipulated through teacher’s instruction, all belong to the first perspective. Hereby the variables focused on the paper will be of individual factors.

3.1 Motivation

Motivation is commonly considered as one of the most important factors in affective learning. It is actually a cluster of factors that “energize behavior and give it direction.” (Hilgard, Atkinson & Atkinson, 1979)

The result of learning and the present situation of English teaching will depend partly on the reasons why learners are learning English. Many learners have uncertain aims for future use of English; a primary aim is to build communicative potential. Any individual may be influenced by a variety of motivations which will affect such things as anxiety, attitude, and willingness to try new learning strategies and SLA. Theory leaves no doubt about the crucial importance of the affective variable, motivation. The nature of teaching is to make students feel interested in the material. According to early work of Gardner and Lambert, there are two kinds of motivations in English learning: needing a language as an instrument to achieve other practical purposes such as doing a job effectively or studying successfully at an English-speaking institution, or to integrate into activities or culture of another group of people. Indeed, Gardner and Lambert termed these two as integrative motivations and instrumental one. Gardner and Lambert’s study came to the conclusion that integrative motivation, rather than instrumental motivation, exerts strong drive on learners in learning L2 (the second language) in the immersion environment.

A decade later, Gardner and Smythe’s (1981) Attitude/Motivation Test Battery (AMTB) shows the complex of areas under investigation by that time. There are four main categories. The first is motivation, which involves desire to learn a language, intensity of effort to achieve this, and attitude towards learning the language. The second is the imperative factor, which involves attitudes towards the target language group and which touches on the affective factor of ethnocentrism. The third involves attitude towards the language teacher and the language course. The fourth concerns measures of anxiety in classroom situations and in using the language. It is now clear that motivation is a highly complex phenomenon consisting of a number of variables. It is also clear that the high correlations that studies show between motivation and successful learning confirm what is already indisputable among teachers: that motivation is of crucial importance in the classroom. Perhaps the most useful perspective for the teacher to take is to consider what aspects of motivation can be changed and to focus on creating successful experiences which will enhance motivation. Teachers need to explore more fully the factors involved in motivating students to do tasks, as this is something over which the teacher has some control. It would certainly be worth any teacher’s time to create a checklist of ways to motivate learners in the classroom. The checklist might be:

—Consider group dynamics and know how to build cohesiveness with the class.
—Make sure that there is sufficient variety of input (listening, reading), of pace and intensity, of interaction, and of activity to allow learners to work in their own style and with their own preferences.
—Show awareness of differences in motivation, in emotional responses, in strategies, etc., and encourage learners to build awareness of their own preferences.
—Acknowledge that language learning is a serious endeavor requiring perseverance and involving anxiety, and be sure to give reassurance.

There is little doubt that individual differences exist and they play a significant role in language learning. For the teacher the challenge must be how to “enable” each learner according to his or her individual characteristics and cultural background. It may be a question of flexibility in materials design, or variety in skill work or classroom interaction. There may be valuable in raising awareness in learners of their own styles and strategies and in helping them to refine and apply these in more independent resource-based learning where individualization is possible. Motivation is certainly an issue to be borne in mind when reflecting on language teaching. (Hedge, 2000)

3.2 Self-confidence

Self-confidence is an attitude which allows individuals to have positive yet realistic views of themselves and their situations. “Could you learn English well?” If your answer is “Of course”, it means that you have strong confidence in learning English. If you answer: “I think maybe I won’t learn it well” or “I am afraid I won’t learn it well”, you have less sufficient confidence. The self-confidence refers to the assurance that individuals possess toward their future success. (Wen, 2001). Self-confidence people trust in their own abilities, have a general sense of control in their lives, and believe that, within reason, they will be able to do what they wish, plan, and expect. The expectations that self-confident people have are realistic. Even when some of their expectations are not met, they continue to work actively to reach their goals.

People who are not self-confident depend excessively on the approval of others in order to feel good about themselves. They tend to avoid taking risks because they fear failure. Generally, they do not expect to be successful. They often put themselves down and tend to discount or ignore compliments paid to them. According to psychological theories, self-confidence is the first key element to success, because intelligence and other affective factors could fully fulfill their roles above this basis. Confidence in learning language skills helps students achieve higher goals more easily. Difficulties are viewed as opportunities for growth.
rather than insurmountable obstacles or personal flaws. Self-confidence is an important variable in Clément’s Social Context Model of L2 learning (Clément & Kruidenier, 1985). In that model, self-confidence involves a lack of anxiety and high self-ratings of proficiency when speaking L2. Clément and Kruidenier (ibid) proposed that in a multicultural setting, self-confidence is the most important determinative motivation to learn and use the L2 affect, in which he confirms the influence of cultural background on learners’ self-confidence.

Many factors affect the development of self-confidence in English learning in China. One important factor is that many students do not lay a good foundation of English learning, which make them follow their teachers in a passive manner. Another factor is high aim of teachers, which cannot be realized within short term, so students will not enjoy their sense of accomplishments. Due to these factors, many students fail to open their mouth to communicate with others. All of these phenomena are closely related to how to deal with self-confidence properly. As a teacher, he or she could give advice to students as follows:

—To develop students’ self-understanding: to learn about their uniqueness, to enhance their ability to express feelings; to encourage them to think positively about themselves; then help students find their suitable techniques for studying language.

—From easy tasks to difficult ones: teachers instruct and encourage students to carry out class activities in the classroom, beginning with easy requirements, then helping them establish a strong sense of accomplishments before he moves to the next step. Encourage and reassure them through words and gestures, and praise them with positive feedback to confirm their progress.

3.3 Perseverance

Perseverance is very hard work. It means to believe in yourself, your ideas and your goals. Perseverance serves as a key element to accomplishment in the face of criticism and disbelief in who you are and in what you are capable of accomplishing. One of the key element’s perseverance needs is to understand. It is extremely important to understand the activity and process, whether making a translation, or dealing with a difficult challenge. The success of foreign language learning is also the outcome of perseverance. Without a practical environment for learning English in China, students have to face frustrating situation and maintain their preserving spirit to engage in their learning-target. Many students confess they lack perseverance to form good habits to learn English regularly, which is the most difficult thing for them to complete. Students should be told that “Rome was not built in a day.” and “Perseverance is hard work.” But if students persevere in language learning, they will benefit greatly from the learning process.

3.4 Anxiety

Anxiety is quite possibly the affective factor that most pervasively obstructs the learning process. It is one of the affective factors that have been found to affect SLA. It is associated with negative feeling such as uneasiness, frustration, self-doubt, apprehension and tension. In foreign language learning, anxiety is showed as fear or apprehension occurring when a learner is expected to perform. (Gardner and Machyrie:1993b). This anxiety is linked directly to performing in the target language, so it is not just a general performance anxiety. Language anxiety ranks high among factors influencing language learning, regardless whether the setting is informal (learning ‘in the street’) or formal (in the classroom).

Difference types of anxiety have been identified: (1) trait anxiety (a characteristic of a learner’s personality), (2) state anxiety (apprehension that is experienced at a particular moment in response to a definite situation), and (3) situation-specific anxiety (the anxiety aroused by a particular type of situation). Anxiety may be both facilitating (i.e. it has a positive effect on SLA), or debilitating (i.e. it has negative effect). (Ellis, 1994)

Regardless of the formal or informal learning context, anxiety is a very important factor to affect language learning, although some researchers believe its positive function. It is not always clear how foreign language anxiety comes into being. Many factors such as different personalities, emotional disturbance, lower efficiency in language learning could all become the origin of anxiety. When anxiety is present in the classroom, there is a down-spiraling effect. Anxiety makes students nervous and afraid and thus contributes to poor performance, which in turn creates even worse effect. Although it is a major obstacle to language learning, anxiety can be reduced or diminished by teachers, and be depended on students’ needs and cultural background as well. Teachers’ enabling students to recognize symptoms of anxiety or to identify anxiety-maintaining beliefs is also counted.

The following are some suggestions for teachers to reduce anxiety:

—Provide activities that address varied learning styles and strategies in the classroom.

—Give students permission to use the language with less than perfect performance.

—Reduce the competition present in the classroom.

—Encourage students to relax through music, laughter or games.

With these suggestions, teacher can enable students to deal more effectively with language anxiety.

3.5 Attitude

Attitude refers to the set of beliefs that the learner holds towards certain matters. Baker (1988) discusses the main characteristics of attitudes:

3.5.1 Attitudes are cognitive (i.e. are capable of being thought about) and affective (i.e. have feelings and emotions attached to them). Attitude is considered an affective factor by some researchers, such as Gardner, Morgan, etc.

In this paper, learners’ attitudes toward foreign language learning will be explained from the affective perspective.

3.5.2 Attitudes predispose a person to act in a certain way, but the relationship between attitudes and actions is not a strong one.

3.5.3 Attitudes are learned, not inherited or genetically
endowed.

3.5.4 Attitudes tend to persist but they can be modified by experience.

Learners manifest different attitudes towards the target language, the target language speakers, and the target-language culture etc. By far the most studied is attitude towards the target language and its speakers. Gardner and Lambert have initiated a series of studies to investigate how the attitude and achievement in the second language learning are related since the 1950s. John Oller (1978) also has conducted several large-scale studies of the relationship between attitudes and success. They conclude that there are a few attitudes that correlate positively with attained proficiency. Positive attitudes do enhance proficiency; negative attitudes may lead to decreased motivation, input and interaction, and ultimately to unsuccessful attainment of proficiency.

Generally speaking, positive attitudes towards language learning can be expected to enhance learning and negative attitudes to impede learning. But according to Ellis (1994), negative attitudes may have a positive effect on L2 learning if the learners have a strong reason for learning. It is much rare within the complexity of the relationship between attitudes and L2 learning.

There are four features about attitudes in English learning: (1) stability; (2) descriptiveness; (3) fallibility (learners’ attitude may be poor or improper, due to lack sufficient scientific foundation); (4) changeability. (Wenden, 1991) The process of attitude forming is complex and some attitudes are inclined to be influenced by certain cultural environments. At the same time, personal experience is an important factor in the formation of attitudes. Individuals, instead of holding a simple attitude, have an integrated entity of individual beliefs and attitudes toward L2 learning. Most researchers could find the correlations between attitudes toward language learning and L2 learning.

English teachers should investigate the reason for the formation of students’ poor attitudes and help them form proper learning attitudes through self-evaluation and cultural edification. Teachers give classroom instructions, and students perceive the attitude of the instructor as an important influence on their behavior in language learning. Although it is the student himself who determines his own fate, teachers, with correct instructions, could also push the full use of learning attitudes into realistic learning.

4. CONCLUSION

Affective factors certainly play an extremely significant role in personal language learning. Yet teachers’ role in individual language learning in the classroom cannot be ignored. Generally speaking, there is a positive correlation between teacher’s beliefs and students’ affective factors. The more proper beliefs teacher holds, the more positive trend would students show in their affective growth.

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Development and Necessity of Smart Power Concept

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Abstract: The purpose of this article is to organize previous studies based on the fact that many kinds of literature have appeared since the concept of smart power was proposed in 2004. Also, it points out the lack of research on the current smart power concept and proposes the necessary elements for the smart power concept that should be in the future.

Keyword: Smart power; Power; Power implementation; Nature of power.

1. INTRODUCTION

Power is one of the means to show the influence of a country. In recent years, the international situation has become increasingly complex, and this has changed the perception of the power of each country. In the academic world, research focusing on various types of power is increasing. To deepen understanding of power, it becomes necessary to marshal the types of power that the academic world has been paying attention to. In particular, the definition and practicality of the concept of smart power, which has had a great impact on the formulation of national strategies in each country in recent years, has caused a great deal of debate, so it is necessary to reorganize it. This article is consisting of three parts, and the first part explains the changes in power characteristics. The second part discusses the necessity for smart power. The last part mentions the improvement of the practicality of smart power.

2. TRANSITION OF POWER CHARACTERISTICS

Power is the foundation of national diplomacy and an important element of international politics. And the power has changed drastically after World war II, the Cold War, and the Post-Cold War, and the contents that it means are becoming more complex. There is no arguing that the international community during the war had a strong tension and a tendency to rely on material hard power such as military power in preparation for war and other emergencies. But as the wartime conditions eased, non-material powers were discovered and emphasized. Especially since the late 1980s, the end of the Cold War, non-material aspects of power such as Strange's structural power [1], Nye's soft power [2], and Manners' normative power [3]. Analysis focusing on the subject emerged in international politics. These studies are of great significance in discovering and pointing out the multiple facets of power. The concept of "smart power" was born after that, because it was necessary to skillfully combine both material and non-material powers without tilting to one side.

3. NECESSITY AND DEVELOPMENT OF SMART POWER

The concept of smart power was first introduced by Nossel [4] in 2004 in the "Foreign Affairs" magazine and subsequently developed by Nye. Nye doubted that the Bush administration's foreign policy after the 9/11 attacks overly depended on the hard side of power. He believes that in the globalized world where the meaning of power is diversified, the hard power of military power is no longer sufficient as a national strategy, and advocates the importance of smart power that combines hard power and soft power.

Smart power is now playing an important role in building a "Grand Strategy" for the nation. One of the reasons why smart power has been drawing attention in recent years is that power in international politics has become more complex. According to Kamiya, four factors are important in explaining the complexity of this power. These are (1) changes in the long-term goals of the state, (2) changes in awareness of the effectiveness of power means, (3) changes in the nature of the world order, and (4) structural changes in the international system[5]. Amid such powers becoming more complex, Nye explained the importance of the concept of "smart power" that draws out the multi-layered nature of power.

According to Nye, smart power is the ability to skillfully combine hard and soft power resources to establish an effective strategy [6]. And an important point in understanding smart power is that power resources should not be confused with actor actions, resources are necessary to build power, and are diverse, such as military, economic, cultural and values [7]. Resources can be the source of both hard and soft power, depending on how they are used [8]. On the other hand, actions are resource-based, important in determining hard or soft power, and not all types of actions [9]. Nye defined actions related to hard power as coercion, threatening, payment, sanctions, and task setting (what the other party does not consider legitimate), and defined actions related to soft power as task setting (the other party is legitimize), persuasion and attraction [10].

Wilson [11], Cross [12], Gallarotti [13] also analyzed mainly smart power. They studied the components of smart power and the cases where smart power is practiced and improved the practicality of smart power. There are also previous works that analyze the conversion of resources to power, which is an important point in exercising smart power. For example, Pitsuwan clarified the resources linked to Indonesia's hard and soft powers, analyzed the foreign policy challenges faced by Indonesia, and attempted to establish an effective smart power strategy [14]. Heng also
analyzed Japan's SDF expeditionary mission to analyze how smart power theory can explain the reality. Heng noted that many studies focus on resources such as economy and culture, and he clarified that the hard resources of the military could also contribute to the formation of soft power and smart power. Therefore, he broke the stereotype of military equaling hard power, pointed out its potential as a resource, and clarified the usefulness of smart power in the real world [15].

4. TIPS TO IMPROVE THE PRACTICALITY OF SMART POWER

From the above, it has become clear that there are many precedent studies on the utilization of important resources in the process of exercising smart power and case studies on smart power exercise in each country. However, in order to improve the practicality of smart power, it is necessary to have a standard to judge whether it is effective after exercising smart power. If this is done, it will be possible to reflect on the use of smart power, leading to a more effective implementation of smart power. Alagoz challenged this problem, and she established five evaluation criteria based on previous studies to establish the criteria for judging the effectiveness of smart power [16]. The five evaluation criteria are: (1) Ability to achieve goals (2) Utilization of resources of hard power and soft power that mutually strengthen each other (3) Good interpretation of existing regional and international contexts (4) Timing of exercise of power (5) Long-term profit It is compatible with. Using these criteria, she analyzed the case of establishing AIIB in China and concluded that it was effective in terms of exercising smart power.

REFERENCES

New Ideas of Regional Tourism Economic Development

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Abstract: In the current society, with the rapid development of economy, people's living standards have been improved, people's requirements for the quality of life are higher and higher, the development of tourism provides people with better visual experience, so that people can get physical and mental release in the process of tourism, so it is necessary to develop, and promote the innovation of tourism industry through the development of tourism regions. It can promote the rational use of resources and promote the development of regional economy, which is of great significance to enhance the comprehensive national strength and national influence. In recent years, due to the saturation of tourism industry, it has brought some limitations to the development of tourism economy. Therefore, it is necessary to promote the further development of regional tourism according to relevant means, so that regional tourism can meet people's needs and bring new impetus to its economic development. This paper will mainly study the relevant concepts of regional tourism economy, and study the obstacles to the development of regional tourism economy in addition, it also discusses the new ideas of regional tourism development to achieve the purpose of regional tourism economic development.

Keywords: Regional tourism; Economic development; New ideas

1. INTRODUCTION
In recent years, the tourism industry has developed rapidly, tourism resources are more abundant, which promotes the diversity and comprehensiveness of tourism, and makes the tourism industry have a good development trend. However, many tourist attractions are located in remote areas, which leads to limited development and utilization, imperfect development, waste of resources and further improvement of economic benefits. Therefore, in the process of regional tourism development, it is necessary to strengthen the broadening of ideas and promote the development of new ideas, so as to promote the effective integration of resources and promote regional tourism economy development.

2. THE COMPOSITION OF REGIONAL TOURISM ECONOMY
Regional tourism refers to a comprehensive built-in relationship, which mainly includes regional tourism activities and the sum of its economy. Its formation is mainly through the regional geographical environment, resource characteristics, development level, traffic and market conditions and other factors formed by the basic conditions of tourism, which is the basis of regional tourism development. In recent years, with the development of regional tourism activities and the improvement of people's tourism awareness, the formation of regional tourism has been further promoted, which has brought more impetus for the development of regional tourism. It can effectively mobilize the enthusiasm of regional tourism development. To promote the sound development of regional tourism, we need to make full use of the various elements of the region, give full play to its overall effect, symbiotic effect and complementary effect, so that the various elements can be reasonably integrated and applied. The elements of regional tourism are not independent, so we should pay attention to their integrity, play an effective role among the elements, so that regional tourism can get the maximum value of development [1].

3. THE REASONS OF HINDERING THE DEVELOPMENT OF REGIONAL TOURISM ECONOMY
3.1 Weak Awareness of Policy Cooperation in Different Regions
As we all know, tourism can bring greater benefits to regional development, and improve regional influence, which is of great significance for regional development, so it is necessary to strengthen the attention to regional tourism economy and promote the introduction of regional policies. However, in some regions, due to their weak sense of cooperation, different policies appear in different regions, affecting the development of regional tourism economy, which has become a major obstacle to the development of regional tourism economy. Different policies in different regions are due to the fact that local governments pay too much attention to local economic benefits and political achievements in the process of tourism development, which leads to the limited cognition of tourism development. It is not able to realize the effective utilization of tourism resources, which leads to the failure to meet the requirements of the market, violates the relevant concepts of regional tourism development, leads to the slow development of tourism industry, and is not conducive to the sustainable development of regional tourism. However, the development of regional tourism in China is mostly led by the government. Therefore, the management and control of regional economic tourism by enterprises is relatively marginalized, and they are unable to make an accurate positioning of going to tourism, resulting in their policies unable to correctly cater to the trend of regional tourism economic development and better promote the development of regional tourism economy.

3.2 There Is No System for Competition and Disputes Over Economic Distribution
Tourism resources are an important part of regional economic development. Therefore, it has been widely valued by the local government. There is a phenomenon of competition for tourism resources, but there is no institutional competition, which will easily cause disputes in economic distribution, affect the further development of tourism economy, and cause adverse effects on Regional Tourism. Moreover, due to the existence of administrative region economy and local protectionism as a result, the market cannot form a unified whole, which restricts the development of regional economy, so the regional tourism cooperation is hindered and the development of regional tourism economy is affected. In the process of regional tourism economic development, due to the ownership of tourism resources, it often leads to disputes among regions, and the phenomenon of regional competition for the purpose of seizing tourists, which is not conducive to regional cooperation, and prone to imbalance of economic division, which leads to contradictions between the two sides. This phenomenon will lead to a vicious cycle in the development of regional tourism economy. Focusing too much on the ownership of regional tourism will affect the order of the market. The lack of cooperative regional tourism will not be conducive to the development of tourism resources, the cooperation of regional tourism elements and the common development of both sides. Therefore, regional tourism will be limited and unable to achieve to maximize the regional tourism economy.

3.3 The Management System Is Not Binding and The Planning Is Incomplete
The management system has no binding force and the planning is not complete, which is a major problem in the development of regional tourism economy. Because of the disadvantages of its economic system management and management strategy, its regional tourism is affected and cannot achieve the development of regional tourism economy [2]. Management plays an important role in the process of tourism economic development. Enterprises play a leading role. Effective management system will strengthen regional tourism cooperation and solve a series of problems existing in regional tourism cooperation. Therefore, the lack of correct management system will lead to incomplete planning. Furthermore, it is not conducive to the utilization and development of regional resources, resulting in the impact of tourism product system and hindering the further development of tourism economy.

4. NEW IDEAS OF REGIONAL TOURISM DEVELOPMENT
In order to promote the development of tourism economy, we need to expand new ideas, take effective measures to promote the effective development of regional tourism economy according to the obstacles of the development of regional tourism economy. First of all, we should call on the local government to give full play to the initiative of the government, strengthen the supporting role of the government, and provide guarantee for the development of tourism economy through the appeal of the government. And strengthen the participation of the government, promote the development of regional tourism attractions, tourism management, investment and other activities. It can promote the integration and distribution of resources, lead the direction of regional tourism development, and promote the overall development of tourism economy with good policies. Secondly, implement the regional tourism competition mechanism, promote the good competition and cooperation of regional tourism economy, break the regional boundaries, strengthen the benign cooperation among regions, reduce the disputes caused by economic distribution, maintain the relationship between regions with effective policies, enable the regional tourism economy to cooperate in the competition, and jointly promote the development of regional tourism economy. In addition, non-tourism means are used to promote the development of tourism economy, change the traditional concept of tourism construction, and promote the development of tourism characteristics. The non-tourism means mainly refers to a new development strategy. In the process of the current era, promoting the development of non-tourism means will meet a series of requirements of the tourists. For example, under the high-speed popularization of the current network and the development of regional tourism economy, the Internet equipment can be used to strengthen the publicity of tourism environment, promote the development of local characteristics, and bring people Better visual experience makes regional tourism more abundant and perfect.

5. CONCLUSION
Promoting the development of regional tourism is an effective means to improve the regional economic benefits. In the process of regional tourism development, due to different policies in different regions, weak sense of cooperation; no system of competition, disputes in economic distribution and other issues hinder the further development of regional tourism economy, so we should promote the development of new ideas of regional tourism development and call on local governments to play their main role In order to bring new development power for regional tourism and promote the development of regional tourism economy, it is necessary to carry out the competition and cooperation mechanism of tourism, and use non-tourism means to drive the development of tourism economy.

REFERENCE
The Training and Reform of Hotel Management Professionals in The Era of Digital Economy

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Abstract: This paper mainly studies the personnel training of hotel management major in the era of digital economy, and analyzes the development status and existing problems of hotel management major at this stage. Such as not paying attention to the training of practical skills, teaching objectives and unreasonable teaching plan. So, it puts forward some concrete measures, such as strengthening the training of vocational skills, formulating scientific and reasonable training mode and teaching plan. The purpose of this paper is to improve the quality of hotel management professional training, hoping to have a certain reference for the relevant staff.

Keywords: Digital Economy Age; Hotel Management; Talent Training; Training Goals.

1. INTRODUCTION
In recent years, with the continuous development of social economy, the demand for hotel management professionals in China is gradually increasing, and the standard of requirements for hotel management professionals is also improving. It is not only required that the staff have professional literacy and good language ability, but also need to have a higher level of management, so as to further improve the hotel service quality and market competitiveness [1].

2. THE STATUS OF THE DEVELOPMENT OF HOTEL MANAGEMENT IN THE DIGITAL ECONOMY ERA
In recent years, the rapid development of China's tourism industry has effectively promoted the development of the hotel industry. According to the data released by the National Bureau of statistics, the number of hotels in China has reached 24000 in 2016. Even during the economic crisis, China's hotel enterprises are still growing at a rate of 20% per year, until 2016, the growth rate of the hotel industry dropped to 8%, ending the period of rapid development that has been maintained for more than 10 years. Through the research and analysis, it is found that the hotel industry has gradually begun to develop towards high quality, but the lack of professional management personnel has limited the development of China's hotel industry. Moreover, the lack of hotel management professionals not only affects the quality and efficiency of hotel development, but also reduces its operating profit. Therefore, the school should further increase the investment of funds and information technology, cultivate students' professional skills and corresponding management ability, and promote the further development of the hotel industry. In addition, we should constantly improve the teaching objectives and teaching plans. At present, in order to improve the employment rate of students, hotel management major should constantly improve the teaching plan, formulate scientific teaching objectives, and transport more professional talents for the development of hotel industry. In a word, in recent years, the training mode of hotel management major is in its infancy, and there are still some problems in the teaching process, such as the backward teaching design and single teaching method. Therefore, the school education should be further improved to achieve the goal of training high-quality hotel management personnel.

3. SPECIFIC STRATEGIES FOR STRENGTHENING THE TRAINING OF HOTEL MANAGEMENT PROFESSIONALS
3.1 Determine Professional Training Objectives
In the training of hotel management professionals, first of all, the school should determine the training objectives. Generally speaking, some hotels have higher requirements for students' comprehensive quality, and hope that they have higher practical skills, while others hope to train students as management personnel. There are still a few hotels that only use students as cheap labor. It can be seen from the survey that most of the hotel management talents have comprehensive quality. However, after a questionnaire survey on the current schools offering hotel management major, it is found that the goal of training hotel management professionals is not clear. Some schools only aim at ordinary service personnel or high-level managers of hotels. It can be seen that the former training goal cannot stimulate students' enthusiasm, while the latter is unrealistic. Due to the unclear training objectives, schools pay too much attention to training students' skills in classroom training, while ignoring the cultivation of students' service awareness and comprehensive quality, which affects their future career development. Therefore, in order to effectively improve the personnel training of hotel management major, the school should determine the training objectives of talents, which can be positioned in the cultivation of high-quality talents. Students can not only be senior hotel catering industry and other senior enterprise service personnel, but also can be the middle-level managers of enterprises after accumulating certain work experience. For example, students can understand the management work at the grass-roots level within two or three years of work, and at the same time, they can adapt to the management work at the middle level or even higher positions after four years.

3.2 Adopt a Variety of Training Methods
In terms of teaching design, the school can adopt diversified
personnel training methods to effectively improve the efficiency of personnel training [2, 3]. For example, the "2 + 1" training mode can be adopted, that is, the first two years are mainly studied in the school, and the last year is practiced in the hotel to train students' practical skills. At this stage, most hotels adopt this mode. Through the use of the last year's internship, it is convenient for the hotel to cultivate reserved talents. Moreover, after the students work in the hotel, they can have more space for their future career development. At present, most schools generally adopt this training method, that is, post-internship and post-graduation internship are conducted in the last year, which is also convenient for school management. In addition, at present, there is also a training mode widely used, that is, "1.5 + 0.5 + 0.5 + 0.5" mode. This mode mainly refers to that students practice for half a year in the second semester of the second year, then return to school to continue to learn professional theoretical knowledge, lay a solid foundation for the final practice, and achieve the purpose of training professional management talents for hotels. According to the survey of hotels, it is found that at present, some hotels tend to practice in the second semester. This is mainly because students can continue to return to school to learn theoretical knowledge after their internship, which is helpful to improve their professional quality.

3.3 Building a Scientific Curriculum

According to the curriculum design of hotel management major, the questionnaire survey shows that the hotel pays more attention to the education courses related to the cultivation of students' basic quality, such as the cultivation of students' team spirit, sense of responsibility and etiquette integrity. In addition, we also pay more attention to students' computer skills and language knowledge. In the era of digital economy, hotels often need more high-quality professionals who have a good grasp of modern information technology, and often require staff to master office software [3]. Therefore, in the training of hotel management professionals, the school should not only cultivate the basic theoretical knowledge, but also pay attention to the cultivation of students' basic quality, such as dedication, sense of responsibility and hard-working spirit. In this regard, the school can set up some professional courses. For example, ideological and moral training courses, management courses, foreign language courses and professional computer training, to improve students' skills. In addition, the school should further improve the curriculum system, strengthen the training of practical skills, increase the class hours of practical courses, and adopt the teaching method of "replacing examination with competition" to stimulate students' enthusiasm. For example, hotel rooms, restaurants, bars and other courses can use the method of simulation teaching, so that students can find problems in practice and find solutions to improve the quality of teaching. In addition, the school should further improve the teaching evaluation system, and the traditional personnel training pays more attention to students' academic performance. The school should change the concept in time, take students' practical skills, comprehensive quality and team spirit as the key points of assessment, and emphasize the cultivation of students' comprehensive quality, not just theoretical knowledge, so as to lay a solid foundation for students' future study.

3.4 Improving Student Innovation

The school should pay attention to the cultivation of students' creativity when making the training plan for students. Therefore, teachers should take the initiative to change the traditional concept, establish the concept of taking students as the main body in the classroom, pay attention to stimulate students' interest in learning and cultivate students' creativity, which is also an important requirement for students in the era of digital economy. At this stage, some teachers do not pay attention to improve their own teaching level and professional quality. In the classroom teaching, they often only explain according to the teaching materials, and do not expand the relevant knowledge, which is not combined with the current professional development situation. Moreover, in the classroom, students do not pay attention to the interaction with students, which leads to students' low enthusiasm for learning and low efficiency in the classroom. Therefore, teachers should constantly improve their own quality, build a professional teaching team, pay attention to the interaction between students in the classroom, and further enhance the learning effect. For example, teachers can carry out some small vocational skills competitions or education and training within the scope of the class, so as to provide more professional talents for the hotel industry. In addition, teachers should also pay attention to training students' ability to use modern information technology and combine it with enterprise management. It can not only effectively improve the management efficiency and quality of the enterprise, but also reduce the operating cost of the enterprise and improve the operating efficiency of the hotel.

3.5 Enhance Interaction with Enterprises

In the era of digital economy, schools should pay attention to the combination with enterprises and invite relevant experts from hotel industry to teach in the school. At the same time, the school should also establish a special internship management department to help students solve various problems encountered in the process of practice, coordinate the relationship between students and hotels, and help students adapt to work better. In addition, according to the relevant survey, the current basic salary of hotel management major students is only 1000 Yuan during the internship, which leads to a large gap between the students and the regular staff of the hotel, which leads to the students' low enthusiasm for internship and the unreasonable implementation of the shift system, which makes students unable to fully grasp the operation of the hotel. In this respect, the school can enhance communication with the cooperative enterprises, further improve the basic salary of students, and implement the post rotation system to improve students' understanding of various work departments, which will help students to participate in hotel management in the future.
3.6 Improving Students' Ability to Apply

It is found in the survey of students' job hunting that the students majoring in hotel management have poor job-hunting ability at this stage. The main reason is that during the period of school, teachers lack of relevant knowledge training, coupled with the lack of attention of students, resulting in poor performance in the application process, often unable to find the desired job. Therefore, the school should increase the relevant courses to improve the students' ability to apply for jobs. At the same time, vocational training should be carried out for the students at the beginning of school, so as to help the students make a scientific and reasonable career plan. And in the production of resume, interview skills and job planning to train students, improve the overall application ability of students.

4. CONCLUSION

The professional quality of hotel staff often directly affects the service quality of the hotel, so it is found that the teaching content is backward and the teaching quality is not high when analyzing the training of hotel management professionals. Therefore, the current hotel should increase the investment of funds, pay attention to the combination of theory and practice in the teaching process, further improve the quality of teaching, improve the quality and efficiency of hotel management personnel training.

REFERENCES

Research on Online and Offline Hybrid Teaching of Digital Electronic Technology Course

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Abstract: This paper takes the teaching of digital electronic technology course as an example, introduces the online and offline hybrid teaching mode as the breakthrough point, analyzes how to use the mixed teaching mode to change the existing teaching mode of digital electronic technology course, in order to provide teaching reference for teachers in the course of digital electronic technology teaching.

Keywords: Digital electronic technology; Hybrid teaching; Teaching research.

1. INTRODUCTION
With the development of Internet technology, online teaching has gradually become a widely promoted teaching method in secondary vocational schools and universities. Online teaching has replaced some disadvantages of traditional offline teaching, broken the limitations of traditional offline teaching in space and time, and formed a new teaching style with offline teaching, and realized the new development of teaching methods.

2. ONLINE AND OFFLINE HYBRID TEACHING
Online and offline blended teaching, as its literal meaning, is based on the traditional offline teaching mode. With the combination of modern information technology online teaching to cooperate with each other, play their own teaching characteristics to achieve the best teaching effect.

First of all, the school's teaching objectives are changing. From the original focus on unilateral knowledge infusion and a test paper to assess the results of a semester, gradually pay attention to classroom interaction, skills training and various factors to consider. The traditional offline education mode is obviously unable to meet the needs of teaching development, so the online and offline hybrid teaching mode has been gradually promoted [1-4].

Secondly, the mixed teaching mode is not only to communicate with teachers and students or evaluate teachers online, but also to break the limitation of time and space by combining information technology. First, online teaching can combine a variety of online teaching methods and technical means for teacher-student interaction or classroom interaction, which can effectively mobilize students' learning enthusiasm. Second, the diversity of teaching contents and methods can stimulate teachers' teaching ability and improve teaching activities.

Third, when teachers teach in the classroom online, each class has a certain time limit, the curriculum content can only be based on the teacher's preparation and textbook knowledge as the main content, cannot carry out additional supplementary explanation of extracurricular content. But with the popularity of mobile phones and other terminal devices, so that online teaching supplements offline teaching content has become possible. Moreover, online teaching content can also be repeated through video learning, to ensure that students do not miss a point of knowledge. Finally, no matter what course, it is necessary to absorb and absorb the knowledge, strengthen the memory and improve the application ability in practice and practice. The traditional teaching mode pays insufficient attention to this aspect, and there are certain loopholes, and the online and offline hybrid teaching can be made up, and comprehensively cultivate students' comprehensive ability in a curriculum.

3. RESEARCH ON ONLINE AND OFFLINE HYBRID TEACHING OF DIGITAL ELECTRONIC TECHNOLOGY COURSE
3.1 Feasibility of Mixed Teaching In Digital Electronic Technology Course
Digital electronic technology is a basic course, which is an introductory technical basic course for students majoring in electrical engineering and automation. This course is mainly through the analysis and design of common electronic devices and digital electrical appliances. Students can master the basic knowledge, theory, analysis and design methods of digital electronic technology, and lay a foundation for further study of VLSI system design. In other words, digital electronic technology is an introductory course, which can be used as a basic course connecting the two learning stages. This course not only requires students to master the basic knowledge and skills, but also to master the methods of analyzing and solving problems, as well as how to master and use them skillfully in practical work.

When using the traditional teaching mode to teach the digital electronic technology course, because there are many theoretical courses and the course hours are often not enough, each part of the content is explained in detail. Therefore, some teachers in the actual classroom teaching often choose the content, or simply use projection to indoctrinate students for the sake of teaching progress. This kind of teaching method will lead to students have no time to absorb and understand the theoretical knowledge. The teacher will immediately talk about more in-depth knowledge points, leading to students' half understanding.
In a few practical links, they can not get effective practical work experience. They can only rely on rote memorization to pass the final examination. This kind of teaching method is a kind of torture to both teachers and students.

On the one hand, its online teaching can make up for the problems of insufficient class hours, students' insufficient understanding of knowledge points and rigid classroom teaching. On the other hand, it can make the time of offline teaching no longer need to be compressed, and can have enough time for students to participate in practical teaching and improve their theoretical application ability.

3.2 Online and Offline Hybrid Teaching Scheme of Digital Electronic Technology Course

The past syllabus is designed according to the traditional teaching model, and the theoretical content of digital electronic technology is more, so the past syllabus is insufficient in class time, classroom content is compressed seriously, classroom activities are limited to questions and group discussions, lack of practical courses. Therefore, according to the online and offline hybrid new teaching model to revise the syllabus.

The syllabus includes the setting of teaching methods, teaching progress, recommended school hours, classroom activities and assessment and evaluation methods. First of all, to change the teaching methods of indoctrination teaching in books in the past, we need to make appropriate adjustments to the curriculum arrangements online and offline.

Online teaching can focus on the explanation of key theoretical knowledge. Online teaching is first of all can be watched repeatedly, so teachers can break up the knowledge points, the need for understanding and memory of theoretical teaching content on the line to teach, at the same time with the online independent learning tutorial, according to the difficulty and level of knowledge design step by step teaching link design, to facilitate students to practice and remember repeatedly. In addition, the teacher group can also use the school on the online excellent teaching resources for integration, to facilitate students to carry out in-depth learning outside the teaching materials and expand learning. Before the start of the course, provide students with previews and imported teaching tasks to provide a way to watch them. In the formal class, the students before class to ask questions, properly understand the degree of students' understanding of these knowledge content, targeted changes in teaching content and teaching methods. After the teaching of a course content, such as a chapter after the end of the teaching, to help students to draw priority at the same time, to recommend to students to expand the way of learning outside the classroom, enrich the freedom of learning at the same time to help students cultivate interest in subject learning.

In conjunction with online teaching content, the setting of offline content can focus on the practice and group discussion related to the theory of difficulty. In the next class, because the online commitment to the vast majority of theoretical knowledge content, teachers can according to the needs of the curriculum content, reasonable set up free group discussion time, and encourage students to actively participate in the discussion and speak in the classroom. In due course, classroom tests can be set up according to the teaching stage to facilitate the supervision of students to carry out knowledge stage review.

Therefore, teachers also need to revise the curriculum assessment. Because of the digital electronic technology course content is more, if only focus on the results, it is likely to lead to students swallowing, there is "as long as the exam can, do not need to listen to the lesson" idea, but also let teachers ignore the importance of daily teaching. The completion of online teaching will be included in the assessment, and the interactive performance of offline teaching will be added to the scope of assessment, in order to combine the online and offline mixed teaching methods, from the results-oriented assessment, to focus on the process and results of the assessment.

Therefore, teachers also need to change the curriculum assessment. Because of the digital electronic technology course content is more, if only focus on the results, it is likely to lead to students swallowing, there is "as long as the exam can, do not need to listen to the lesson" idea, but also let teachers ignore the importance of daily teaching. The completion of online teaching will be included in the assessment, and the interactive performance of offline teaching will be added to the scope of assessment, in order to combine the online and offline mixed teaching methods, from the results-oriented assessment, to focus on the process and results of the assessment.

4. CONCLUSION

The popularization of information technology brought about by the Internet, while facilitating daily life, has brought about a space for change and progress in modern teaching methods. With the development of online and offline hybrid teaching mode, changes in teaching mode, method and syllabus can help teachers and students in digital electronic technology courses to teach and learn.

REFERENCE

Study on The Protection and Development of Wetland Ecotourism Resources

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Abstract: China has rich wetland eco-tourism resources. In order to ensure the sustainable development of wetland eco-tourism resources, we should pay attention to the reasonable development and protection of wetland eco-tourism resources, adhere to the principle of sustainable development, the protection and development of wetland eco-tourism resources has become an important research issue. In recent years, due to the overexploitation of wetland eco-tourism resources and the influence of natural factors, people lack the correct understanding of wetland eco-tourism resources, and a large number of wetland areas are gradually reduced, and then the wetland eco-tourism resources are destroyed. This paper first analyzes the wetland eco-tourism resources, and then discusses the development status of wetland eco-tourism resources, and makes protection and reasonable development measures to achieve sustainable development of wetland eco-tourism resources.

Keywords: Wetland; Ecotourism resources; Protection and development

1. THE CHARACTERISTICS OF WETLAND ECOTOURISM RESOURCES

The function of wetland is multi-faceted. As a direct water source or groundwater supplement, wetland can effectively control the outbreak of flood and soil desertification, and effectively avoid the damage of flood and drought disasters on the environment. Wetland also contains rich resources, with high economic and ecological value. As a complex and diverse ecosystem, wetlands provide a good habitat for some animals or some rare and endangered wild animals. As a natural ecosystem, wetland ecotourism resources have rich and diverse characteristics [1].

1.1 Biological resources are rich and diverse. Wetland environment is complex and diverse, including natural wetland and artificial wetland, creating rich wetland eco-tourism resources. The rich and special environment of wetland provides a good habitat for the rich animal and plant communities. The vast wetland area has become the habitat of many rare species. There are more than 2760 species of wetland plants recorded in China, about 1500 species of wetland animals (excluding insects, invertebrates, fungi and microorganisms), and 1040 species of fish. Therefore, wetland biological resources are very rich [2].

1.2 The biological population is rare and complex. Wetland biological resources are rich and diverse, many of which have very important protection and ornamental value, such as Red Crowned Crane, swan, some fish and so on, which is conducive to the wetland to carry out scenic view, water fishing and other eco-tourism activities. There are also some rare populations, which are of high scientific research value. For example, there are rare birds in Dongting Lake, white crane, Chinese merganser, white stork, etc., as well as Chinese sturgeon, white sturgeon, cochineal fish and other precious species [3], which is very conducive to scientific research and popular science education activities for people.

1.3 Vulnerability of wetland ecological resources. Wetland ecological resources are very fragile. There are many influencing factors in wetland ecosystem, including hydrology, soil and other aspects of natural factors, as well as human factors. The change and destruction of any one of these factors will cause instability of the wetland, especially the hydrological factors of wetland have the greatest impact and interference on the wetland, causing great damage to the biological resources in the wetland field, there are also human unreasonable development and utilization of wetland resources, leading to the destruction and instability of wetland ecological resources.

1.4 Comprehensive benefits of wetland eco-tourism resources. Wetland ecological resources have great benefits to nature, which not only play an important role in regulating climate, regulating water resources and protecting species, but also have important impacts on people's social life, such as human society's industry, agriculture, energy and solar term. There are many herbs and other plants with economic value and wide use in the wetland. There are many kinds of medicinal plants, fish and so on, which provide people with various economic benefits.

1.5 The distribution area is wide. China is one of the countries with the widest distribution of wetland area. The wetland types are complete and the number is the most abundant. The regional differences of wetland are significant. Wetlands are distributed from cold temperate zone to tropical zone, from coastal area to inland area, from plain to plateau and mountain area, forming a variety of types and wide regional wetlands.

2. THE CURRENT SITUATION AND EXISTING PROBLEMS OF WETLAND ECOTOURISM RESOURCES DEVELOPMENT

2.1 Excessive and unreasonable development and utilization will seriously affect the natural landscape of wetland. With the continuous improvement of living standards, people's demand for life is also increasing, and the demand for eco-tourism is more diverse. In order to attract more tourists and improve economic benefits, many wetlands have been built vigorously, resulting in serious soil erosion [4]. A large amount of sediment deposition has
seriously damaged the natural landscape of wetlands.

2.2 The ecological environment is seriously polluted and the biodiversity of wetland is reduced. Wetland is rich in animal and plant resources, which is a very important genetic pool of species, and its value is immeasurable. However, due to the unreasonable use and over-exploitation of wetlands, as well as man-made destruction, the living environment of wetland animals and plants has been seriously damaged. Many animals and plants in the wetland have been greatly reduced due to the pollution of their living environment, and even on the verge of extinction, which leads to the degradation of the wetland ecosystem, reduces the regulation ability of the wetland, and destroys the stability of the wetland ecology.

2.3 The environmental pollution was aggravated and the ecological function of wetland decreased. With the development of economy and the continuous improvement of urbanization level, the development of industry and all walks of life in China neglect the protection of the environment. A large number of industrial waste water, waste gas, domestic sewage and garbage are discharged into the wetland. The phenomenon of random stacking of domestic garbage and garbage by tourists has affected the landscape and environment of nearby wetlands, seriously polluted and damaged the living environment of wetland species, affected the ecological function of wetland and caused certain economic losses [5]. The serious destruction and reduction of wetland landscape, the reduction of wetland species diversity and the increasing pollution have led to the decline of wetland ecological function and the destruction of eco-tourism resources.

2.4 Lack of unified and effective management mechanism. First of all, the wetland eco-tourism lacks unified and national laws and regulations. The existing wetland ecological laws and regulations are relatively scattered, lack of systematicness and integrity, which is easy to cause duplication and even contradictions between systems, and affect the protection of wetland eco-tourism resources. Wetland tourism landscape managers and tourists have weak awareness of environmental protection, and the wetland tourism landscape is seriously damaged. In order to seek temporary benefits, the managers over exploit the wetland tourism resources, there are no clear and accurate provisions on the behavior management of landscape tourists, and lack of eco-tourism education talents. While tourists enjoy the beauty of wetland landscape, they ignore the protection of wetland landscape. In the development of wetland landscape, a certain amount of money should be invested to maintain and restore wetland resources. However, due to the impact of economic interests, developers seldom put forward funds to protect and construct tourism resources, which seriously affects the sustainable development of wetland eco-tourism resources.

2.5 The deficiency of people's ecological concept. Wetland natural scenery and beautiful cultural landscape, there are a large number of tourists visit tourism every year, so in the wetland eco-tourism area derived from a number of angertainment and other industries, these industries in the wetland economic benefits are very high. People's tour groups do not abide by certain rules and regulations, and the number of tourists often exceeds the environmental capacity. More and more people come to the wetland to enjoy the wetland landscape and participate in some activities such as farmhouse entertainment, resulting in a lot of tourism waste and pollutant emissions, affecting the protection of wetland ecological tourism landscape and resources.

3. RESEARCH ON THE PROTECTION AND DEVELOPMENT OF WETLAND ECOTOURISM RESOURCES

3.1 Strengthen the publicity and education of wetland eco-tourism resources protection and reasonable development. The destruction of wetland eco-tourism resources is largely due to the lack of awareness of managers and tourists on the protection of ecological resources, and do not realize the importance of wetland eco-tourism resources protection. Relevant tourism departments should strengthen the publicity of wetland eco-tourism resources protection, publicize the importance of wetland eco-tourism resources protection to people through modern information tools, broadcasting, information, media network and other channels, mobilize the enthusiasm of the masses to protect tourism resources, regulate their own behavior in tourism management and tourism activities, and advocate civilized Tourism of tourists The concept of wetland ecological civilization tourism is deeply rooted in the hearts of the people. It can really improve the masses' awareness of eco-tourism, better protect the wetland eco-tourism resources, and better promote the sustainable development of wetland eco-tourism resources. We should strengthen the research on the function of wetland eco-tourism resources, use modern high-tech technology to carry out dynamic monitoring of wetland ecosystem, and effectively protect wetland ecological resources.

3.2 Restore wetland eco-tourism resources and ensure wetland ecological area. Ensure the wetland area, ensure the ecological landscape area of lakes, marshes and other natural wetlands, and protect the wetland ecological environment. The main reason for the decrease of wetland area is the reclamation of farmland and the increase of urban buildings, which leads to the decrease of wetland area. To ensure a certain area of wetland is an important premise to ensure wetland eco-tourism resources [7]. Excessive development of wetlands will destroy the original ecological resources of wetlands, but also cannot get the economic benefits. Therefore, we should return farmland to biogas, restore the original natural ecological resources in the wetland, and give full play to the various functions of the wetland.

3.3 Reasonable planning to realize the harmonious development of man and nature. The reasonable planning of wetland eco-tourism resources is the prerequisite to ensure the sustainable development of wetland ecological resources. Before the development and utilization of wetland eco-tourism resources, it is necessary to understand
the sensitivity, anti-interference and environmental quality of wetland ecology in advance, and make a detailed investigation and study on the wetland area and environmental resource capacity [8]. It is necessary to scientifically formulate the planning scheme of wetland ecological resources, strictly prohibit the excessive development of wetland ecological environment, give full play to the comprehensive ecological and economic benefits of wetland, and realize the harmonious and sustainable development of human and nature. Strictly controlling the number of wetland tourists can not only control the pollution and garbage discharge of tourists in wetland tourism activities, but also better prevent tourists from damaging the wetland ecological environment.

3. Carry out wetland ecological protection construction to eliminate pollutant discharge. To control the unreasonable utilization and development of wetlands, the destruction of wetland ecology is also partly due to soil erosion and the discharge of a large number of pollutants. The discharge of harmful pollutants should be eliminated to better protect the ecological environment of wetlands. At the same time, due to the wide range of wetland eco-tourism, it is necessary to improve the quality level of wetland eco-tourism related managers, strengthen the awareness of eco-environmental protection of managers, and strengthen the theoretical and professional ethics of eco-tourism.

3.5 Strengthen the legislative work of management mechanism. Strengthen the legislation of wetland management, strengthen the protection and management of wetland biodiversity, and promote the orderly development of wetland eco-tourism activities. We should formulate relevant laws and regulations, add wetland protection provisions, protect wetland ecological environment through legislation, standardize wetland tourists' activities, enhance tourists' ecological awareness, and give full play to the comprehensive benefits of wetlands.

4. WETLAND ECOTOURISM MODE

4.1 Ecological sightseeing type. The wetland eco-tourism mode of eco-tourism is mostly large-scale and colorful wetland landscape, and some rare species attract tourists' vision. In order to maintain the ecological value of the ecological sightseeing tourism mode, the original ecology is the characteristic of this mode and also its value foundation. Once the ecology is destroyed, the tourism value will lack the support, so it is necessary to minimize the external interference and influence on the wetland [9].

4.2 Popular science education type. Popular science education is a wetland eco-tourism model based on ecological protection and with popular science education as its main ecological function. It needs to take into account the common needs of the two, pay attention to its ecological knowledge education, biological knowledge education in the wetland, and science and technology knowledge education [10], as well as some field observation, theme lectures and other activities, so as to use science popularization education to understand wetland ecology in many ways.

4.3 Urban leisure type. Urban leisure type is a wetland eco-tourism mode which pays special attention to urban leisure function, and there is a certain degree of constructed wetland environment. Urban leisure type is mainly close to urban areas, providing activity space for leisure activities such as catering and gathering in human social activities [11].

4.4 Compound development type. Compound development type wetland ecotourism mode integrates multiple functions. Generally, the complex development type has a large scale, distinctive wetland characteristics, and is suitable for market economic development. It has good wetland regions or strong investment capital. The combination of multiple wetland tourism forms multiple attraction and overall advantages of wetland ecology, which greatly increases the attraction and comprehensive benefits of wetland eco-tourism.

5. THE SIGNIFICANCE OF WETLAND ECOTOURISM RESOURCES PROTECTION AND DEVELOPMENT

5.1 Ecological significance. To protect the ecological resources of wetlands and maintain the biodiversity in wetlands, the organisms in wetlands rely on wetlands to survive, protect and reasonably develop wetland ecological resources, reduce the occurrence of natural disasters, the evaporation of wetlands makes precipitation, regulate the ecological climate, and reduce the loss and damage caused by natural disasters to human society.

5.2 Economic significance. Wetland eco-tourism resources provide rich animal and plant products, some rare and nutritious animals and plants bring great economic benefits to people. It also provides rich water resources and mineral resources, and wetlands play a huge role in water storage [12]. Wetland ecological resources play an important role in improving people's lives. They contain a lot of resources and play a supporting role in the development of social economy.

5.3 Social significance. Wetland eco-tourism resources bring more space for the development of tourism in human society, and attract people's yearning in the aspects of sightseeing, entertainment and other aesthetics. The suitable wetland environment also provides a comfortable convalescent environment for people. Wetland ecological resources have rich educational research value [14], providing a broad practice base and practical tools for human research and learning. Human and wetland ecological environment resources are interdependent and harmonious development.

6. CONCLUSION

The development of wetland eco-tourism in China mainly depends on the development and utilization of wetland eco-tourism resources. At the same time, attention should be paid to the protection of ecological resources. Reasonable development and protection can promote the sustainable development of wetland eco-tourism. Sustainable development is the inevitable requirement of modern natural environment. Strengthen the publicity of resource protection, carry out reasonable development in
combination with the actual situation of the wetland, reasonably develop and utilize the wetland eco-tourism resources, ensure the wetland area, strengthen the legal management of wetland eco-tourism resources, publicize the concept of protecting wetland ecological resources, develop characteristic wetland tourism, highlight the characteristics of Wetland Ecotourism, and protect ecological resources [13]. In order to realize the sustainable development of wetland eco-tourism resources, we should give full play to the comprehensive ecological benefits of wetlands.

REFERENCE
Research on The Construction of Service Facilities Based On "Living for The Aged" In Yunnan Province

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Abstract: Taking Yunnan Province as an example, this paper briefly describes the basic concept of the mode of living for the aged, and analyzes the necessity of the construction of the service facilities for the elderly living in the city. From the aspects of laws and regulations, sharing economy, ideological propaganda and the integration of industry and technology, this paper puts forward specific countermeasures on the construction of service facilities for the elderly living in residence, providing theoretical reference for relevant personnel, aiming to improve the construction level of service facilities and meet the personalized psychological needs of the elderly.

Keywords: Living in retirement; Service facilities; The old-age security system.

1. INTRODUCTION

Living for the aged is a new model based on the development of tourism and pension industry, which can not only promote the development of related service industries, but also promote the process of regional economic construction. However, there are still many problems in the implementation of living pension in Yunnan Province. It is required to start with improving the construction of service facilities, pay attention to industrial integration, implement new pension service mode, and promote the construction and development of living pension service facilities in Yunnan Province.

2. THE BASIC CONCEPT OF THE "RESIDENTIAL OLD-AGE" MODEL

Living for the aged is a new industry integrating tourism and pension industry under the new normal. It mainly refers to that the elderly group obtains the living experience of the tourist destination through tourism, which is different from the traditional pension mode [1, 2]. The living for the aged not only meets the needs of the elderly for tourism activities, but also achieves the purpose of providing for the aged. At the present stage, the development forms of the residential pension industry include the migratory bird mode, the convalescent mode, the literary appreciation mode, the characteristic pastoral mode and the community-based mode. It has achieved the innovation of the content and form of the elderly care service, and provided greater development space for the pension industry under the new normal.

3. NECESSITY OF CONSTRUCTION

The innovation of the mode of living for the aged realizes the transformation and upgrading of the industrial structure and plays an important role in promoting the development of local economy, which is embodied in the following aspects: first, it is conducive to the realization of industrial integration and the development of tourism and pension service industry. As a new type of pension mode, living pension is the product of the development of tourism and pension industry. Actively implementing the mode of living for the aged and building basic service facilities can realize the organic combination of local industries and promote the common development of different industries. Second, it is conducive to the development of new pension services. With the continuous growth of the aging population, the service demand for the pension industry is also gradually increasing. The development of the residential pension industry can make up for the shortage of pension institutions and relieve the pressure of the aging population on the pension industry. Third, it is conducive to the implementation of the people-oriented concept to meet the actual needs of the elderly. Promoting the innovation and development of the mode of living for the aged not only speeds up the structural adjustment of tourism industry and pension industry, but also implements the concept of people-oriented pension service, taking the elderly group as the center, effectively meets the psychological needs of the elderly group, and provides elderly care service security for the elderly group. With the development of social economy, the service mode of living for the aged has been widely used in the planning of pension service in various regions. However, there are still many problems in the actual implementation, which restrict the development of the industry. Taking Yunnan Province as an example, the relevant laws, service facilities, resource integration ability and product market scale of Yunnan Province are not perfect. For example, the living pension market in Yunnan Province is mainly concentrated in Kunming, Dali and Xishuangbanna, and most of the other areas have not yet implemented the living pension, which makes a large number of resources idle, affecting the development of the tourism pension industry in Yunnan Province Therefore, it is very important to strengthen the construction of service facilities for the elderly living in rural areas. The local government and relevant industrial departments are required to pay attention to the investment in the construction of service facilities, so as to further promote the development of the residential pension industry.

4. SPECIFIC MEASURES

4.1 Improve the Old-Age Security System as Prescribed by

ACADEMIC PUBLISHING HOUSE
The construction of service facilities based on the mode of living for the aged in Yunnan Province should be based on the specific situation of local economic development, promote the integration of resources, realize the rational utilization of resources, and give full play to the maximum use value of regional resources in Yunnan Province. On the one hand, it is necessary to deeply excavate the regional tourism resources of Yunnan Province, make full use of the advantages of local natural environment and climate conditions, formulate reasonable development policies of related industries, drive the development of local related service industries in Yunnan Province with tourism, promote the transformation and upgrading of industrial structure, and accelerate the construction process of service facilities for the elderly living in Yunnan Province. On the other hand, we should fully implement the concept of sharing economy development, pay attention to the integrated development of diversified industries, and effectively integrate tourism, pension, catering and other industries in Yunnan Province, so as to improve the effect of resource integration and promote the construction of service facilities for the elderly living in Yunnan Province.

3.3 Strengthen Ideological Propaganda and Education for The Elderly
Compared with other areas, the implementation of the mode in Yunnan Province is relatively slow, and the construction of local service facilities for the elderly is not perfect. In view of this development problem, the local government and relevant industrial departments of Yunnan Province are required to pay attention to institutional reform, expand the market scale, and alleviate the unbalanced development of the service industry for the elderly in Yunnan Province. Based on the specific situation of the construction of the service facilities for the elderly, it is necessary to establish open public pension institutions, pay close attention to the construction of pension service facilities, and provide high-quality services for the elderly. At the same time, we should do a good job in ideological propaganda of the elderly, change the old people's pension concept, establish a sound pension maintenance mechanism, attract the elderly to participate in the implementation of the plan, guide the elderly to establish a correct consumption concept, and strengthen the construction effect of the service facilities for the elderly living in Yunnan Province.

3.4 Implementation of The New Mode Of Internet Plus Living In Retirement
In the implementation of the construction of the living facilities for the elderly in Yunnan, the province should pay attention to the innovation of the content and form of the living in retirement, and implement the Internet plus living support mode, so as to integrate effectively the science and technology with the old age industry, and speed up the construction of the service facilities. Yunnan Province pension institutions can use modern information technology and network technology to build a standardized network information platform, with the help of the network platform to enhance communication with the elderly, understand the actual needs of the elderly, and provide feasible help for the elderly. At the same time, the network platform can be used to promote related products, so that the elderly can fully understand the product information, which not only saves operating costs, but also expands the product sales market. In addition, Yunnan Province should continue to improve the intelligent level of infrastructure equipment, increase the investment in research and development of intelligent equipment, such as intelligent robot, dynamic monitoring equipment, etc., in order to effectively improve the quality of service for the elderly living in Yunnan Province.

4. CONCLUSION
The mode of living for the aged provides more development opportunities for the economic construction of Yunnan Province. In the process of implementing the construction of service facilities for the elderly living in Yunnan Province, it is required to formulate reasonable laws and regulations, improve the corresponding pension security system, build a new pension mode with the help of Internet technology, and promote the construction of elderly care service facilities in Yunnan Province.

REFERENCE
Analysis of Ideological and Political Education for Postgraduates in Universities Under the New Situation

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Abstract: The ideological and political education of postgraduates is an important part of graduate education in Colleges and universities. In the face of the new situation and new requirements, there are still some problems in the ideological and political education of postgraduates, such as the lack of pertinence and innovation, the insufficient education function of campus culture, and the lack of understanding of mental health education. Through giving full play to the main responsibility of tutors, strengthening the guidance of guiding ideology and guiding discipline education, building academic culture in line with the characteristics of graduate students, improving cultural self-confidence and the integration mechanism that should be strengthened in the process of education, so as to promote the improvement of education for graduate students, they are aware of the consequences of academic misconduct, and constantly improve the quality of graduate education.

Keywords: Postgraduates; Ideological and political education; Analysis

1. INTRODUCTION

As the high-end talents who meet the needs of the development of the party and the country and realize the historical mission of the great rejuvenation of the Chinese nation, the graduate group is the first priority of the current ideological and political education of graduate students, whether it is to cultivate morality and cultivate people, or to cultivate and Practice the socialist core values. [1] The National Conference on graduate education stressed that we should implement the fundamental task of cultivating people by virtue, take improving the quality of graduate education as the core, deepen reform and innovation, promote connotative development, cultivate high-level talents with research and innovation ability, and strive to create a new situation for the development of graduate education.

2. THE STATUS QUO

At present, the ideological and political education of Postgraduates in China is facing a new situation. The party and the state attach great importance to it. Colleges and universities have built a corresponding system of Ideological and political education in accordance with their own reality, further clarify and strengthen the ideological and political education of graduate students, and improve the comprehensive quality of graduate students, but there are still some problems that cannot be ignored.

In order to further understand the ideological status of graduate students, some colleges and universities set up questionnaire contents from the aspects of Ideological and political education, tutor satisfaction, mental health, academic integrity and so on. A total of 500 questionnaires were sent out, 483 were recovered, and the recovery rate was 96.6%.

2.1 Analysis of Survey Results

2.1.1 On the whole, the current graduate group is positive and healthy, often pays attention to the national current affairs policies and hot issues, identifies and practices the socialist core values, and achieves obvious results in ideological and political education in Colleges and universities. Both the way of Ideological and political education for graduate students and the satisfaction degree of their own ideological status have reached more than 90%.

2.1.2 Among the survey options on academic integrity and academic misconduct of postgraduates, more than 96% of them are aware of the consequences of academic misconduct and understand the education work carried out by universities in terms of academic integrity and academic norms. 93% of the graduate students hope to strictly standardize the academic integrity system and strengthen the investigation and punishment of academic misconduct.

2.1.3 As for the psychological distress of postgraduates, there will be mental pressure from study, scientific research, employment, economy, emotion and other aspects during postgraduate study, among which the main stress is scientific research, accounting for 66.9%.

2.1.4 As for the satisfaction of tutor in postgraduate training, 75% of the students think that the tutor is very serious about their guidance, only a small number of 4% of the students think that the tutor's guiding attitude is not serious, and the overall satisfaction of tutors for graduate students is 79.5%.

2.2 Main problems in Ideological and political education of Postgraduates

2.2.1 The ideological and political education for postgraduates lacks pertinence and effectiveness

From the main channel of classroom, the content and curriculum design of Ideological and political education for graduate students are not enough to closely integrate with the reality of graduate students' life, and the methods of education work are also slightly outdated, which cannot effectively solve the practical ideological problems of graduate students, which greatly reduces the role of Ideological and political courses on graduate students and the degree of graduate students' attention to this course. As
the teaching methods are relatively old and the teaching methods are relatively simple, they cannot improve their enthusiasm for learning. Even many students think that the ideological and political theory course is useless for them. Therefore, the main position, main classroom and main channel of Ideological and political education for graduate students have not been fully played out.

2.2.2 The methods of Ideological and political education for postgraduates need to be innovated
The methods of Ideological and political education for postgraduates are flexible and changeable. As a kind of social practice, ideological and political education itself has strong practicality, and its life also lies in practice. However, the current ideological and political education practice system is not perfect. Graduate Students’ learning form is still mainly classroom teaching, passive learning, lack of effective inspiration and guidance. As a research-oriented talent, only through practice is the effective way to achieve the unity of knowledge and practice. If we leave practice and lack of participation, the effectiveness of Ideological and political education will inevitably be affected.

2.2.3 The role of campus culture in the ideological and political education of postgraduates is not obvious
Campus culture can influence students' values imperceptibly. Good campus culture is conducive to the smooth development and effective dissemination of Ideological and political education. At present, campus culture has not played its due role in the ideological and political education of postgraduates. To a certain extent, it lacks characteristics and appeal. Many colleges and universities have not built their own campus culture according to their own characteristics, such as: region, culture, environment and humanistic characteristics, and carry out substantive activities of graduate campus culture construction. [2]

2.2.4 The mental health education of postgraduates should be strengthened
At present, the imperfection of mental health education system is the malpractice of traditional ideological and political education. It ignores the cultivation of graduate students' psychological quality and only pays attention to teaching students from the theoretical level, which leads to the lack of graduate students' ability in self-adjustment and social adaptation. As a result, once the graduate students have psychological problems, the consequences are more serious. Neglecting the mental health education will make the problems such as personality imperfection, mentality imperfection and psychological quality deficiency more prominent, which will make the ideological and political education of graduate students lose the foundation in some aspects.

3. REFLECTION ON THE IDEOLOGICAL AND POLITICAL EDUCATION OF POSTGRADUATES IN COLLEGES AND UNIVERSITIES UNDER THE NEW SITUATION

3.1 Strengthen The Ideological And Political Guidance
And Subject Ideological And Political Work, And Strive To Build a Pattern Of Graduate Ideological And Political Work
The complexity and arduous tasks of Ideological and political work in Colleges and universities determine that all forces that are conducive to the cultivation of graduate students' ideological quality must be mobilized in Colleges and universities. Moral education is the fundamental task of colleges and universities, but also the starting point and foothold of Ideological and political work in Colleges and universities. In recent years, focusing on the fundamental task of "cultivating morality and cultivating people", we have implemented "six major projects", innovated educational concepts, paid attention to cultural edification, made full use of new media means from the perspective of cultural education, and started from paying attention to and solving students' practical problems, moistening things soundlessly and changing the rain in spring, organically combining solving the practical problems of college students with cultivating their cultural self-confidence. [3] The graduate student is the tutor responsibility system. With the collaborative implementation of the two-level management of the University, we should make good use of the main channels of learning guidance interaction, classroom teaching and scientific research practice. The graduate tutors should play a good role as the primary responsible person of Ideological and political education, strengthen the guidance of learning and ideological and political, combine the topic guidance and ideological guidance, improve the pertinence of Ideological and political education, and meet the growth and development of students Develop the demand and expectation, and form the synergy effect and education joint force. [4]

3.2 Update the Concept of Education, And Strive to Create the Academic Culture in Line with The Characteristics of Graduate Students in The New Media Era
The development trend of new media is irreversible, which not only challenges the traditional media and means of Ideological and political work in Colleges and universities, but also brings new opportunities. We must study and understand the influence of new media on the ideological education of postgraduates, make full use of new media means, and integrate the culture in the real world with the culture in the virtual world through new ideas, new media and means, open up and stick to the cultural training highland in the virtual world, grasp the ideological initiative, enhance the discourse influence, strengthen the guidance and transmission Sow positive energy. [5] It is necessary to actively create an academic and cultural platform, focus on the exploration and development of academic and cultural brand activities to improve the practical ability, innovation ability and research ability of graduate students, create an academic and cultural atmosphere, cultivate the academic mind of "all embracing and learning from others' strong points", and cultivate both academic research ability, good moral character and high sense of social responsibility. To attach importance to the academic and cultural factors, we should combine the characteristics of new media means and dissemination rules, make use of the positive factors of new media and popular culture, actively respond to the demands of college students, fully tap the cultural attributes and moral
Values hidden behind knowledge, and highly integrate moral education and cultural self-confidence, so as to achieve the effect of cultural people. [6]

3.3 Improve The Mechanism System And Establish The Normal Mechanism Of Integrating Cultural Self-Confidence Into The Cultivation Of Humanistic Quality Of Postgraduates

Whether it is the cultivation of humanistic quality or cultural self-confidence of medical postgraduates, it should be normal. The normal mechanism can be constructed according to the professional characteristics of postgraduates, with the goal of improving humanistic spirit, highlighting social practice and improving humanistic quality, including the accumulation of humanistic knowledge, the cultivation of humanistic thoughts, methods and spirits, etc., especially the cultivation of humanistic spirit, which needs an internalization process, and its theoretical knowledge must be transformed into an external body through practical activities. Only by forming one's own thoughts and feelings can humanistic knowledge be transformed into humanistic spirit. The establishment of normal mechanism can not only ensure the realization of this internalization process, but also expand the historical vision and academic taste of graduate students, and greatly expand the cultivation space of humanistic quality. Only in this way, can we really cultivate the graduate students with higher comprehensive quality and self-confidence that the society needs. At the same time, we should pay attention to the integration of humanistic care into the cultivation process of graduate students' humanistic quality, which will help to cultivate their rational, confident, optimistic and upward social mentality, help them improve their self-improvement and self-development, and improve their educational governance efficiency. [7]

3.4 Strengthen The Mental Health Education Of Postgraduates And Construct The System Of Psychological Prevention And Crisis Intervention

The mental health education of postgraduates has its own characteristics, but it is not an individual problem. It needs to build a support system of school, family and society, and the cooperation of the whole staff in education. First of all, the tutor is the primary responsible person for the ideological and political education of postgraduates. The tutor should care about the life and physical and mental health of the graduate students, and constantly improve the good psychological quality of the graduate students who dare to face difficulties and setbacks. Therefore, through the mental health education department, colleges and universities should strengthen the psychological training of tutors, establish the mental health awareness of tutors, and play a guiding role in the psychological health education of graduate students. The training contents include the relevant theories and Strategies of positive psychology, how to deal with the relationship between teachers and students with the concept of positive psychology, and how to stimulate the positive psychological quality of Postgraduates through case study. [8] Secondly, we should give full play to the guiding role of professional psychological teachers, and should combine the strength of graduate education and management teachers, counselors, professional practice teachers and other forces to provide guidance service and acceptance from different angles. Thirdly, the psychological adjustment of postgraduates, the demonstration and guidance of peers, the importance of family guidance, and social support are all important factors that cannot be ignored. In a word, only by integrating the resources of universities, families and society, and providing more professional and effective support system, can we promote the positive development of graduate students' mental health education and provide psychological education guarantee for the smooth development of Ideological and political education of graduate students.

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Research on The Integrated Development of Red Culture and Sports Industry

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Abstract: Sports industry has become one of the most important industries in China in recent years, which has far-reaching influence on national physical exercise and spiritual and cultural construction. This paper mainly analyzes the profound connotation of red culture, and at the same time explores the strategy of the integration and development of red culture and sports industry. Committed to actively integrating into the red culture in the sports industry, using culture to drive the progress of the sports industry, and to achieve sports on the basis of promoting national culture.

Keywords: Red Culture; Sports Products; Cultural Integration

1.INTRODUCTION

The heritage of revolutionary spirit and traditional culture is the virtue of the Chinese people and the key driving force for the long-term development of the country. In the process of promoting the development of sports industry, red culture can play an active role. In this regard, the red culture and sports industry need to be integrated, the revolutionary spirit deeply into physical exercise, on the basis of encouraging the national movement, to strengthen the physique of the Chinese people, for the rise of the Chinese nation and cultural revival to contribute.

2.THE CONNOTATION OF RED CULTURE

In the great struggle of the Communist Party of China to lead the Chinese revolution, it embodies the noble revolutionary culture and leads our country to prosperity gradually. All along, the country has been adhering to the concept of people-oriented construction of socialism with Chinese characteristics, leading the people to enjoy a harmonious society of the rich life. In the process of socialist road construction, it is the positive revolutionary culture that guides the Chinese people to overcome difficulties and strive for a better life, and it is also the red culture of material form that reminds the Chinese children not to forget the national shame and establish the dream of a strong country [1].

Red culture is full of the revolutionary spirit under the leadership of the Communist Party and the socialist road advanced guiding culture of the generalization, the current collectivism culture to drive the country's economic construction has achieved breakthrough results, which is undistinguished from the heritage of red culture. Especially for the new period of the country pay attention to the development of sports development of the status quo, the significance of promoting red culture can be presented. It has become an inevitable trend to integrate red culture into the construction of sports industry, and at a time when spiritual culture and material culture are constantly developing, the connotation of red culture is constantly enriched, which not only increases the spirit of construction, but also increases the related content of the spirit of reform and innovation, and effectively enhances the value of red culture, which has far-reaching significance for the long-term development of China along the socialist road.

3.AN EFFECTIVE STRATEGY FOR THE INTEGRATION AND DEVELOPMENT OF RED CULTURE AND SPORTS INDUSTRY

3.1 Combined with The Characteristics of The Times To Innovate The Construction Model Of Sports Industry

The integration and development of red culture and sports industry has a positive effect on the construction of cultural atmosphere, which is the inevitable trend of urban construction in the new period. In order to strengthen the integration and development of red culture and sports industry, the relevant departments should innovate the construction mode of sports industry according to the characteristics of the times. The traditional mode of acceptance of sports industry should be transformed into a new mode of sports that adapts to the development of the times and the needs of the people in the new era [2]. For example, sports culture industry can start from product renewal, and integrate into the red culture concept, to create sports products with cultural characteristics. At the same time, the improvement of economic level in recent years has greatly strengthened people's pursuit of spiritual culture. Sports product management enterprises can use this to introduce sports performances, in the performance of sports concepts full of positive energy, so that the vast number of audiences deeply feel the sports spirit and revolutionary cultural charm, in strengthening the popular sports enthusiasm on the basis of driving the sale and promotion of sporting goods and sports products, for the red culture under the integration of sports industry development to create favorable conditions.

3.2 Increase the Red Culture Publicity Efforts

The propaganda of red culture is an effective way to promote the construction of culture, and scientific cultural propaganda can deepen the people's understanding of red culture and help to improve the quality of the whole people. At the same time, strengthening the publicity of red culture in the process of sports industry can promote the integration of red culture and sports industry, and promote the development of sports industry. In the process of specific
cultural propaganda, we should actively apply the advantages of information dissemination on the Internet to ensure the effectiveness of publicity. For example: sports product marketers can use the network media platform to promote products, at the same time in the process of product promotion to vigorously promote the excellent red culture, china's older generation of revolutionaries of the revolutionary spirit and the spirit of hard work into the production of product promotion video, so as to promote the promotion of red culture, sports industry development to lay a solid cultural foundation. At the same time, the sports star effect should also be well applied, especially in the process of carrying out important sports events, the relevant enterprises can use the celebrity effect to encourage and guide the people to participate in physical exercise, feel the sports spirit integrated into the red culture, and provide impetus for the integration and development of sports industry and culture on the basis of promoting national fitness.

3.3 Actively Carry Out Sports Industry Activities Integrated Into The Red Culture
The development of sports industry activities integrated into the red culture is an effective way to guide people to devote themselves to physical exercise in the spirit of revolution. In the new era, the heat of national fitness is very high, whether students or office workers, and even middle-aged and old people, physical exercise has become an essential part of life. And some health clubs charge higher fees, to a certain extent, limit the people's fitness needs. In this regard, the relevant cultural departments can carry out some sports activities integrated into the red culture, such as the development of calligraphy chess projects, in the community to establish a sports model, while posting some posters to promote the red culture, so that the people in the fitness at the same time by the red culture, and then fall in love with sports, to the progress of the sports industry to provide a steady stream of audience resources. In addition, the sports industry operating system should pay attention to the creation of sports activities, regular organization of beneficial physical and mental sports competitions, and actively promote the red culture. And pay attention to the construction of talent team, training not only has good cultural management ability, but also good at opening up the sports market of new talents, so as to promote the deep integration of red culture and sports industry.

3.4 Build an External Environment To Promote The Integration Of Red Culture And Sports Industry
The construction of the external environment of the integration of red culture and sports industry is of positive significance to the promotion of industry, and under the influence of the environment, the sports industry will get unprecedented opportunities for development, which will promote the construction of industrial chain. For example, the relevant government departments should promote the promotion and protection mechanism of red culture, create an atmosphere for the whole people to learn red culture, and formulate relevant supporting policies for the development of sports industry. For the integration of red culture and sports industry to play a role in safeguarding. Especially in the process of large-scale sports events, the broadcast of sports events should take the red culture as the main broadcasting concept, and take the transmission of positive energy as the principle, so as to promote the further development of the sports industry. The relevant departments of the state should formulate a scientific management system for the development of the sports industry market, not only to regulate the sports industry market, but also to continue to take the red culture as the furtherance of industrial development. Only in this way can we better play the guiding role of red culture and effectively promote China's sports industry to adapt to the development of internationalization in the new period.

4. CONCLUSION
In a word, in order to effectively promote the integration of red culture and sports industry, we should actively establish the red culture propaganda system, and promote the sports that integrate red culture comprehensively, and deepen their understanding of red culture while raising the awareness of sports for all. At the same time, we should pay attention to the development of sports industry activities, adhering to the red concept, with the revolutionary spirit to drive the development of sports industry, in promoting cultural integration at the same time to promote national progress.

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REFERENCE
Research on The Risk of Corporate Social Responsibility Performance of Sharing Employees

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Abstract: The sudden epidemic situation gave birth to the mode of "sharing employees". This new mode of employment makes the effective flow of human resources, but also has the risk of corporate social responsibility. Therefore, it is necessary to strengthen risk management, clarify corporate responsibility, pay attention to skills training and improve the sharing platform so as to improve the efficiency of social resource allocation.

Keywords: Sharing employees; Social responsibility; Risks and Countermeasures

1. INTRODUCTION

Along with the new technology and new concept of sharing economy, new business forms and new models such as “sharing bicycle” and “sharing car” have been born. “Sharing employees” is just to adapt to the new changes of employment mode and employment form in the sudden epidemic situation, and to achieve a win-win situation among individuals, enterprises and society. “Sharing employees” is not only an innovation for domestic enterprises to actively help themselves in response to the epidemic, but also will become a new choice for employment which will be widely used in enterprises with strong seasonal employment. However, due to the ownership of shared employees changes at any time, there are many risks in their personal development and rights protection. Therefore, how to effectively solve the social security of “sharing employees” and promote enterprises to fulfill their social responsibilities has become an urgent research topic.

2. NEW MODE OF SHARING EMPLOYEES AND ITS CHARACTERISTICS

2.1 The Connotation Of Sharing Employee Mode

The mode of “sharing employees” refers to the cooperative employment mode in which the employees are transferred by the sharing mode for a short time. The specific performance is the temporary flow of employees between enterprises to reallocate human resources.

In the sharing employee mode, the shared employees keep labor relations with the original employing enterprise (i.e. "lending" enterprises). But in a specific period of time, with the consent of the employees, the original employing enterprise lends them to the "borrowing" enterprise (i.e. "borrowed" enterprises) for work. In this period, the shared employees accept the labor management of the "borrowing" enterprise, and formed the labor relations with the "borrowing" enterprise. According to the agreement between the "borrowing" enterprises and "borrowing" enterprises, the "borrowing" enterprises shall pay remuneration to "lending" enterprises or sharing employees in the form of payment of service fee [1].

2.2 Characteristics Of Sharing Employee Mode

Sharing employees promotes the rational allocation of labor resources, which is beneficial to the whole society. The mode of sharing employees has the following characteristics:

(1) Low ability required by the post. That is to say, the post skill requirements of "borrowed" enterprises are similar to the "borrowing" enterprises or there is no special requirement for skills. Therefore, shared employees can at least basically meet the skill requirements of the corresponding positions in the enterprises which employing them, or they can be competent for the job only through simple training or without training. In this way, it can reduce the skill constraints of job transfer in employee sharing and ensure that employees can be shared smoothly.

(2) The mobility of sharing employees. That is to say, in "lending" enterprises, human output to "borrowing" enterprises is a short-term temporary flow mode. According to work needs, sharing employees return to "lending" enterprises. The mode of sharing employees shortens the distance between the enterprises with excess human resources and the enterprises with shortage of human resources, solves the resource barrier. Therefore, the shared employee model can realize the rapid and accurate matching between the supply and demand of human resources, and make the labor resources flow more effectively.

(3) The applicability of employment mode. Due to the influence of market sales or raw material sources, different enterprises have peak and low production seasons. Sharing employees is based on the purpose of "sharing and win-win", which solves the seasonal differences in production and realizes the effective allocation of human resources. Therefore, sharing employee mode is not only an emergency measure, but also a new choice in the future.

(4) Control of human cost. Under the mode of sharing employees, "borrowing" enterprises and "lending" enterprises which affected by slack season have formed stronger cost control capabilities. The integration of tradition and innovation will explore a business model to resist the impact of uncertainty.

2.3 Benefits Of Sharing Employee Mode

In the sharing employee mode, employees can get stable...
employment and labor remuneration, their abilities are affirmed and exerted, and their emotions are more stable. At the same time, "borrowing" enterprises are supplemented by personnel, which makes the production and operation in an extraordinary period develop steadily or even rapidly, and "lending" enterprises reduce the cost of employment, maintain the stability of the staff team, and provide for the production and operation in the future. In terms of society, human resources are effectively allocated and utilized based on the market mechanism, which promotes the orderly development of social life [3].

3. THE RISK OF SHARING EMPLOYEES' CORPORATE SOCIAL RESPONSIBILITY

Li Huazhu and Wu Jixi (2011) divided the social responsibility of small and medium-sized enterprises into social responsibility for employees and social responsibility for the public based on the objects of social responsibility [4]. Among them, the social responsibilities of the enterprise to the employees include: (1) ensuring the income of the employees; (2) improving the safe and healthy working environment and working conditions; (3) improving the quality and ability of the employees.

Due to the flexible and changeable labor relations of sharing employees, enterprises may have the following risks when fulfilling their social responsibilities.

(1) The risk of employee income. The first is that "lending" enterprises which lend their employees for the purpose of profit-making, maybe reduce their labor remuneration internally. They even do not pay labor remuneration in full and on time, thus infringing the legitimate rights and interests of workers. The second is that the income level of shared employees may change when shared employees engage in labor in new positions of "borrowing" enterprises due to the different work contents and work qualities.

(2) The risk of safety accident. During the working period of the shared employees in the new post of the "lending" enterprise, the employees need a process of familiarity with the working environment. If the labor protection is improper, the shared employees may be injured by industrial accidents. When the "borrowing" enterprise and the "lending" enterprise do not agree on compensation methods in advance, and both parties shirk their responsibilities, then the interests of the sharing employees will be infringed.

(3) Risk of insufficient skills. Although the post skill threshold of "sharing employees" is low, it is necessary to establish vocational education and post training system, and carry out necessary skill training in order to better meet the needs of users. Especially for the shared employees who shared cross industry, relevant skill training should be done well. But the "borrowing" enterprises whose borrowing employees belongs to the short-term and temporary behavior, with the idea of "borrowing" seldom carries out skill training for shared employees. These reasons make it difficult to improve the skills of shared employees.

(4) The risk of corporate culture construction. Sharing employees has a strong mobility. In "borrowing" enterprises, because it is only a short-term job, the shared employees may be difficult to integrate into the organizational team. At the same time, although the shared employees leave the "lending" enterprises temporarily, it will also have an impact on the corporate culture inheritance of the "lending" enterprises. Therefore, "sharing employees" is not conducive to corporate culture construction.

4. COUNTERMEASURES TO FULFILL CORPORATE SOCIAL RESPONSIBILITY OF SHARING EMPLOYEES

4.1 Strengthen Risk Management and Increase Employees' Income Level

From the legal point of view, "sharing employee" is only a flexible form of employment, and there is no long-term employment and labor relationship. Therefore, in view of the potential risks that the sharing employee mode may bring to the protection of workers' rights and interests, we put forward the following suggestions. First, it must be clear that the original employer shall not lend their employees for the purpose of making additional profits, nor deduct the labor remuneration of employees, so as to ensure that the normal and legal income of workers is not infringed. Second, in order to protect shared employees from income instability caused by job changes, an income insurance system can be set up to improve workers' ability to bear risks by paying insurance premiums in installments in a certain period [5].

4.2 Clarify the Responsibilities Of The Enterprise

According to the current labor laws and regulations, if an employee is injured due to an industrial accident during the period of "lending", the original employer (the "lending" enterprise) shall bear the liability for industrial injury insurance, but the "lending" enterprise and the "borrowing" enterprise may agree on compensation methods. Therefore, the enterprises participating in the sharing of employees must clarify the responsibilities and rights of all parties through agreements, and shall not reduce the interests of the injured employees, so as to relieve the worries of the "sharing employees".

4.3 Pay Attention To Skill Training And Promote The Ability Post Matching Of Sharing Employees

Both "lending" enterprises and "borrowing" enterprises should establish vocational education and on-the-job training system for employees. As long as employees work in their enterprises, they should strengthen the shared employees vocational skills reserve, and train employees to be versatile. In the period of “sharing employees”, employees with the ability to reserve can work across industries. They can focus on what they are best at and realize the ability post matching in sharing.

4.4 Improve The Platform Of Sharing Employees And Build A Harmonious Corporate Culture Environment

In order to build corporate culture, we must take the employees as the main body, let the shared employees actively participate in it and carry forward the team spirit. At the same time, we need focus on improving the sharing platform, fully communicate the post information, realize the maximum information symmetry between the shared employees and the enterprises. The enterprises can enhance the sense of belonging and identity of the employees to the
enterprise, meet the needs of the employees to realize their own values and improve the objectives of the employees to the enterprise Target identity, so as to improve the centripetal force and cohesion of enterprises.

5. CONCLUSION
In the face of the new flexible mode of "sharing employees" rising with the sharing economy, the performance of corporate social responsibility is facing new challenges. At the enterprise level, it is necessary for enterprises to operate in accordance with laws and regulations. In accordance with the requirements of social responsibility for employees, the enterprises conscientiously take specific measures in terms of labor remuneration, safety responsibility, professional skills and corporate culture construction, so as to help the standardized and orderly development of new flexible employment mode. At the same time, the government should improve relevant laws in time to provide legal basis for possible labor disputes. In order to ease the worries of enterprises and employees.

REFERENCE
The Role of Network Communication of Music Culture on Piano Education Reform

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Abstract: In today's era of information explosion, the network platform provides us with rich resources. We can carry out various activities in the network, and we can also carry out teaching activities through the network. The teaching of music culture on the network can effectively improve students' music cell ability, and it is also of great benefit to teachers in piano teaching. Music culture network spread to reform and innovate the current teaching method of piano course.

Keywords: Music culture; Network communication; Piano teaching

1. INTRODUCTION
In the current education and teaching, parents have gradually begun to attach importance to the cultivation of students' talents and skills, so that students can master more skills, which is conducive to the future development of students [1-3]. Many parents will choose piano when making choices, because piano can cultivate students' temperament, and piano course is an important music performance skill in skill courses. It is very necessary to carry out reform in combination with the situation under the development of the great era.

2. THE NECESSITY OF PIANO EDUCATION REFORM UNDER THE CURRENT BACKGROUND
Under the premise of the rapid development of today's network, music culture has gradually formed the learning mode of spreading on the network. The dissemination and learning of music culture on the network platform can make music spread in a wider range. Therefore, in this context, piano course should be reformed and developed in combination with the characteristics of the development of the times. Learning the knowledge of piano education on the Internet can not only seize this opportunity, but also promote the reform of the education knowledge system of the piano industry, inject fresh blood into the education of the piano industry, and promote the rapid development of the piano industry through bold attempts and diversified teaching methods, and enhance students' learning ability and attract students to learn piano music Interest, can also make the piano industry gradually mature the way of education.

3. HOW DOES THE NETWORK COMMUNICATION OF MUSIC CULTURE BRING ABOUT THE CHANGE OF NEW MODE FOR PIANO EDUCATION
3.1 Strengthen The Communication Between Teachers And Students To Better Carry Out Piano Teaching
In the previous piano course, because there may be a large number of students, it is not possible for each student to perform in person in the piano class to better understand the piano knowledge that the teacher said. Based on this situation, teachers generally teach students professional theoretical knowledge in the piano class, and play simply to make students For a general understanding, but this teaching method in the gradual reform and development of modern education, this teaching method is obviously not suitable for today's piano teaching. Teachers can carry out teaching activities through the network platform to spread music culture, in piano teaching, teachers can screen out for students through the network More piano resources enable students to practice piano in private, and the network type of piano education can make students close to the relationship with teachers and establish new teaching methods. Network music communication can also enable students to carry out massive piano education learning, and timely raise their own questions to professional teachers through online, so as to solve the puzzles of piano. Such a new mode of teaching can change the traditional concept of piano teaching and promote the reform of the piano industry education system.

3.2 Piano Teaching According To Students' Needs
In the general classroom, students have confusion in the classroom, it is difficult to ask teachers for professional answers and performance after class, music culture network communication can be a good solution to the problems encountered in this respect, teachers can usually play piano repertoire detailed explanation uploaded to the network platform, so that in the classroom did not absorb this knowledge in time Students with knowledge can play back and watch on the Internet and carefully figure out what they need to pay attention to when playing the piano. The advantage of uploading videos is that students with weak foundation can effectively improve their piano level through the efforts of the day after tomorrow, and teachers can find relevant piano websites to recommend to students for reference, Let the students learn a lot of useful piano knowledge even if they are not in the classroom, and students can also effectively make up for their weak points and selectively learn the piano. In the long run, piano knowledge can be improved quickly. An important advantage of this way is that students can use their leisure time to learn, which not only improves their learning efficiency, but also save a lot of time, it can be seen that music culture communication for piano education reform has a very important marketing position, greatly driven the new mode of piano curriculum education, and promoted the development and progress of piano curriculum education.

3.3 Diversify The Piano Education Methods In The Network And Arouse Students' Interest
There are various ways to spread music culture in the network platform. Teachers can combine some novel ways to arouse students' interest in learning and break the traditional teaching method of piano course. Piano performance is interspersed in many classic movies. Teachers can make students understand by playing piano performance in movie plot, for example, teachers can play tune The piano performance content of “Symphony of destiny” interspersed in the movie “musician” enables students to understand that piano can also show a character's psychological activities and emotional catharsis after watching the piano playing segment. At the same time, the use of the film fragments to teach for students can also fully arouse students' interest and be able to devote themselves to the piano The integration of film and piano is bound to have a huge impact and bring a better sense of experience. You can also see the collision between the film and music by watching the video clips of various famous movies and piano performances by the editor, so as to better understand the unique charm of piano, arouse students' curiosity, and stimulate their interest in learning piano The rapid development of piano education under the network transmission of music culture.

3.4 Teachers Should Actively Change Teaching Methods And Pay More Attention To It

Teachers should timely comply with the dissemination of music culture on the network, timely learning of advanced technology, because even in the network for the dissemination of music knowledge, teachers also have a great impact on students, teachers should be responsible for providing students with high-quality piano performance resources, faster into the new piano education reform work, so that students can make Learning useful piano knowledge, not for too many resources difficult to make independent choice, for students in learning piano active guidance teaching, at the beginning of the reform of the education model, students may have a sense of gap because they do not adapt. Teachers should help students to overcome this problem in a timely manner, carry out optimistic guidance, so as to lead students to be more active Good to change the way of learning, as soon as possible to adapt to the change of teaching methods in the piano industry, in students learning into confusion, to actively encourage, so that students dare to play, confident performance, gradually make students' confidence to cultivate, patient guidance, promote piano education reform, not only need the efforts of teachers and students, but also need We should pay more attention to the piano education of students, introduce more new media and advanced piano equipment in the school, so as to provide convenience for teachers' teaching and lay a foundation for students' learning.

4. CONCLUSION

The trend of piano education reform in the music network culture is irresistible. Teachers should fully grasp this opportunity, change the teaching methods in the past, guide students to learn new models, increase students' interest in piano, promote the appropriate reform and development of piano industry education knowledge system, and lay a good foundation for students' future development.

REFERENCE