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Original Research Article

On the Application of "Leave Blank" in Architectural Design

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Abstract: The research analyzes the white space in architecture by combing the concept of white space culture and the application of white space techniques in traditional Chinese painting. Applying white space to architectural design, exploring the expression, characteristics and artistic conception of white space in modern buildings, and analyzing the use of white space in architectural design.
Keywords: Traditional Painting; Blank; Architectural Design

1. Overview of blank culture

As the name suggests, "blank" refers to the blank space deliberately left in calligraphy and calligraphy creation to make the whole work look more harmonious and beautiful, and the whole picture more complete and meaningful. The creative techniques with traditional Chinese aesthetics were first used in the art of Chinese painting. It can be understood as the absence of pen and ink in the painting, and it can also be raised to the spiritual level, which can be understood as the painter's desire for painting. The example emphasizes the beauty of inner and anti-sculpture. In Taoism, "everything in the world is born of existence, born out of nothing", it is proposed that "nothing is fundamental, to prove existence. The basis of existence, etc." The use of brushes has become the essence of traditional Chinese painting. Throughout the history of Chinese art, whether it is landscapes, flowers, birds or calligraphy figures, there are basically blanks in every piece of work.

2.White space in architecture

The blank of space is the intention to leave uncertain and fuzzy places in the design of the exterior and interior of the building, thus forming a kind of "blank".This "blank" space has both internal and external characteristics, and can introduce external environmental space into the indoor space to form a spatial expansion and connection.This "blank" part refers to the transition layer between the internal and external spaces of the building, and can also refer to the media space of the internal and external spaces of the building. When people pass through such a blank space, they will clearly realize the previous space and the next space. The transition between.

3.The use of white space in architectural design

"In order to integrate the building with the external environment, the facade of the building is used as a transitional space among them. It is necessary to adopt a certain design technique to connect the two spaces, so the white space design can be used in it."The use of blank expression techniques can meet different needs in architectural design and make architectural design more attractive. Common forms of use are summarized into the following five types.

3.1Central hollowing

The blanking technique of hollowing out the middle makes the building more three-dimensional, and the building entity and the virtual space of the external environment form a strong contrast, making the building more present and powerful. The CCTV headquarters building is a typical case of hollowing out the middle part. This kind of hollowing out design technique is generally common in high-rise buildings, mainly to satisfy its beautiful appearance and monumentality. The hollowing out design of the middle part provides the shape design of high-rise buildings. In a certain way of thinking, compared with traditional painting, the hollowing out of the middle is the blank in the middle of the picture, the evolution from two-dimensional space to the three-dimensional space. As one of the blank design techniques, the hollowing out of the middle is used to grasp the architectural structure technology and scale. It is very challenging.

3.2Top hollow

The hollowed-out at the top presents a spatial structure in the building where the world is the top and the earth is the ground. It is a space form where the virtual and the real and the internal and external environments blend together, which well interprets the traditional white space ideas. The main forms of hollow top are atrium, patio, courtyard, etc., which have functions of transportation, rest, and viewing. Below the Jinan Olympic Sports Center are the halls and athletes' areas for competitions. The entire building is hollowed out from the top to make the entire building space better daylighted, which not only gives the athletes a good sports field on the sports field, but also provides a better view of the audience. This kind of blank space blurs the boundary between the inside and

outside of the building, has a strong openness, and makes the building present a non-limiting state, and the building and the external environment are harmoniously integrated.

3.3Overhead

Bottom overhead is the main form of blank space on the bottom of the building, which can not only make the building itself more tailored to local conditions, but also can be used as a composite space, such as leisure space, parking lot and other public facilities. In addition, this kind of white space design can make the building more dynamic visually. For example, the overhead of the Shenzhen Vanke Center building, known as the "floating horizon", not only maximizes the green area, but also forms between the layers of skin. An ambiguous space is created. These spaces are not specific in terms of function. The designer gives everyone who lives here the right to choose the use and function of the space. Different users can respond according to their own preferences and behavior habits. Different definitions of space. From the perspective of architectural design techniques, the ground floor is understood as the base of the building. Through the overhead, the integrity of the environmental space is enhanced.

3.4Partial hollowing out

Partially hollowed out designs often exist in the vertical or horizontal super-long buildings. This design method not only avoids the dull and monotonous architectural modeling, but also adds a lot of rich space to make the architectural space freedom within a limited range Was released within. Designed by Stephen Hall and inspired by the "sponge" MIT student dormitory, the facade has not only the dense and regular openings like sponge, but also the digging hole that looks irregular but is designed according to the architectural function. The way opened up the building structure, making it "permeable". The "blank" of different sizes of rectangles not only did not destroy the integrity of the long façade, but also weakened the sense of volume of the building, creating a large-scale division of virtual and real.

3.5Additional framework

"The design of the additional framework blurs the separation between the building and the external environment, forming a transitional space, that is, a blank space.Common forms of additional frameworks include overhangs, framework columns, etc. This framework not only has the actual functions of shading and sheltering from rain and organizing traffic, but also plays an important role in the connection of internal and external environments and the division of space. "The overall design of the library of Qilu University of Technology is a rectangular building, which looks like a "□" character, highlighting the characteristics of the University of Technology. From the simple shape, the external top space supported by the pillars on both sides of the building forms a gap between the building and the external environment. The blank space emphasizes the contrast between the virtual and the real of the building, which is full of changes, and the volume of the building is weakened. With the blue glass, it presents a sense of floating and virtual.

4.Conclusion

The thesis tries to establish a theoretical system for evaluating architectural design through the combined research of the "blank" culture of traditional Chinese painting and architectural design techniques.The research of the thesis focuses on how to understand the procedural role played by architectural design as a part of practical activities, so as to understand the status of architectural design on the broader background level of human practical activities on nature, and examine the rationality of architectural design techniques. .The research of the thesis does not take architectural creation and creativity as the research goal, but provides a test standard for testing whether architectural creation and creativity can meet a broader range of value standards.The blank creation technique can extend from the art of Chinese painting to the architectural design, which shows that the relationship between architectural design and Chinese painting is similar.The technique of white space not only enriches the layering of the architectural modeling and forms the contrast between reality and reality at the physical level, but also integrates the architectural space and the external environment, generating artistic conception and association, and forming a spiritual continuation.

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Some Thoughts on the Development of Contemporary Art in the Context of Artificial Intelligence

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Abstract: The development of contemporary art has enabled traditional artistic expressions such as painting, photography, and sculpture to gradually break the rigid mode under the traditional ideology, develop different forms and contents, and gradually expand the artist's understanding of the essence of art. What art creates is not the ice-cold presentation of artworks, but rather, the powerful conveyance of the artist's personal value. The development of artificial intelligence (AI) in the field of art has attracted an increasing amount of attention. However, we should analyze new things like the AI art dialectically.

Keywords: Contemporary art; Artificial intelligence (AI); Personal value

1. Contemporary Art and AI

The transformation of any kind of culture and art is not an isolated development and evolution, but rather, it comes into being with the progression of the social and cultural background. In the 1990s, two brand-new development trends appeared in Chinese contemporary art: on one hand, contemporary artists gradually turned to the humanities in social life in their artistic creation, that is, they emphasized the intersection of art and real life, reflected people's livelihood issues and other actual state of human beings, and paid more attention to the actual living environment and state of human beings. In an era when the Chinese and Western cultures continue to collide and merge, artists have integrated and improved the resources of Chinese and Western cultures one by one.[1] On the other hand, some artists carry on artistic re-creation on the basis of inheriting the tradition and create contemporary Chinese art works with modern meaning.

At the Dartmouth Conference in 1956, John McCarthy of the Massachusetts Institute of Technology brought about an understanding of the concept and connotation of AI, that is, "artificial intelligence is to make the behaviors of machines look like the same with intelligent behaviors of humans." According to another definition, "artificial intelligence is the intelligence displayed by artificial machines." Machines can think like humans, obey instruction code and arrangements, and the machines made by humans can show intelligence. Computer programs, machinery, instructions, and the lack of autonomy and logic are all that AI has. In 2014, an AI robot named "Xiao Bing" was launched in China by Microsoft Research Asia. Since then, Microsoft "Xiao Bing" has been continuously integrated into the art creation process of writing poems and lyrics, artificial intelligence painting, singing, and composing music. Its learning is defined as the step of the so-called "deep learning". "Deep learning" means the process of completing the processing of data according to related procedures based on the basic conditions of data support, and then completing a series of instruction output and arrangement in the form of advanced computer models.

Therefore, under the definition and connotation of contemporary art and AI, we can see the essential differences between the two in the artistic level.

2. The Essential Differences between the AI and the Development of Contemporary Art

During the times when AI has not yet appeared and enjoyed popularity, the development of contemporary art had always followed the development of the times in its own way, and had moved closer to the Chinese civilization to reflect the unique artistic connotation of China. The emergence of AI imposes a huge impact on the development of contemporary art. Analyzing the essential differences between the AI and contemporary art through dialectical thinking is an effective way to clarify the development of art in a logical way.

Whether it is AI or human beings, both of them have to learn, however, the learning processes are quite different. AI itself is unable to think, "because they don't understand what it means, nor can they take actions, at best they are just manipulating symbols."[2] They only learn from the very large databases. For AI, these artistic knowledges are just data, symbols and codes, which have no temperature or meaning. Also, "only we humans can connect the computer's calculation results with the outside world." The process of human learning is to master the artistic knowledge on one hand, and also to have emotional experiences and physical feelings on the other. The development of art in the 20th century centered on Pollock art and American abstract expressionist painting, when the great momentum of contemporary art began. Whether it is Joseph Beuys or A.R. Penck of German Neo-Expressionism, or David Salle of American Postmodernism , or the French Pop Art and other schools and trends, they are all manifestations of the artists' emotions and their personal integration and understanding of artistic value behind the form and abstraction.

We usually consider art as man-made, something with aesthetic, technical and intellectual value, it is set in a frame, hung on the wall, and placed on a pedestal and looks radiant. Many mediums (canvas, marble, wood or stone) have always dictated the kind of artwork that the artist will produce, under which the medium is the first priority. After changing the concept, the medium can be put in a secondary place. At this time, the concept becomes the first priority. Only after the artist has determined and developed a concept, can he choose the medium to express his concept.

3. The Development Trend of Contemporary Art in the Context of AI

An artist's enduring thinking and exploration of art, his continuous enrichment and reduction, and the continuous injection of his own meanings are the essential differences between the AI and the current development of art. AI can have functions such as calculation and deduction like human beings, but for the reason that it does not have human emotions and consciousness, it cannot have free will, emotion or consciousness, etc. Fields dominated by objectivity in the human society, such as finance and medical care, can actively explore the use of AI to serve humans, while the field of art which combines rationality and irrationality, objectiveness and subjectivity, cannot be completely controlled by AI. Just like the development of contemporary art which blends and merges with modern art, many Western artistic trends are the bold innovations and creations of art by artists. They are the artificial and emotionally conscious outbreaks and understandings, the unity of opposites between the social superstructure and the economic foundation, and the creation and emotional expression of social reality mixed with their own ideology.

Take the impressionism as an example, artists began to have a conscious awareness. They are no longer limited to sponsors, and their connections with private painters and collectors have initially shown the transformation of their own way of displaying art works, which is a preliminary manifestation of modernization. Symbolism mainly enjoys popularity in Europe and is closely related to the cultural and political movements of regionalism and nationalism. Symbolism has the same double structure as realism and impressionism, and has more or less characteristic connections with realism and impressionism.[3] They reorganize the picture, content and composition with a modernist attitude. In their paintings, the viewer can always perceive the presence of the artist. The artist is always the organizer of the picture with a proactive attitude, a role that cannot be ignored. The fauvist painting has simple strokes and wild colors. The critic Louis Vauxcelles satirically called these young artists a group of wild beasts, and Fauvism got its name since then. The strong colors and brushstrokes of Van Gogh, Cézanne and Gauguin produced a trans-epochal significance of huge international influence with expressiveness and structure, especially because of the exhibitions before the First World War. Since then, Fauvism began to stand out. Futurism was born in Italy during the First World War with an artistic movement with a politicized purpose. It started from literature and developed into painting, sculpture, music, architecture and other fields. It is completely separated from the past by radical revolutions, and Italy has obtained a brand-new future. Futurists called on artists to make a complete break with traditional culture, explore the brand-new themes, praise the industrialization progression in machinery, railways, and urban and suburban environments, and then combine them with the painting inventions of the cubism, to advocate the new rhythm of art, which is turbulent, noisy and flashing. So as to create a comprehensive urban art with a strong sense of rhythm. There is an anti-movement in the history of modern art, that is, Dadaism and Pop Art, the most influential of which is Andy Warhol. It conforms to the image collection and copying and pasting of mass media, and interprets the boundaries of new art.

The art creation with AI is not without merits. From the perspective of acceptance of art, the art creation with AI can provide people with more choices of artwork, and to a certain extent, it can also help improve people's imagination. From the perspective of art creation, art creation with AI can even form a new art school, that is, "AI Art". When there are more and more artworks in AI art, we would be able to try to find the characteristics and commonalities among them.

4.Conclusion

With the development of contemporary art, AI will bring new methods and experiences to artists. Art creation with AI can not only become a means to enrich the treasure house of human art, but also bring more choices and possibilities for art appreciation by humans. Artworks are more related to the artist's emotions and philosophies, rather than just about copying an object. Their appearance is a testimony to the times, a tribute to history, and a record of human beings under the development of art. Like the historical process of human beings, art is getting more and more progressive. The thoughts about the development of contemporary art should be a steady stream of innovation. It should be the presentation of value of the artwork based on the artist's personal emotional experiences and it should be the artist's real interpretation and thinking about art.

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Exploring Students' Course Experience and its Effect on Teaching Effectiveness

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Abstract: In British higher education institutions, scales to measure students' experiences included good teaching (clarity of explanation, level at which material pitched, enthusiasm and help with study problems), openness to students, freedom in learning, clear goals and standards, and appropriate workload. It was found that, when academic departments were perceived to have these characteristics, their students were more likely to learn effectively from courses. The study explores students' course experience and its effect on teaching effectiveness by using qualitative methods, classroom observation and interviews. Questions relate to students' experience of the English reading course were asked. The result shows positive attitude of students' course experience positively affect teaching effectiveness as well as language learning. The study also provides some implications for students and teachers in EFL reading class. Teachers may get direct perceptions of the course from students to prompt course improvement and teacher development.
Keywords: Course experience ; Language learning; Teacher development

1. Introduction

Students' evaluations have been established as valid, reliable and useful indicators of teaching quality. Many studies have been conducted to evaluate students' perception of teaching quality (Frick et al., 2009[1]), and the use of student evaluation is related to teaching effectiveness. Marsh (1987) [2]carried out a review of massive literature on the use of student evaluation and their relation to teaching effectiveness. The direct measure of teaching effectiveness is through classroom context learning, from which students have direct experience, and they can have direct perceptions of the curriculum, instruction and assessment. Meanwhile, student course experience was found to be the reliable measure as a performance indicator of university teaching quality. But few studies have used student course experience as a measure of teaching effectiveness. By analyzing the two issues with Chinese non-English majors, the study would provide insights to further understanding of the student course experience and its effect on teaching effectiveness.

2. Literature review

In the context of learning, students play the central role, and they have direct experience in learning process. Many research studies focused on students' learning performance and its indicators, and most of them adopted students' perspective. Ramsden and Entwistle (1981)[3] developed a course perception questionnaire to measure students' experience in British higher education institutions. It was found that students would be more likely to produce effective outcomes from the course experience run within them when the academic departments were perceived to provide the characteristics, and students would be more likely to understand the content when they regarded the teaching to be clearly and helpful for them. When evaluating the courses, students may have objective comments on teachers' performance, but students cannot give objective comment on the aspects which they do not see, for example, the time and effort teachers put into curriculum design. Marsh (1987)[2] measured teaching effectiveness in his study by exploring Frey's endeavor instrument, student instructional rating system form, student description of teaching questionnaire, and student evaluation of educational quality (SEEQ). Frick (2009)[1] and other researchers developed the Teaching and Learning Quality scales (TALQ) to measure the principles with which instructional developers and teachers could evaluate their products and courses, regardless of design process used. The Teaching and Learning Quality scales (TALQ) provided teachers and designers with ways of evaluating courses, but it did not focus on students' perceptions of course experience.

3. Method of the study

Sample of this study consists 120 freshmen of non-English majors at Tianjin Foreign Studies University. They were randomly selected from four non-English major classes and they all attended English reading class. The study conducts classroom observation and a semi-structured interview to collect data. In doing the interview, students were asked about the experience of the English reading course.

4. Results of the study

The result reveals that students who have positive attitude of course experience have positive effect on teaching effectiveness.

Students' learning behavior is partially influenced by the extent to which the context satisfies the need for being connected. Some interview excerpts revealed that students' personal attitude towards learning is passive. They were not willing to gain knowledge positively and were limited to teacher's assignment and in-class tasks. Students had practical objects of passing the exams instead of regarding learning as a developing process.

Students who have positive attitude of experience may feel a sense of belonging and social support, and therefore they are more likely to be engaged. Students in negative of experience group may be less engaged as the context of classroom does not fulfill their needs to feel motivated and supported.

Besides, students who have negative relationship with their teachers are more likely to have problems related to course experience. Excerpts retrieved from student interview were seen that students had the perception that the teacher was not well experienced and the teacher did not plan and instruct well. When the teacher posed the question of "does the teacher tell you the plans, the rules or other expectations of the course at the beginning of the semester?", the student gave her answer that the teacher was not strict enough so that they would do something else instead of listening carefully. It showed that students were not willing to gain knowledge positively, the instructional climate of classroom influenced students' engagement. Moreover, as the students may concern, teachers who teach the course are not experienced enough, students could not focus on the class and their learning interest could not been generated. Attention should be paid on teacher education. Thus, for education institutions, teacher training should take consideration in teaching development. Teachers should also learn and improve their professional abilities in order to be effective in teaching.

5. Implications of the study

The study also provides some implications for students and teachers in EFL reading class. Firstly, teachers could reflect on their teaching practices by providing students with the opportunity to reflect on and evaluate their academic experience. Teachers could reflect on teaching quality by analyzing students course experience. In addition, teachers should plan varies of activities to engage students, and create a highly active learning context to facilitate learning so that students may pay more attention on course learning and produce high quality of learning. Moreover, teachers should develop themselves in teaching practices, the universities or colleges should make strict rules in employing teachers and give teachers enough training in teaching practices and give teachers more opportunities for teacher development.

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The Application of Flipped Classroom in High School Physics Class

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Abstract: With the development of my country's economy and technological progress, various industries continue to carry out system reforms, especially in education. In order to promote the reform of new courses, the teaching model has developed diversified. It is conducive to changing the traditional teaching mode and promoting the continuous development and improvement of the quality of education. Based on the flipped classroom, this article will study its significance and characteristics through its application in high school physics courses. It will analyze the current problems and put forward corresponding solutions to improve high school physics classroom teaching. Quality, lay the foundation for the advancement and development of students.

Keywords: Flipped classroom; High school; Physics classroom

Foreword: Physics learning is an important subject in the high school education stage. It has higher requirements for students' logical thinking ability and social practice ability. When studying physics, students should not only pay attention to the analysis and research of theoretical knowledge, but also go through Repeated practice and application, so as to form good behavior habits, to improve students' physical thinking ability, and apply the learned physics knowledge to real life. At present, high school students have insufficient social experience and their thinking logic is still in the formation stage. There are many difficulties and obstacles in learning physics. It is difficult to grasp the essence of learning. Flipping the classroom has great advantages, which can improve students' imagination and change their logical thinking and creative ability. The flipped classroom that combines pictures, video and audio can get rid of the traditional theoretical teaching mode, pay attention to the main status of students, and lay a good foundation for physics learning.

1. The concept and significance of flipped classroom

Flipped classroom adapts to the trend of social development and meets the requirements of quality education. In the process of teaching practice, it has been praised by teachers. This creative teaching mode has changed the main body of teaching. It will teach the original teacher in the classroom, and the students will learn in the classroom. Assign homework, the teacher understands the student's knowledge mastery, this teaching mode is reversed [1].

2. Problems of flipped classrooms in high school physics teaching

2.1 Flipped classroom has limitations in the choice of teaching content

As we all know, the implementation of flipped classroom has great advantages, but in physics teaching, part of the teaching content is not suitable for flipped classrooms. It conveys a concept of physics knowledge that requires teachers and students to communicate face-to-face to achieve the teaching effect. Therefore, When teaching, teachers should combine the actual situation, seek truth from facts, and avoid blind use of flipped classrooms, which will cause confusion to students and reduce the quality and effectiveness of teaching.

2.2 The degree of student participation is not high

In high school physics teaching, the flipped classroom more reflects the autonomous initiative of students. The ability of students to learn independently has an important impact on the flipped classroom, so students develop good learning habits, which is conducive to the efficient implementation of flipped classrooms. In real life, for students with high independent learning ability and strong self-discipline, they feel that they have mastered the teaching knowledge through video learning. When the teacher conducts classroom teaching activities, they feel that they have mastered the knowledge in the classroom. Discussion is meaningless. Facing this situation, teachers need to change their teaching plan and adopt corresponding teaching methods according to different students. For example, formulate stepped teaching to meet the requirements of students at all stages and let students participate in the classroom. Come [2].

3. The effective application of flipped classroom in high school physics curriculum

3.1 Accurately locate teaching content

For high school physics textbooks, teachers should improve their own discrimination ability, accurately position the course content, and distinguish which teaching content is suitable for flipped classrooms and which are not suitable for flipped classrooms. The implementation of flipped classrooms requires students to master and memorize classroom content. To achieve the teaching goal,

it is necessary to know in advance whether the course content matches the student's ability to accept, so as to design high-quality teaching content.

3.2 Improve students' autonomous learning

Flipped classroom has high requirements for students' autonomous learning, attaches importance to student learning initiative and enthusiasm, and at the same time turns teaching from passive to active, forms a scientific and reasonable teaching concept, and allows high school physics classrooms to be effectively carried out. How to give full play to the subjective initiative of students in learning, teachers should start from the perspective of students, accurately understand students' interest in learning, combine students' interest with teaching content, and achieve the purpose of teaching. For example: in the teaching of acting force and reaction force, the teaching can be carried out in the form of games. The physics teacher can invite 4 students and divide them into 2 groups. Two groups stand opposite each other in front of the podium, and the first group of students push each other. The other party, observe whether they are leaning back; in the second group, one student does not move, and the other student pushes each other hard to see if both of them are leaning back, and then perform the exchange, repeat the experiment, and guide the students to teach them. Students discuss what is the relationship between the interaction of two objects, and summarize the view that the effect of force is mutual. In teaching, it is necessary to combine the situation of different students, seek truth from facts, fully consider the individual differences of students, and carry out differentiated design of teaching content. Teachers should actively communicate with students during the teaching process, deal with the problems encountered by students in a timely manner, encourage and guide students Become the main body of learning and give full play to students' subjective initiative, thereby improving learning efficiency and ensuring the quality of learning.

4. Conclusion

In summary, high school physics teaching overcomes the traditional conservative concepts of teaching, fully integrates with educational information, and effectively uses the flipped classroom teaching model. It is an innovation in the physics curriculum under the new curriculum standard, allowing students to learn the physics process In, improve learning ability and practical operation ability. Flipped classroom can change the traditional single solidified teaching method and diversify the teaching mode. Therefore, flipped classrooms are of great significance in high school physics teaching. Teachers should make reasonable use of flipped classrooms, continuously improve educational concepts, change educational methods, and strive to maximize flipped classrooms in physics learning.

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Aesthetics in Art

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Abstract: What is beauty? This question is what each of us is pursuing and exploring. Everything have their own beauty, this recognition of "beauty" is constantly changing along with the development of human civilization. The word "aesthetic" comes from the Greek and its original meaning is "feeling to the senses". Everyone has different opinion on beauty. Some scholars think that the object of aesthetics research is beauty itself, while others believe that the object of aesthetics research is art, and aesthetics is the philosophy of art.
Keywords: Aesthetics; Iconology; Art

1. The birth of Modern Aesthetics

As we all know, modern aesthetics appeared in the Renaissance in the 17th century, when people began to study it continuously and brought it to a new height [1-3]. The Renaissance can be described as an era when a hundred flowers bloom. Poetics, art, music, literature have all begun to change relative to the past on the original basis and developed rapidly [4]. Affected by rationalism in Descartes philosophy, modern aesthetics has begun to change. From this, "beauty" is not only beauty, but the desire to explore and pursue our inner emotions. On the road of art, the Bauhaus tried to change the architectural style to make it more "beautiful" during the period when rationalist theory was popular, and make an attempt to use the "soft" view of Blaise Pascal's theory to revise the hale and rational art view from the Boileau's theory [5]. Anyone who has studied art and design will be familiar with Bauhaus, a leading figure in the school of architecture. When we appreciate his works, we can find that he has rectified and revised the previous buildings, and began to appear different from the ordinary buildings in our cognition, but added his own design concepts and breakthroughs in traditional beauty.

Early aesthetic thought entered its golden age in the second half of the 18th century [6]. Why is it the golden age at this time? That is because at this time, many thinkers, artists and scholars explore the theory of beauty and art from various angles. It has to be said that classicism has a profound impact on aesthetics, and it can be gradually revised and rationally criticized while continuing to inherit and continue classicism [7-9]. The concept of beauty has gradually shifted from the expression of beauty for goodness and the factors that are beneficial to our body and mind to the view that there is "beauty" in both goodness and evil. One might argue that why there is beauty in evil? Wouldn't it encourage people to do evil things to others? Absolutely not, the beauty in evil is embodied in the inner expression of human nature and the beauty of how we get out of the factor of evil in our hearts. When we were young, we were taught that we should have materialism philosophical theories while idealism is relatively weak. Think about it carefully, is idealism really so useless? In today's society, people with relatively abundant material life are increasingly beginning to pursue their own inner spiritual world, and their understanding of the autonomy of aesthetic values has gradually deepened. People will drink a cup of afternoon tea in a lazy afternoon and read an excellent book to have a baptism of body and soul, and do something that we want to do at the end of work, which will often satisfy our hearts, the above are our pursuit of the spiritual world and a yearning for it. The Earl of Shaftesbury emphasized the inner feeling of beauty in metaphysics, Hume and Locke put forward the philosophical point of view of empiricism on this basis, and then most scholars and artists began to study the meaning of aesthetic consciousness brought by the elements of feeling, imagination, and emotion.

2. The connection between art and beauty

The aesthetics of humanity and vision in art is closely linked with our harmonious world outlook, Putting the worldview in the overall environment of aesthetics, we made it into something with strong colors. When the worldview is placed in the overall environment of aesthetics, it becomes something with strong colors. Goodness, if it exists in a form that is helpful to our feelings, then it can be said to be beautiful. We always talk about truthfulness, kindness and beauty, in fact, these three words are all words of the same category, the pronoun of "beauty". On a deeper level, their existence means the inner wise structure of the universe, but if you want to get some enlightenment from them, you must look for it in all stages of beauty. Since there are stages, there must be a step sequence from low to high, the lowest level is the most compact basic in the field ruled by "beauty", that is, the so-called "dead" beauty created by human beings or nature and without forming power. Since the first class is the beauty without forming power, the

second class is the formal beauty with forming power, that is, the beauty formed through our spiritual creativity. This kind of beauty is often shaped by our spirit. To put it in exaggeration, it is full of vitality, a production of our spiritual world and the highest stage of beauty. The above two forms are the root of the principle of beauty, that is, the beauty that is synonymous with God. The most essential beauty can regard this form as the primary meaning. From this point of view, we can think that the world is a work of art, and it is no exaggeration to say that artists can obtain the qualifications of the second creator. They give life to objects and creates them while extract them from the environment of the spiritual realm. Come out to be concrete. The emergence of art aims at promoting and sublimate our essence, the expression of art not only imitates the outside world constantly, but also draws closer to one's inner emotional world on the basis of the example of the outside world, which is a fundamental rule of imitating human inner emotions. It must imitate the inner emotions of the human world as an inevitable law. Up to now, the artists have revealed their own internal laws with unique internal form, and expressed their internal feelings through various forms of works.

Most of the beauty we can see with our naked eyes is composed of lines and figures. Then the evil we just mentioned also has its beauty, what is it? When we read a book that makes people sad, our emotions will change accordingly. In the process of change, we experienced the author's description of the hero's sad experience, so that the story evoked our inner emotions and felt sad. Although This kind of "beauty" is obviously different from what we have seen and known, but when we think about it, it is also created through our spiritual world. The beauty of evil in art is also the way for artists to express their inner feelings in the form of works of art. The great painter Rembrandt of the Baroque period described the scene of death in the grotesque sketch of "The Levite Finds His Wife Early in the Morning" by the body posture and pointing of the dead. With a few simple lines and figures to interpret fear, the body posture of the deceased and the direction pointed by her fingers suggest who the murderer is. The works of Rembrandt often have recurring patterns that are related to the theme of death. When we first learn to paint, we all learn composition. Composition is the knowledge we must learn as a work of art. At the same time, the quality of composition is also a key factor in determining the success of the work. In Rembrandt's works, whether it is "De Nachtwacht" or "Levite Finds His Wife in the Morning" are both very delicate, which makes the audience enjoy the work very comfortably. Although "Levite Finds His Wife in the Morning" is based on a story in the Bible, the tragedy and horror of this story are vividly expressed through the composition of visual effects and the use of images.

3. Own perception of beauty

It can be seen that our understanding of beauty is the expression of emotions, while aesthetic appreciation is embodied through visual expression. The external knowledge of aesthetic principles is traceable for us, while the connotative concept of aesthetic perception is the natural harmony of internal concepts. Although the two are different, they complement each other. When we attach importance to materialism, we cannot Ignore our idealism. Do not forget the beginner's mind, and you will reach the bright end.

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Collage • Banter • Chaos:Quentin Tarantino's Post-Style Study in the Background of Postmodernism---Taking Representative Works Kill Bill, Shameless Bastard and Pulp Fiction for Examples

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Abstract: Postmodernism is an artistic ideological trend of temporal state. In the context of postmodernism, the conductor's collage, banter and chaos work in the filming of Quentin Tarantino's movie is a postmodern style. The ideal of the ideological trend is perfect, whose exploration of the movie creation techniques subverting the tradition and dissolving the grand narrative provides more possibilities for the movie creation method, and offers a new horizon for the movie aesthetic system.
Keywords: Postmodernism; Quentin Tarantino; Collage; Banter; Chaos

1. Introduction

Postmodernism is a type of social and cultural thoughts marked by an anti-traditional philosophy, emerging in the 1960s ~ 70s. The most impressive features of postmodern art in form presentation are non-minor and anti-formal. The most impressive features in artistic techniques are multi-splicing and de-mediating. The most impressive features in the overall style are the pursuit of life, fashion and gameplay. The most impressive feature in concept is determination in uncertain and boundary without boundaries. The impressive features of the subject matter are: subversion of tradition and deconstruction of the status quo. In short words, the main features of postmodern art are popular fashion (style), morphological variation (form), conceptual subversion (ideology), and media entertainment (industry).

The postmodernist film was born in the 1970s, as the embodiment and practice of postmodernism among popular movies. It belongs to the disintegration and reconstruction of the grand narrative subject of modernist films in the new context of information explosion, not able to be simply attributed to a specific type of film genre, while existing in a movie form. In postmodernist movies, the meticulous and rational narrative in modernism is replaced by non-linear, collage, gamification, as well as dissolving narratives. The sense of social responsibility, elite consciousness, and serious value pursuit that modernism advocates are all overthrown. There is no film theme to highlight, and there is no ultimate judgment of a certain meaning, either. Things left to the audience is a relatively multi-dimensional thinking and judgment.

Under the post-modernism trend, Quentin Tarantino's movies are characterized by no subject restrictions, breaking traditional concepts, all methods trying, popular principles adherence, non-artistic effects, pan-style pursuits, and zero preset objects. The most iconic qualities are pop-style collages, the elimination of authoritative banter, and the embarrassment of non-linear narratives.

2. Pop style collage: *Kill Bill*

Collage is a common creative technique among post-modern art, originating from the art of painting and aiming to break the inherent combination of modeling elements, to give new ways of aggregation of old things, and to adopt it to exhibit new meaning"The pastiche using past images is recognized as a prominent symbol of postmodern art."[1] For the movie, due to the particularity of the lens and the picture, the collage technique also has particularity, including deconstruction and anti-use of the regular film language, the dissolution and creation of the film's stipulations, the reproduction and display of fashion elements, and the elimination and new use of video media, forming the misappropriation of post-modern movies, the pop-style comedy---mixing collage, and also a customary postmodern concept---collage, a phenomenon of post-modern film expression.

The narrative structure of the collage film is referred to as the splicing of unrelated pieces of works into a whole, a new type of film creation method subverting the theme of the film in the narrative of modernism, relying on conflict and linear narrative. Under the narrative structure of the collage, the film is fragmented with a strong sense of separation. No connection exists between movie events and even movie characters. In the movie scene, there is a sense of jumping, but the intertextuality between the film fragments makes them textual and form a derivative meaning, bringing a miraculous aesthetic effect.

In Kill Bill, Quentin Tarantino mixed the feature films together with cartoons in a big category - a wonderful mix of feature films with cartoons, real people and animations, to make up a post-feminist film full of killings, accompanied by the fairy tale color of the game, and therefore the post-modern violent aesthetics were seamlessly mixed, collaged and misappropriated.

One of the biggest features of post-modern films is that whatever artistic style, as long as it can attract audiences, with a market, or any telecom favored by judges in such famous awards as Oscar or Grammy or Innovation will be imitated or copied in a short period. The postmodern meaning of Killing Bill is the reproduction of this super time/space: a seamless copy of Eastern/Chinese martial arts thousands of miles away.

3. Dispel the authority of the banter: *Shameless Bastard*

The banter of dispelling authority is the extension of Pop style. Among the postmodern film technique, it is a mixture of farce, black humor and anti-logic behavior. Art has become non-artistic, and narrative becomes entertainment, therefore smoothing the aesthetics of the film and making it live in the roots, as a kind of life entertainment that is only available in the cyberspace.

In the film Shameless Bastard, Quentin thoroughly dispels and subverts the authority, slapping the US squad into a unscrupulous hybrid squad. The captain of the scorpion image, Ryan, actually tortures the German prisoners by using a Barton-style English. After the other party refused to confess, Ryan called out Jewish Bear Downey, making Downey smash the head of the prisoner with a baseball bat, without stopping hitting after the other party died, with other team members cheering. With Downey's excited interpretation like watching a big-battery baseball game, the extreme exaggeration exceeds the normality of the film. Not only does the audience hold the view that it is impossible to happen in real life, but also feels ridiculous in emotion.

The disintegration and banter in the movie are everywhere, as the critics say: "Every chapter in the film is relative to one another, with a vague and different taste. This similarity and difference originates from the visual and the sense. For example, each of them is various in style. The opening part senses like a viewer eating American spaghetti made by American chefs, making you feel a little strange, but you can feel it when you look at it you will feel that it is interesting. If you put the bad guys in Falling Dog, the Vengeance in Kill Bill, and the structure in Pulp Fiction, put it in the background of World War II, that is, Shameless Bastard. [2]

4. The Chaos of Nonlinear Narrative: *Pulp Fiction*

The traditional linear narrative opened by Aristotle has always been regarded as a classical one. As Miller said, linear narrative is a pictographic metaphor to narrative. As its name suggests, it is a continuation of narrative in a chronological order just like a line. And postmodern films give up the causal-led meticulous rational narrative, the pursuit of reversed chronological narratives, time is launched in a gradual sense of meaning and standards, as Pauline Rosno said: "post-modern authors intentionally violated linearity within the order, the sequence of the story is upside down, and the ending is again born into a beginning, suggesting an endless looping feature." It is not so much a fragmented narrative as a no time narrative.

The embarrassment of the nonlinear narrative of the film is one of the significant methods of postmodern film. Timing is a post-modern time game using all the high-tech techniques of the film to avail the time of the film as a Rubik's cube-- fully lengthening, shortening, cutting, flashing back and inverting the time of the film, and the daily life is completely unrecognizable here. Throughout Quentin Tarantino's film, the time of nonlinear narrative is a normalized state, where multi-line parallel stories, fragmented plots, and cross-breaking time and space are all significant features of its film narrative.

In Quentin Tarantino's Pulp Fiction, the 3 main stories of Vicence and Marcelus's Wife, Golden Watch, Bonnie's Situation as well as the robbery of the start and end in the restaurant has no necessary causal relationship with one another—where time and space are forcibly elongated. But at the end of the film, the story flashed back to the beginning of the film when Pumpkin and Little White Rabbit pulled out their pistol and was robbing in the restaurant. In the crowd dining at the restaurant, however, he sat with Vincent, who had been shot dead, and Jules, who had retrieved the black briefcase. Time is no longer the time for the linear development of our daily life, but the circular cycle of the first and last echoes, becoming the heterogeneous time in the same space.

The ring structure in the narrative of the film Pulp Fiction is also a kind of deconstruction of time---where only space exists and time becomes the spatial representation of game, subverting the imperfect external world of existence, pursuing self-deprecating and helpless psychological time. "The audience and critics have noticed that director Quentin Tarantino has subverted the narrative principles of chronologically structured film stories in Pulp Fiction."[3]

5. Conclusion

In the context of postmodernism, the styles of Quentin Tarantino's movies in collage, banter, and chaos are perfect for postmodernism, and the carnival of the movies directly touches the audience. An alternative aesthetic experience makes the audience's astute insight awake into the so-called truthful deception.

Simultaneously, Quentin's moives also showed people the vibrance of postmodernist practice, and also demonstrated the limits of postmodernism as a social and cultural practice. There is no doubt that Quentin Tarantino's movie disrupts the rules and practices of film narratives and at the same time becomes a subversion of the ideology loaded by mainstream movies, but this process of subversion has not only gradually absorbed and embraced the new social construction, but also his destruction of the conventions of film narrative has quietly become a new mode."[4]

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Teaching Reform of Finance Major Course Under the Background of Big Data——Take International Finance as an Example

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Abstract: With the deepening of economic and financial globalization and integration, many economic and financial departments need a large number of high-quality application-oriented professionals who are familiar with financial theory and financial practice. Under the background of big data, the universality and comprehensiveness, theoretical and practical, epochal and forward-looking of financial professional courses are increasingly prominent. These characteristics need rich data, charts to illustrate and demonstrate, must rely on the network and big data platform, in order to achieve good teaching effect. Therefore, in order to achieve the expected teaching objectives, teaching methods must be reformed and various teaching methods and forms should be adopted flexibly in the teaching process of finance major.
Keywords: Teaching method; Reform of big data; Finance

1. Characteristics of finance courses under the background of big data

(1) Universality and comprehensiveness.Taking "international finance" course as an example, the traditional international finance course mainly studies the macro financial problems such as exchange rate, balance of payments, international reserves, international monetary system, international capital flow, etc., but with the expansion and deepening of economic globalization and financial globalization, it begins to integrate the micro level of western international finance curriculum[1]. Therefore, the contents of international finance course are quite extensive, including theoretical analysis of balance of payments, exchange rate determination, exchange rate system selection, financial crisis, etc., as well as practical contents such as foreign exchange transaction and foreign exchange risk prevention, as well as policy contents such as the realization of a domestic and international equilibrium goal and international economic policy coordination under the open economy[2].

(2) Epochal and forward looking.With the development of economic globalization and financial integration, the international financial market is changing, and new phenomena, new problems and new events emerge in an endless stream. The rapid development of international financial practice also promotes the deepening and development of international financial theory. In recent years, the development of international financial theory is very rapid, especially in the exchange rate determination theory, exchange rate regime selection theory, international economic policy coordination theory, international financial supervision theory and international financial market theory. Therefore, the course of international finance has a strong sense of the times and forward-looking[3].

2. Reform of classroom teaching methods and means of Finance

2.1 Making full use of modern teaching means to carry out teaching activities

Multimedia teaching can tell the course in the form of words, tables, pictures, animation, audio, video, video and so on, so as to enhance the intuitiveness, vividness and vividness of teaching, expand the amount of information in classroom teaching, and greatly stimulate students' enthusiasm and interest in learning. Modern teaching methods, such as multimedia, should be used in the teaching of finance courses.①Traditional teaching by means of network and data.In the teaching of finance major courses, you can use the network at any time to introduce and watch videos, pictures, the progress of the latest events and relevant comments related to the course content in combination with the teaching content.[4]Making full use of the network in teaching can help teachers understand the latest international financial information and the development trend of domestic and foreign financial theories in a timely and comprehensive way, update the teaching content and add more up-to-date statistical data, pictures and other information, and help students have a comprehensive and correct understanding of the latest hot issues.Taking "international finance" course teaching as an example, when explaining the "balance of payments", we can use the website of the State Administration of foreign exchange to query China's balance of payments data over the years, and check the specific contents of the balance of payments statement and balance of payments report. [5]When explaining the "foreign exchange and exchange rate" part, browse the websites of the State Administration of foreign exchange, the people's Bank of China, the Bank of China and other financial institutions to check the RMB exchange rate market, and lead students to browse the Wall Street Journal, London Financial Times and other websites to check the international foreign exchange market situation and foreign exchange market comments. When explaining the "exchange rate system", we should

use the "IMF Chinese website" and the website of the Hong Kong Monetary Authority to understand the arrangements of the exchange rate systems of various countries and the relevant contents of the Hong Kong linked exchange rate system. When explaining the "reform of RMB exchange rate system", watch some special lecture videos on the website of Fenghuang finance and economics, learn about the latest RMB exchange rate policy on the website of the people's Bank of China; when explaining the "exchange rate determination theory - purchasing power parity theory", browse the website of the Economist magazine to check the situation of the "Big Mac index".[6] When explaining the issue of "international reserves", the State Administration of foreign exchange, the financial sector and other websites are used to check the latest statistics of China's foreign exchange reserves, as well as many related graph and table analysis. When using the "international financial futures exchange" website to explain the relevant international futures trading data. When explaining the euro, visit the website of the Central Bank of the European Monetary Union to understand the birth and development of the euro.Use special audio-visual materials to carry out teaching.Finance is an important field of social life. There are many related documentaries and video materials that can be used as auxiliary means of teaching activities, such as classic documentaries such as money and stock market memory produced by CCTV financial channel. When explaining "the world's major foreign exchange markets", watch the audio-visual materials of "world's foreign exchange market transactions"; when explaining "financial crisis", watch audio-visual materials of "Asian financial storm". Through watching audio-visual materials, students can have a strong image understanding and intuitive experience of the learning content, and deepen the understanding and understanding of related issues.[7]

2.2 Case scenario teaching and classroom discussion

There are many contents of integrating theory with practice in finance courses, and a large number of cases have been accumulated. With the help of network and big data platform, through case teaching and classroom discussion, students can actively think and explore in specific problem situations, so as to cultivate students' ability to analyze and solve problems. Taking the course of international finance as an example, this paper introduces the case of the impact of the Plaza Agreement on Japan's economy when explaining the "impact of exchange rate changes". [8]When explaining the issue of "currency crisis", it introduces the cases of European currency crisis in 1992, Mexico financial crisis in 1994, Asian financial crisis in 1997 and international financial crisis in 2008. When explaining "foreign exchange derivative financial instruments", we introduce the cases of Barings Bank Bankruptcy and US subprime mortgage crisis; when explaining "offshore financial market", we introduce the case of RMB NDF transaction.

Projects: Jilin higher education research project in 2020,"practical research on the combination of financial curriculum teaching reform and professional core literacy in Applied Universities" (jgjx2020d394), Moderator:Yu Jingbo;Higher education teaching reform project of Jilin Provincein 2019"Research on cooperative education innovation mode of 'new industry university' under the scenario of smart learning workshop", Moderator: Yu Jingbo;Research topic of education and teaching reform of Jilin Institute of technology and technology in 2020 "collaborative research on financial professional construction and professional quality education", Moderator: Yu Jingbo.

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Ancient Music Research—Explore the Past and Present Lives of China's Jiahu Bone Flute

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Abstract: From 1985 to 2013, a total of more than 40 Neolithic bone flutes were unearthed in Jiahu Village, Wuyang, Henan. Since the advent of Jiahu bone flute, many domestic and foreign scholars have conducted all-round research, extending from the naming of it to The research on Chinese "flute" music has further developed to the textual research of ancient temperament and scale, surpassing the research of experts and scholars to thinking about the origin of music, etc. It can be said that Jiahu bone flute provides us but we have to It is said that Jiahu bone flute has almost no reference materials, and there are still disputes in the academic circles on certain issues, so it adds disadvantages to the research of Jiahu bone flute, which is mainly based on the existing research results. Beginning with combing the Chinese flute wind instruments, to comparing the playing methods and production methods of the bone flute with the current bamboo flute, resulting in some well-known "cultural genes" inherited forms, from different angles to Jiahu bone flute further research.

Keywords: Chinese bone flute; Playing, production; Cultural genes; Inheritance; Development

1. Introduction

From 1985 to 2013, more than 40 Neolithic bone flutes were found in the tomb site of Jiahu Village, Wuyang County, Henan Province. Most of them were placed on both sides of the femur of the tomb owner. According to the department of Chinese music cultural relics, Gu Hu site belongs to PeiLiGang culture, unearthed artifacts and carved the original text of tortoise shell and a large number of pottery, stone, bone production tools, life utensils, decoration supplies and religious supplies, such as the cultural landscape belongs to the leading position, at that time with the relics unearthed in peat and carbon - 14 s identification of charcoal samples, about 7500-9000. These bone flutes were all earthy-yellow when unearthed, and were formed by drilling holes after the bone joints at both ends of the limb bones of cranes were cut off to form thin bone tubes in the middle and slightly wider ones at both ends. Type system fixed, production standard, five holes, six holes, seven holes and other styles appear. The major archaeological discovery shocked the whole world music archaeology, attract the numerous scholars and experts to study, Gu Hu bone flute since its advent, through research and discussion about its people never stop, so far, many experts and scholars think bone flute is enclosed within the walls of a musical instrument, its owner is likely to be the leader of the tribe or clan, also may be able to communicate the heavens and the earth, man of god, a wizard, according to zhang is responsible for the excavation Gu Hu bone flute teacher centered, Gu Hu at the beginning of the bone flute came out, there are a lot of domestic and foreign experts and scholars on it is a musical instrument, it is a musical instrument in the modern human eye, Or is it just a life appliance, fishing gear, etc., debate, at the same time, said it was a musical instrument, can blew and playing music, it is a new question, finally the then central orchestra of national music orchestra NingBaoSheng by oblique blow blew by the teacher, and then some experts can use it to play a complete melody of "Chinese cabbage", then questioned not playing musical instrument is bone flute is broken. So the study of Gu Hu bone flute also experienced a yes - no - certainly again after the difficult process of the final after numerous textual research of experts and scholars, Gu Hu bone flute is the music miracle occurred 9000 years ago, it was for the modern study of the origin of music, music performance, acoustics, law science, instruments of the research in the field of manufacture and so on provides the real reliable archaeological data, is one of the great discovery of music archaeology in China.

2. Jiahu bone flute should be the originator of flute wind instruments

In the long history of the development of human civilization of the Chinese nation, people invented many wind instruments of various shapes, such as flute, xun, chi, shou, guan, chou, pipe, suona, etc. Wait. According to the different sound sources of musical instruments, the Western classification method of musical instruments-the Hossa system, judges that these musical instruments are mostly air-sounding instruments. According to the principle of pronunciation, they are blown by the human body and controlled by the lips to form a bunch of The airflow is injected into the inner wall of the pipe at an inclined angle, causing the inner wall of the wind instrument to vibrate, forming a standing wave, and emitting a frequency corresponding to the length of the pipe. It is an edge-vibrating instrument. Then, in these ancient wind instruments, and modern bamboo flutes, the sound source is consistent with The pronunciation principle is the same, so they are collectively referred to as flute wind instruments. The reason why these ancient

instruments are collectively referred to as flute-type wind instruments for research is not only because they are similar in shape, sound source and pronunciation principles are the same, but more importantly because in the history of ancient Chinese musical instruments such as flute, xiao, suona, pipe, and suona. The concept of musical instruments is confused, and the pipe is called "Xiao". Therefore, the concept of flute and flute has been confused for thousands of years. Today, our understanding of the concept of flute is different from that of ancient times. It can also be said that in ancient times, The flute is a collective name for a class of musical instruments.

There are also archaeological objects unearthed. The bamboo flute unearthed in Mawangdui No. 3 tomb in Changsha in 1973 and the "chief" unearthed in the tomb of Zenghouyi in Hubei in 1978. The Chinese flute-type wind instruments are identified as Chinese flute instruments whose history can be traced back at least to the tomb of Zenghouyi In the era of 433 BC, according to the natural laws from simple to complex, from single to diverse, we have reason to believe that the birth of the bone flute took a key step in the development of flute wind instruments, and its emergence enlightened After the wind instrument, later generations further improved it based on its shape, pronunciation principle, and playing method, thus creating a variety of flute wind instruments. It is said that Jiahu bone flute is the originator of flute wind instruments, and it deserves its name.

3. Talking about the development and evolution of the bone flute from the perspective of playing methods

As a wind instrument, what is the method of playing the bone flute? The first sound was blown obliquely, so does it blow obliquely? This topic is still controversial. There is an ancient wind instrument---Chou may be able to give us the answer. As an ancient wind instrument, it is still circulated in the Central Plains and the Daxiangguo Temple in Kaifeng. Its shape, appearance, and oblique blowing method are very similar to those of bone flutes. At first glance, they are just different in materials. The chips are made of bamboo. At present, the chips are often used as wind instruments in Henan folk and Buddhist temples. Use, so we can boldly speculate that in the long river of years, the bone flute has gradually developed into a bamboo musical instrument with more readily available raw materials-the bamboo flute, or the bone flute and the bamboo flute were invented by humans in the same period The bone flute is easy to preserve, but the bamboo flute is not easy to preserve, and the bone flute is endowed with some deities and witchcraft colors, so the bone flute is in the tombs of the ancestors of Jiahu It was discovered, but the same shape but different materials did not remain.

The author believes that the blowing method of flute wind instruments is nothing more than horizontal blowing, vertical blowing or oblique blowing. No matter what kind of blowing method the bone flute belongs to, there are corresponding similar instruments in today's real life. This is actually not the same. This kind of coincidence is more like a "cultural gene" passed on from generation to generation. The development of musical instruments always progresses with the advancement of human productivity. With the improvement of production technology, the shape of musical instruments is constantly changing, and the method of playing has also changed. We can use the unearthed musical relics and existing musical instruments. From the perspective of the convenient evolution of playing, I found clues about the evolution of flute wind instruments. The earliest bone flutes and chips were oblique winds. As the ancestors of flute wind instruments, they developed in a direction that is more suitable for human playing. Such as: vertical "U" mouth flute, "V" mouth shakuhachi, horizontally played chime, bamboo flute, multi-tube panpipes, sheng with reeds, suona with reeds and other musical instruments, these are secondary We don't make specific research on the time when the musical instruments were produced, but it is certain that the bone flute invented by our ancestors in ancient times has a profound influence on later musical instruments.

4. Conclusion

Through the comparison of ancient and modern flute-type wind instruments in the method of playing and the production process, we have discovered a lot of things passed down in the same vein. Time has passed nearly ten thousand years, and the civilization of the Chinese nation has gone through hundreds of times. The "gene" belonging to the culture is passed on quietly. The "cultural gene" represented by Jiahu bone flute, we can find traces of its inheritance in today's society. Similar to these "cultural genes", it has nothing to do with it. Politics, war, and economy may not be recorded in the historical literature, but it cannot be denied their true existence. What we can do is to explore its "past life" through its "present life". After research, the Jiahu bone flute is indeed the originator of wind instruments. It is the "previous life" of many flute wind instruments. The wind instruments of the "present life" inherited its playing methods and production methods, and at the same time promoted and innovated them. The Jiahu Bone Flute not only opened a window for the prosperity of flute wind instruments, but also opened a door for human beings to be able to practice in the stage of musical enlightenment and exploration. It is a highlight in the history of human civilization.

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Study on the Symbol of Chinese Copper Pheasant in Court Painting in Song Dynasty

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Absrtact: Chinese traditional painting is divided into palace painting, literati painting and painters painting according to class. In the Song Dynasty,the palace painting was mostly assigned by the emperor himself. In addition to the fine and beautiful royal aesthetic interest, the political meaning behind it was also the content of the palace painting.It is the most commonly used technique in Chinese literature and art, which is also a means to give political moral to court painting in Song Dynasty. Behind the symbols of the objects in the palace paintings of the Song Dynasty are the political meanings expressed by the rulers at that time.The emperor,for some reason, flaunted or warned them through paintings.The symbol of Chinese copper pheasant contains profound social culture and folk culture, which can fully reflect the cultural characteristics of Song Dynasty. This paper explores the meaning of Chinese copper pheasant symbol and better understands the deep meaning behind the image. It is helpful to study the flower and bird painting in Song Dynasty and provide a new perspective for the study of court flower and bird painting in Song Dynasty.

Keywords: Song Dynasty Painting; Chinese traditional painting; Color Chicken

Chinese traditional painting often carries the meaning other than painting, or moral preaching, ethical norms and so on. As a special painting symbol,Chinese copper pheasant frequently appeared in court painting, especially in Song Dynasty. This thesis is divided into three parts: the historical origin of the Chinese copper pheasant symbol, the political function of the Gong ting Academy of Song Dynasty and the moral of the Chinese copper pheasant symbol in the palace painting of Song Dynasty.

1. The connection between bird totem worship and Chinese copper pheasant

Bird totem worship can be traced back to the Neolithic Age, ancient ancestors thought that birds are angels of heaven and man, people can understand the information brought by birds to human beings from the species, calls, habitats, numbers and flying phenomena, and obtain the will of heaven, so as to complete witchcraft divination. Phoenix is the deification of bird totem. According to the records of relevant documents, it can be inferred that Brocade Chicken is probably a kind of embryonic form of Phoenix, because the alliance and merger between tribes gradually evolved into Phoenix totem. People's worship of chicken totem has a long history, but because of the long time, it is difficult to study the specific time of chicken as totem, but chicken is widely recognized by people's sense of peace and auspiciousness. And in the past dynasties for people to understand, explore and use.

2. Influence of the Development of Flower and Bird Painting in Song Dynasty on Chinese copper pheasant Painting

Song Dynasty emperors attached great importance to the role of painting, and flower and bird painting on the one hand in line with the royal aesthetic needs, on the other hand can express the concept of the royal.The importance of painting in the Song Dynasty was related to the talent of poetry and books in the emperors of the Song Dynasty, but more importantly, it was influenced by the tradition of Zhao Kuangyin. It is the accumulation of such a heavy literary style that produced an outstanding painter with talent and eyesight like Zhao Jian, and at the same time had a great influence on the politics and military affairs of the Song Dynasty. The reflection of this influence in painting is reflected in the royal family's attention and control of painting.

3. The moral of the symbol of the Chinese copper pheasant in the Song Dynasty.

On the one hand, under the influence of the royal aesthetic, the brocade chicken is more in line with the royal rich and noble weather, on the other hand, the brocade chicken can show more gorgeous and elegant. It can be seen that the Song people pay attention to the law, for the family chicken, pheasants do not belong to it.

3.1 Auspicious sign

Chinese copper pheasant has been stable and auspicious since ancient times.Brocade chicken has been stable and auspicious since ancient times, the Song Dynasty painting institute created a lot of Chinese copper pheasant painting, and Chinese copper pheasant auspicious meaning more related. According to historical records, court paintings in the Song Dynasty represent the highest aesthetic. In order to meet the specific purposes of the court, the painters had little freedom to speak of. Therefore, the subject matter and

materials of academy painting are auspicious. Lotus and golden chicken belong to the theme of wealth, in the picture conveyed the meaning of wealth auspicious. It embodies the nobility of royal demeanor.

3.2 Metaphor

Throughout the history of painting, it is not uncommon to use flowers and birds to describe themselves, such as "plum, orchid, bamboo, chrysanthemum" in literati paintings, to reflect the elegant integrity. In the last sentence of the postscript ," ease and victory "accurately conveys Zhao's self-metaphorical thought. He is a water bird, the five elements are in the north, and the attributes and positions are opposite to those of the brocade chicken.Pu Shang's Preface to the poem explained :" Wei, Shou Cheng is also, the peace of the gentleman can hold Ying Shou Cheng, the ancestors of the gods also ." It is the symbol of keeping it. If the brocade chicken is a self-metaphor of Zhao, Zhao is a southern monarch, and he is a northern monarch, it implies that he is a conservative monarch, and the opposite southern monarch is a talented entrepreneurial monarch. As a generation of emperors, in order to consolidate the rule, it is necessary to shape the image of Ming Jun with both virtue and virtue.

3.3 State and religion

Song Dynasty flower and bird paintings often use symbolic expression techniques to serve those in power. For example, the Song Dynasty has a good cultural atmosphere and economic base, still faces aggression from ethnic minorities, sharp contradictions between the court and the people, and a turbulent society. In the Confucian classics, the author discusses the moral character symbolized by the chicken, and puts forward a similar explanation about the five virtues of the chicken in the "Five Virtues of the Chicken ". As the highest aesthetic of the ruling class, the main purpose of the flower and bird painting in the courtyard is mostly related to the praise of politics. Chinese copper pheasant Tu is naturally serving the powerful and noble, becoming a political tool of etiquette and education, and praising moral education.

3.4 Pray

In the Song Dynasty, not only advocated the emperor's behavior, but also whitewashed the world peace phenomenon. During the more than 300 years of the rule of the Song Dynasty, disasters occurred frequently, and the causes of disasters were regarded as ominous. Song people regard some natural phenomena that can not resist, such as floods, droughts, earthquakes, or things that can not be explained as disasters. In the eyes of the Song people, the boundary between painting and reality is very weak, painting is a substitute for reality, the auspicious things painted in the painting, it also has a real effect, so in the picture of the golden chicken all contains the meaning of wealth and auspicious, the world stability. Although the worship of Xiangrui by the monarch and courtiers of the Song Dynasty would have a negative impact on the political economy, it stabilized the people's hearts, satisfied the people's yearning for peace in the spiritual level, and eased the contradictions of the strata to a certain extent. This is also the Song Dynasty court painting mainly flowers and birds, and material auspicious important reasons.

4.Conclusion

Under the complicated background of the cultural background of the Song Dynasty, Chinese copper pheasant has a profound political meaning as the symbol of the image in the palace painting institute: through Xiangrui's "fool policy" to cover up the social unrest, ease the contradictions of the strata, and safeguard the rule of the Song Dynasty. The emperor had the loss of governing the country, molded the image of Ming Jun with brocade chicken, which was based on the Song people's worship of Xiangrui, stabilized the people's hearts with auspicious things, whitewashed the world with auspicious images, and stabilized the rule of Song Dynasty through self-metaphor of Chinese copper pheasant .

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Research on the Professional Development Path of 'Double Qualified' Teachers in Preschool Education Major

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Abstract: This paper analyzes the importance of the construction of ' double-qualified ' teachers in preschool education major of local higher vocational normal colleges from different angles. It is proposed to promote the professional practical reflection teaching and research learning should be adopted to promote the professional development of ' double-qualified ' teachers in preschool education major, so as to provide reference for the professional development of ' double-qualified ' teachers in preschool education major in local normal universities.

Keywords: Dual-qualification teachers ; Higher vocational colleges ; Preschool education

1. Importance of ' Double Qualified ' Teaching Staff Construction in Preschool Education

In January 2018, " 《Opinions of the State Council of the CPC Central Committee on Deepening the Reform of Teaching Staff Construction in the New Era》 "required " to comprehensively improve the quality of kindergarten teachers and build a team of teachers with high quality and good education ". In November of the same year, 《Opinions of the State Council of the Central Committee of the Communist Party of China on Deepening Reform and Standardizing Development of Preschool Education》 clearly stated that a number of preschool teachers colleges and several preschool teachers colleges should be run well; In August 2019, the " 《Implementation Plan of Deepening the Construction and Reform of " Double Qualified " Teachers in Vocational Education in the New Era》 "jointly issued by the Ministry of Education and other four departments clearly pointed out that it is necessary to" basically build a high-quality ' double-qualified ' teaching team with noble morality, superb skills, full-time and part-time combination, and full of vitality; By 2022, the proportion of double-qualified teachers in vocational colleges accounted for more than half of professional teachers. In October 2020, the Central Committee of the Communist Party of China and the State Council pointed out in " 《Overall Plan of Deepening Education Evaluation Reform in the New Era》 "that we should " improve the evaluation of vocational schools and focus on the evaluation of the construction of "dual-qualification" teachers ". How should preschool education teachers meet the requirements of the target country, continuously improve their " double-qualified " skills and grow into professional " double-qualified " teachers ? In addition, according to the transformation and development trend of many colleges and universities in China, some local higher vocational normal colleges are transforming to ' comprehensive and applied undergraduate colleges with normal education as the characteristics '. Facing the change of mission, how can schools solve the problems such as the shortage of ' double-qualified ' teachers in preschool education major and the imbalance of teachers ' structure ?

2. Research on the Professional Growth Path of ' Double Qualified' Teachers in Preschool Education

2.1 Accumulation in learning

Only by continuous learning and efficient learning can teachers keep up with the development of the times and fulfill their educational mission. Lifelong learning is the most important way for preschool education teachers to grow into double-qualified teachers. Different from students ' learning, teachers ' learning and growth have typical characteristics of adult learning. So how do preschool teachers grow into ' double-qualified ' teachers through lifelong learning ? First, we must recognize the knowledge structure, understand the theoretical basis behind the educational behavior, and make the implicit strategy conscious, so as to provide the possibility for the integration of new ideas and the development of new educational skills. Second, get the ability of self-learning, break through the limit of fixed learning time, realize the unity of personal professional growth and daily work, reduce the confrontation between the two ; Third, the ability to evaluate their own professional development can objectively and scientifically evaluate their professional growth and the effectiveness of educational practice. [1] Only by properly dealing with these problems, lifelong learning can change from concept to practice, so as to truly realize the effective improvement of preschool education professional ' double-qualified ' teachers ' professional quality.

2.2 Reflection in practice

Cultivating reflective practitioners has gradually become the common pursuit of the reform trend of world teacher education,

especially preschool teacher education. Society is developing and young children in development have obvious characteristics of the times. How to cultivate qualified preschool teachers who can adapt to the development trend of the times is a problem that every preschool education teacher should always think about. The existing scientific research achievements and theories cannot provide teachers with direct and effective methods to solve daily teaching problems. The real answer must rely on teachers to explore, summarize, reflect, improve and create themselves in teaching practice under the guidance of theories. [2] Teachers of preschool education need to constantly raise questions, constantly reflect and improve teaching in the whole teaching career, so as to continuously develop. Through reflection, we can always find and learn more new things from teaching, obtain new experience from setbacks and success, summarize new practical teaching experience, and summarize new educational teaching theory. Finally, we can transcend specific educational facts and educational behavior, grasp the essence and behavioral motivation behind the phenomenon, make theoretical generalization and promotion, and generate practical knowledge and practical wisdom.[3] The reflection on practical teaching can be from the initial simple practical diary to the complex case analysis, and then to the research papers from practice. Can also be a simple personal reflection, to the group discussion, then to the group debate ; Can also be involved in teaching skills competition, practice teaching skills, etc. Teachers ' reflection is constantly upgraded, refined and verified repeatedly in teaching practice, and decision-making behavior is gradually formed in the way of conscious reflection.

2.3 Innovation in research

In daily educational work, educational scientific research is an important means to promote educational reflection and verify the results of teaching reform. Teachers of preschool education major carry out educational research, which can not only serve the current work, but also realize the renewal of self knowledge and self ability. Teachers majoring in preschool education should have the spiritual motivation of brave exploration, hard research, unity and cooperation, and continuous innovation. They should consciously capture and discover meaningful scientific research topics, carefully select topics, collect data, conduct social surveys, and carry out experimental studies. Teachers majoring in preschool education should adopt scientific statistical methods, process and summarize research results, and objectively write research reports. Teachers of preschool education should strive to grind and modularize action-oriented courses. Preschool education teachers should take the initiative to adapt to information technology, artificial intelligence and other new technological changes. Preschool education teachers should make full use of the existing high-quality open curriculum platform of the country, local and school, as well as the application and open sharing of MOOCs, and improve the level of personal education and teaching by seriously grinding high-quality teaching resources such as famous teachers ' special classrooms, double-teacher teaching videos, remote collaborative teaching and research. Only by continuous research can we go to the avenue of " dual-qualification " teachers, excellent teachers and even educators.[4]

3. Complimentary close

Preschool education stage is the initial stage of life to receive systematic school education. The experience and experience of children in this period, as well as the social development on this basis, will affect their life. Preschool education is a major with high theoretical and practical skills. Improving the dual-qualification skills of preschool education teachers and taking the development path of applied talents training are the correct choices for normal colleges at the local college level combined with local realities. In order to cultivate preschool education talents with good theoretical and practical skills that conform to the local social development, it is necessary to create an excellent " double-qualified " teaching team for preschool education major. Only by fully mobilizing their subjective initiative and improving their internal driving force can professional teachers embark on the path of " dual-qualification " professional development. It is hoped that the above suggestions can provide some reference for the professional development of " dual-qualification " teachers in preschool education major in local higher vocational colleges.

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A Preliminary Study on College English Blended Teaching Based on Think-Pair-Share

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Abstract: Through the application of the Think-Pair-Share model, the teaching concept of "problem-oriented and student-centered" is implemented in college English teaching. With the help of blended teaching, the Think-Pair-Share model is applied from course content and classroom teaching activities, so as to stimulate students' interest in active learning, improve their ability to solve problems collaboratively, and further cultivate students' innovative thinking.
Keywords: Think-Pair-Share; College English; Blended teaching

1. Introduction of Think-Pair-Share

Think-Pair-Share (TPS) is a collaborative learning strategy developed by Lyman and Associates in 1981 to provide students with motivate students and promote higher-level thinking", to formulate an individual opinion and share their ideas with another student. TPS is where students work together to solve a problem or answer a question about an assigned reading[1]. This strategy requires students to think individually about a topic or answer to a question. Then each student is paired with another student or a small group in which students share their thinking with their partner. It is followed up with a whole-class discussion. Discussing with a partner maximizes participation, focuses attention and engages students in comprehending the reading material.

TPS has some advantages for learning a foreign language. It gives time for the students to think individually about a topic or answer to a question. It teaches students to share ideas with classmates and builds oral communication skills through critical thinking, and meaningful interaction. It helps focus attention and engage students in comprehending the reading material. It allows quiet students to feel free to suggest and give their argumentation [2].

2. The effectiveness of TPS in college English teaching

As a kind of interactive teaching method of mutual cooperation, TPS is especially suitable for large class size. The activity covers a wide range of content, including topic discussion, cooperative reading, brainstorming, note review, learning summary, scenario simulation and test review, and so on.

It helps students to enter into independent and in-depth thinking, encourages students to discuss, record and retell their own views and those of their peers, and further refine and perfect their own ideas in the communication and cooperation with others, so as to cultivate their independent learning ability.TPS give students opportunities to take the initiative to participate in the learning activities, forcing students to put forward ideas and express how they use these ideas. When students begin to share their ideas and opinions, everyone in peer groups see different ways of thinking, so as to further promote the students' active learning and deep learning.

3. The application of TPS in teaching design

Applying TPS in blended teaching can create a good environment and teaching atmosphere for students to actively participate in, strengthen the interaction between teachers and students, and between students and students, and improve students' interest and motivation in learning.

3.1 Grouping

Before the beginning of the study, students first choose the team leader, and the team members can be exchanged and combined freely. If the class size is 60, then the class size is divided into 10 large groups, each consisting of three groups of two. Each large group has a chief and deputy leader, and 20 chief and deputy leaders need to be selected. The class can be taught in a smart classroom with six students at each table and a large group. Through this grouping model, we can see the advantages of TPS for large class teaching. The larger the class size and the larger the group, the more brainstorming, the more open the mind, and the more answers and examples the students will provide during the sharing session or brainstorming session.

3.2 Before class

Before each class, the teacher will upload course materials to Chaoxing platform, including the audio of the text, the analysis video of the difficult sentences and paragraphs, the PPT of explaining key vocabulary and the extended reading articles related to

the lesson. In the PPT, there will be two or three questions, which are generally open questions to guide students to do deep thinking and TPS.For the questions raised in the guide PPT, students first think and write down the answers independently. Then the group members discuss in pairs through WeChat or face-to-face interview. After reaching an agreement, the three groups in each group exchange views and supplement each other to form an answer accepted by all six people and record it. Students can also communicate and interact with each other in small groups and large groups regarding any difficult problems in the learning materials, and record the unresolved problems and different opinions and viewpoints.Students prepare before doing TPS: they have questions about the translation of which text, they feel some ambiguity about the related professional knowledge points, and they are confused about the usage and definition of which words in scientific English.

3.3 In class

In class, there are two ways of TPS. The first is to share the learning guide in PPT. Since the two links of Think and Pair have been completed before class, which saves a lot of time, the teacher only needs to ask each big group to share their arguments and answers in turn. Each team can only present one argument at a time. The contents of the argument should not be repeated.

All arguments should be recorded by a Recorder (Recorder) on the blackboard.The second kind of TPS is that in addition to the questions in the guidance, the teacher randomly asks the students to point out their doubts and difficulties in studying the content of the textbook. According to the questions raised by the students, the teacher chooses the typical questions that most students find difficult to carry out on-site TPS. The field TPS shall be allocated according to the following process and time:(1) Thinking. Students think about the answers for 1-2 minutes.(2) Pairing. Two people in each group present their opinions to each other and listen to each other's opinions, and then merge with two groups nearby. The three groups present their own arguments respectively and discuss and supplement, and the six people reach a consensus for 2-3 minutes.(3) Sharing. Large groups (groups of 6) take turns to share with the rest of the class. Each group chooses one person to speak as a representative and takes turns to choose one. Each large group can only share one argument at a time, and the content cannot be repeated.

In the whole process, the teacher acts as a coordinator, guide, analyst, recorder, planner and summarizer to analyze, judge and guide the students' arguments. For open questions, students are encouraged to think deeply without judging right or wrong.

3.4. Assignments

Before class, teachers post assignments on Chaoxing platform and set the deadline. Assignments and works can be submitted in a variety of media forms, such as documents, pictures, audio, video, etc., fully showing the vivid convenience brought by the Internet era. The first and second types of homework need students to complete independently.(1) Traditional assignments. After each class, the students were asked to imitate and read the teacher's audio and upload their own audio on Chaoxing platform. When reviewing, the teacher will give comments and scores for each student's audio. In order to get the best results, students read the text over and over again, trying to submit with no mistakes. (2) Routine assignments. The completion of the questions in the textbook or the arrangement of notes.(3) Innovative assignments. The teacher will assign some homework that cannot be found in the textbook, which not only contains the professional knowledge of the lesson but also needs to be solved in English. Creative assignments require students to complete through TPS.

3.5 After class

Innovative assignment is an indicator of students' ability to use English as a tool to solve professional problems and reflects their deep learning ability. Students can complete it independently, or they can discuss and communicate in the study group or large group, learn from each other, carry out teamwork and communication, that is, TPS within the large group.After assignments are submitted, peer-assisted reflection is usually used to help students improve their communication skills and deepen learning. In this process, students have the opportunity to learn how to improve their learning through giving, receiving, and reflecting on feedback. For the mutual evaluation work, the evaluator must give detailed and concrete feedback, and cannot use the general and rough descriptive language to evaluate. As the evaluator, the student should carefully consider the feedback and reflect and summarize on the basis of it.

4. Conclusion

Through the implementation of the teaching concept of "problem-oriented and student-centered" and the application of TPS model, students' interest in learning English has been greatly increased. Students' thinking ability has been further strengthened, which changed the traditional way of listening to the teacher's explanation in class. Designing practical application scenarios and introducing problems can trigger students' interest in learning. Engaged in group discussion and class discussion, students can obtain solutions to problems and come up with many innovative ideas. Their ability to solve practical problems has been improved. By completing group reports and communication, students learn from each other and mobilize learning enthusiasm, which deepens students' understanding and is conducive to the construction of their knowledge system.

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Decorative Representation in Modern Chinese Landscape Painting

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Absrtact: Art changes with the change of the times, artists also jump out of the traditional comfort circle, try their best to express their subjective feelings and by the influence of modern aesthetic ideas, landscape painting has also changed greatly. This paper mainly analyzes the expression of modern landscape painting.
Keywords: Modern landscape-painting; Decorative; Screen performance

The traditional landscape-painting began to sprout from the Han Dynasty, first appeared in the "Luoshen Fu Pictures" of the "people's Congress in the mountains, water can not be pan-pan" scene, to the Sui and Tang dynasties, there were a large number of "Sanyuan Law" such as the standard painting biography, landscape painting from then on to its golden period. Until modern times, we can not reach, but each era of artists to create more or less with the characteristics of his era, will be accepted and appreciated. This topic is to explain the modern landscape painting belonging to our era, and add the works belonging to our era on the basis of traditional landscape painting.

After China's modern times, China opened its doors to look at the world, and the world was also watching us, the rising eastern power, as well as in the art world. Modern landscape-painting is based on traditional landscape-painting to retain the original painting, but in the form of foreign decorative techniques to deal with the picture, but in the final analysis, Chinese painting belongs to a unique Chinese painting, we can not lose the root on the basis of innovation. In the final analysis, although the decorative expression of Chinese modern landscape creation is studying the common trend of landscape painting, and more people will try it in the future. But there are also many problems to be faced, such as the significance of Chinese painting? Will such innovation lead to changes in the meaning of Chinese painting? How do we create under the same tradition? Wait, these are the problems we will face and solve in the future.

On the basis of inheriting the traditional landscape painting,modern landscape-painting combines the western modern expression techniques to achieve the fusion of inheritance and innovation and the innovation in the performance of techniques, which makes the picture full of decorative feeling, thus conforming to the aesthetic standards of modern people.

1. Evolution of traditional landscape painting

Chinese traditional landscape painting is divided into three types: shallow falling landscape, ink landscape, green landscape. Since the records, after the Wei, Jin, Southern and Northern dynasties, landscape painting gradually differentiated from the background of figure painting and rose as an independent painting. The five dynasties and the two Song dynasties were the golden period of mountains and rivers, during which masters emerged one after another, there were literati paintings expressing subjective feelings and great changes in style. After the Yuan Dynasty, because of political factors, most literati paintings expressed anger in their hearts. Another obvious feature of traditional landscape painting is that each dynasty overthrew the painting of the previous dynasty and learned and inherited the painting of the next generation.Chinese landscape painting has many forms of expression, after determining the content of the work, what kind of expression can be used to convey their own theme as much as possible, which is determined by the artist's own subjective role.

2. The decorative features of modern landscape are as follows:

2.1 Content and form

Content and form are two factors that constitute an art work, while content is composed of subject matter and theme. Before we create, we must first determine the subject matter and theme, to know, creation can be carried out smoothly. According to the research subject matter, the material is also an important part, it plays a great role in the future creation. As Shi Tao said ," search for Qifeng draft ", to show a thing to understand its various aspects of the state, to know, these materials are more from people's lives, to be closely related to people's lives.In the modern landscape painting, we can see that the picture is diverse, representing not only the landscape-painting image itself, but also the aesthetic image of modern people.

2.2 Elements of the screen

The elements of the picture need to be extracted from the material arranged before. The basic unit of the picture is the point, line

and surface. The middle point of a work exists and the position arrangement is the most important step in the early stage of creation.

Traditional landscape painting and modern landscape painting are both different and related, modern landscape painting has inheritance and innovation to traditional landscape painting, traditional landscape is the cornerstone of modern landscape, but they also have one thing in common is to express feelings, express artistic conception. It is because the masters have provided us with excellent works and biographies that we can develop better now.

Since modern China, Chinese painting has gradually integrated the elements of western culture and western painting, but because modern society is in an unstable period, wars occur frequently, and great changes have taken place in the art world. Different from the tradition, modern landscape painting accords with the aesthetic of modern people, has the symbol of this era, and adds its own innovative thinking in addition to following the basic law of landscape painting, and does not lose its essence on the basis of putting aside the traditional stereotype.

The development of art has its own internal law, the dialectical unity of inheritance, development and innovation is the internal mechanism of the development of art itself, which is said from the historical inheritance relationship within the art. Modern landscape is from the development of traditional landscape, each historical dynasty due to political and other factors resulting in changes in style, thus forming a new trend of thought, this change is another form of realization of the development of art, It is called the law of change of formal style.

The change of formal style, from the beginning of the germination of mountains and rivers to the slow decline, the forms are changing. The change of formal style does not represent decline, which is often intertwined with change. From the macro point of view, the traditional landscape is not influenced too much by western art, it belongs to Chinese painting and is a "tool" for literati in the government and the opposition to express their inner feelings, but the form of painting changes in a specific range. There are some limitations. Modern landscape combines the advantages of western art and modern decorative elements, which is different from the previous landscape, thus expanding the scope of landscape creation.

2.3 Succession and development

Inheriting development and innovation is the law of art's own development, the fusion of ancient and modern, the fusion of tradition and modern, because modern landscape is innovating on the basis of inheriting tradition. Originality is an important driving force to promote art development, but creation is not arbitrary creation, but innovation under established conditions in the past. In history, the style of landscape is changeable, but there is always a rule: the style of each dynasty overthrew the previous dynasty inherits the style of the previous dynasty and then innovates. Just like the modern landscape in the final analysis is based on the traditional landscape innovation. This is the so-called relationship between inheritance and innovation, they are dialectical unity, inheritance and innovation to promote the development of art.

3. Conclusion

In modern landscape creation, the decorative picture is not only for grandstanding, eye-catching. More importantly, during the transition from tradition to modern times, because of the changes in social life, politics, economy and so on, art is only created to adapt to the aesthetic of contemporary people, representing the face of life in today's society. The historical status of Chinese traditional landscape painting can not be underestimated, but with the change of the times, art should also move forward, perhaps art is still stagnant as a measure of ancient painting may also be criticized.

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Study on In-Depth Integration of National Fitness and Outdoor Sports

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Abstract: An in-depth integration of national fitness and outdoor sports is needed to facilitate the construction of China as a sports power. It is found in this paper, however, that a number of issues exist in this process, including: government support is not in place; professional-level guidance is in lack and the public understanding of outdoor sports needs to be improved; professional outdoor sports talents are in shortage and more scientific innovations are needed; publicity efforts on outdoor sports need to be stepped up. Tentative solutions are also proposed in this paper as follows: government guidance needs to be strengthened to promote in-depth integration of national fitness and outdoor sports; we should follow a science-based approach in promoting in this process; more professionals should be cultivated to enhance the country's innovation ability; we should also step up our efforts on relevant publicity campaigns to engage as many participants as possible.

Keywords: National fitness; Outdoor sports; In-depth Integration

Sports is key to China's rise and rejuvenation. As China is now ever closer to its rejuvenation than ever, sports is also playing an ever more important role. A trend of national fitness that sweeps across China has now become a pronoun of its rejuvenation. Chinese President Xi Jinping wrote in the report of the 19th National Congress of the Communist Party of China that China would accelerate the construction of China as a sports power by promoting sports activities across the country, which would also lay a solid foundation for 2022 Beijing Winter Olympics and Winter Paralympic Games. The inclusion of rock climbing, an outdoor sport, into 2022 Beijing Winter Olympics marks the beginning of outdoor sports into a new era that is indispensable for the rejuvenation of China. In such a background, promoting a more in-depth integration of national fitness and outdoor sports is therefore conducive to the development and popularization of national fitness programs, the flourishing of the sports industry, the advocacy of national fitness, and the construction of a healthy China.

1. Definition of outdoor sports

European scholars have given definitions on outdoor sports in as early as the 18th century: "Outdoor sports is recreational activities conducted outdoors." The earliest definition in China could be traced back to Wang Feng tong who proposed a concept called adventurous outdoor sports, which meant that people left their normal living space to elsewhere in order to have some adventurous outdoor sports. [1] Obliviously, all outdoor sports happen in nature including mountains, valleys, natural waters, forests, deserts, islands, caves, etc. In 2003, Li Shuping revised the concept, believing that "outdoor sports is a series of sports activities that happen in nature and are either adventurous or explorative." [2] This definition covered two basic essential attributes: sports and exploration. Although some outdoor sport activities have been moved indoors, such as artificial rock-climbing walls, waters and turbulences, they simply extend the forms and approaches of outdoor sports instead of its essence.

2. Necessity of in-depth integration between national fitness and outdoor sports

2.1 Strategic role of outdoor sports in national fitness

Since the launch of National Fitness Program (2011-2015) and National Fitness Program (2016-2020), national fitness has been elevated as a national-level strategy. Such an importance imparted to national fitness is an inevitable choice in order to promote national health. The forthcoming 2022 Beijing Winter Olympics has made winter sports especially popular among the public and has also presented new opportunities and challenges for outdoor sports. China has now entered a crucial stage for the successful completion of a society that is moderately prosperous, with people's demands becoming increasingly diversified. It is therefore an important step to transform public sports from indoors to outdoors and make strenuous efforts to develop outdoor sports. This is also another step to fulfilling requirements of National Fitness Program (2016-2020), which carries significant heft to the health and well-being of Chinese people.

2.2 Realistic significance of the integration

As the living standard of Chinese people is continuously improving, people are also becoming increasingly enthusiastic about outdoor sports. By the end of 2016, China has had a total number of 160 million outdoor enthusiasts. The number is still increasing. The participation and recognition of outdoor sports are also continuously improving. Only by integrating national fitness programs with outdoor sports can we truly engage more people in close contact with nature so that they may fully relax themselves, build their

body and hone their will. In addition, it can also help build teamwork spirits, pursuit of justice and optimism, which has profound influences on developing perfect personalities, promoting core values of socialism and building China as a sports power.

3. Status quo of the integration

3.1 Development of outdoor sports lacks government policy support

National Fitness Program (2011-2015) points out that: "China will launch a series of characteristic national fitness programs such as winter sports, outdoor sports, mountain climbing, river crossing, etc."

National Fitness Program (2016-2020) points out that: "China will strive to develop outdoor sports such as riding and mountain climbing, promote and popularize winter sports by taking the opportunity of preparing and holding 2022 Beijing Winter Olympics and Winter Paralympic Games."

Plan for Health China 2030 points out that: "China will step up construction of facilities for fitness footpath and cycle path."

In the 19th National Congress of the Communist Party of China, President Xi Jinping said: "China will promote a national fitness program throughout the country and accelerate the construction of China as a sports power. We will also make thorough preparations for 2022 Beijing Winter Olympic and Paralympic Games."

Outdoor sports is in close relation to national fitness. China has launched a series of policies and guidelines on national fitness, which has also promoted the development of outdoor sports. However, there has been no national-level strategic guideline other than the Development Planning of Mountain Sports issued by General Administration of Sport of China in November 2019. It was proposed in the 19th National Congress of the Communist Party of China that the Party would comprehensively promote the rule of law and enhance the ability of the Party to utilize legal means to better govern and lead the country. However, the development of outdoor sports clearly lacks guidance from the country and policy support from all levels of governments.

3.2 Development of outdoor sports lacks government policy support

More people are engaged in outdoor sports thanks to the idea of "health". In the third plenary session of the 18th Central Committee of the Communist Party of China, it was proposed that China would deepen the reform in ecology and accelerate the construction of an ecological civilization with beautiful China at its core. In the 19th National Congress, President Xi reiterated that China would remain resolute in promoting ecological construction and making beautiful China a reality. With the country and the Party emphasizing ecological construction, it makes sense to help achieve it by outdoor sports. Currently, the outdoor environmental protection principles that are widely accepted in the world are "LNT", meaning "Leave No Trace". It includes: (1) plan ahead and prepare, (2) travel and camp on durable surfaces, (3) dispose of waste properly, (4) leave what you find, (5) minimize use and impact from fires, (6) respect wild life, (7) be considerate of other visitors. Although they are comprehensive enough, the public have learned about them quite poorly. In reality, littering is still quite commonly seen, let alone respecting wild lives. It is the duty and mission of every one of us to live with nature in harmony and share the fruits of development together. However, we still have a long way to go.

3.3 Professionals and innovations on outdoor sports are in lack

According to the incomplete statistics of the task force on mountaineering accidents of Chinese Mountaineering Association, a total number of 311 accidents happened in 2016 alone, involving 1813 participants, 1268 participants who had accidents, 146 injured, 64 deaths and 3 missing. Compared with 2015, this was an increase of 83 in terms of injuries and an increase of 20 in terms of deaths.

Injuries and deaths have increased as the number of outdoor sports participants soars. Outdoor sports is risky and requires that participants should have relevant knowledge and skills in case of emergencies in the wild. In addition, falling is an extremely dangerous accident in outdoor sports, so extra attention is needed while having descending activities. Professional equipment is another important factor in preventing participants from falling, other than skills.

Although China has a large proportion of outdoor enthusiasts, it lacks sufficient numbers of professionals. These participants are poorly organized and experienced and are far from well prepared for emergencies in the wild. These factors have combined to increase the risk of tragedies.

3.4 Publicity of outdoor sports is insufficient

It is necessary to involve as many participants as possible in the construction and innovation of national fitness programs. The development of a national fitness culture is indispensable to the promotion and popularization of outdoor sports. As President Xi put it in the report of the 19th National Congress, China should consolidate cultural confidence and promote the flourishing of socialism cultures. In order to promote more effective integration of national fitness and outdoor sports, it is pivotal to stick to the development path of socialism culture with Chinese characteristics. We should strive to develop outdoor sports guided by this. So far, the proportion of outdoor sports participants is relatively small in comparison to the total population, so we need to step up efforts to popularize outdoor sports so as to achieve in-depth integration of national fitness and outdoor sports.

4. Suggestions on the in-depth integration of national fitness and outdoor sports

4.1 Stick to rule of law on sports and strengthen guidance of the government

Rule of law is a fundamental strategy of the Party in leading Chinese people to govern the country. As the Party and the country are deepening the reform and promoting rule of law, we also need to use the law to govern the development of sports. Rule of law on sports remains an important component of China's socialism legal construction and practice of comprehensive rule of law. First of all, we need to revise relevant national standards and amend relevant laws. National standards on outdoor sports should be revised or developed based on the characteristics of it. Secondly, the government should improve their regulation systems and broaden social channels to engage more people in outdoor sports. Finally, a supervision system should be established and improved to ensure safe and effective outdoor sports.

4.2 Respect nature and share fruits with it

Outdoor sports is the one that has the closest contact with nature among all. It is especially important to stick to one scientific outdoor sports concept while doing outdoor sports. We have to abide by the following rules: (1) Constructing outdoor sports facilities should balance people and the environment as well as economy and ecology. For example, while constructing mountain footpaths, the original natural outlook should be maintained as much as possible to prevent any destruction to local ecology. (2) We should conserve resources. Resources should be used in a centralized manner. The way resources are used should be transformed. Supervision on resource conservation should be tightened to reduce pressure on land and water. (3) We should step up efforts to protect nature and the environment and to promote outdoor sports. Rules of no littering, no damaging wild lives and of respecting nature should be publicized to everyone. People and human beings are interdependent and promote each other. All human activities should be based on respecting and protecting nature.

4.3 Cultivate more professionals on outdoor sports and enhance the innovation ability

Outdoor sports is risky, which requires that participants should have professional guidance and be physically sound. As outdoor sports is promoted and made popular, more professionals and rescuers on outdoor sports are also needed urgently. Currently, training of such talents is achieved through higher education institutions and Chinese Mountaineering Association who would offer training courses. As outdoor sports is a new major, different higher education institutions may have different approaches and plans of talent cultivation. In general, we should expand the scale of talent cultivation, enhance the quality of those professionals, improve the training scheme, increase the proportion of outdoor practice courses properly and enhance the efficacy and efficiency of teaching, so as to ensure that the talents truly master necessary qualifications for handling emergencies. An assessment and qualification test mechanism should also be established and improved and outdoor sports practitioner should hold a qualification certificate. In this way, we are able to give outdoor sports an extra safeguard. In terms of innovation, we should invest more in outdoor sports to develop more products that better suit consumers' needs. Due to the heavy influence from natural environment, we have extremely high requirements on the quality of outdoor sports equipment, including personal clothes, technical equipment, communication facility, etc., which have to be multifunctional and easy to use.

5. Conclusions

The inclusion of rock climbing into the Olympics and the emphasis of central leadership on winter sports are bound to offer tremendous opportunities for the development of outdoor sports. It is therefore of profound significance to the rejuvenation of China to study the in-depth integration of national fitness and outdoor sports as well as to build China as a sports power.

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A Case Study on Yang Hsien-yi's Translation of *A Dream of Red Mansion* From the Perspective of Vinay and Darbelnet's Model

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Abstract: As China launched the "going out" strategy of culture, a batch of Chinese classics have been retranslating. Being one of the representatives of Chinese classics, *A Dream of Red Mansion* has reached cult status in literary studies. This study presents a case analysis on Yang Hsien-yi's translation of *A Dream of Red Mansion* from the perspective of Vinay and Darbelnet's model, finding out the application of this theory in Chinese classics translation and offering new inspiration for future translation practice and studies.

Keywords: Vinay and Darbelnet's model; *A Dream of Red Mansion*; Chinese classics; Translation studies

1. Introduction to Research Background

The rising of China in all aspects has enabled China itself to step into the center of the world. The rest of the world is in want of exploring China deeply; China should tell its own stories in attractive ways to show its beauty to others. As English still dominates the world, translation is an indispensable process in the cultural strategy. However, people from English culture may not be interested in foreign cultures; what we need to do is to select and translate works containing core values of Chinese culture (Ban, 2018).[4]

This study is based on *A Dream of Red Mansion* from the perspective of Vinay and Darbelnet's model. *A Dream of Red Mansion*, one of the Four Great Classical Novels in China, was translated by Yang Hsien-yi and his wife, which is regarded as one of the famous translated versions. Vinay and Darbelnet's model of translation shifts has exerted considerable influence on translation theorists and was useful in bringing to light a wide range of different translation techniques (Munday,2016).[2] Using Vinay and Darbelnet's model to examine *A Dream of Red Mansion* can a unique understanding of the latter and encourage more contributions to the translation of Chinese classics.

2. Theoretical Basis

2.1 Vinay and Darbelnet's model

Since the 1950s, a variety of linguistic approaches to the analysis of translation have proposed detailed lists or taxonomies in an effort to categorize what happens in translation (ibid:87). French scholars J.P. Vinay and J. Darbelnet compared and analyzed French text and English text from three dimensions—the lexicon, syntactic structures, and the message, *in Comparative Stylistics of French and English: A Methodology for Translation*. They put forward two strategies and seven procedures in the process of translation. Table 1 displays the taxonomy of the two strategies and seven procedures. At first, the different methods or procedures seem to be countless, but they can be condensed to just seven, each one corresponding to a higher degree of complexity (Viney & Darbelnet, 1995).

Translation Strategies	Translation Procedures
Direct translation	*Borrowing, calque and literal translation*
Oblique translation	*Transposition, modulation, equivalence or idiomatic translation and adaptation*

Table 1. Vinay and Darbelnet's Model (1958)

2.1.1 Direct Translation

According to Vinay and Darbelnet (1995)[3], translators can choose direct translation if the two languages are parallel in structure or concepts. The direct translation covers three procedures: borrowing, calque and literal translation.

2.1.1.1 Borrowing

To overcome a lacuna, usually a metalinguistic one (e.g. a new technical process, an unknown concept), borrowing is the simplest of all translation methods (ibid: 31). For example, some borrowings from Chinese: Kungfu, Confucius, Taoism and dim sum, etc.

2.1.1.2 Calque

A calque is a special kind of borrowing whereby a language borrows an expression form of another, but then translates literally each of its elements (ibid:32). It contains 'lexical calque' (ibid:32) and 'structural calque'(ibid:32). After the Watergate scandal was exposed, there were lots of Chinese calques to describe bad phenomena, such as "艳照门"and "兽兽门". These too, like borrowings,

may have undergone a semantic change, turning them into false friends (ibid:33).

2.1.1.3 Literal Translation

As for literal translation, this is a word-for-word translation, which Vinay and Darbelnet describe as being most common between languages of the same family and culture (Munday,2016).[2]

2.1.2 Oblique translation

After trying the first three procedures, translators still cannot work out an acceptable translation; they must turn to oblique translation.

2.1.2.1 Transposition

The method called transposition involves replacing one-word class with another without changing the meaning of the message (Vinay & Darbelnet,1995).[3] Doing translation between Chinese and English involves uncountable changes in part of speech, such as from verb to adverb, or from adjective to verb, etc.

2.1.2.2 Modulation

This change can be justified when, although a literal, or even transposed, translation results in a grammatically correct utterance, it is considered unsuitable, unidiomatic or awkward in the TL (ibid: 36). Modulation can be divided into nine types at the level of message. Munday (2016)[2] has made a summary of the nine types (see table 2).

Types	Examples
From general to particular	Give a little blood. →Give a pint of blood.
From effect to cause	You're quite a stranger. →We don't see you anymore.
From whole to part	He shut the door in my face→He shut the door in my nose.
From part to another part	He cleared his throat. →He cleared his voice.
Reversal of terms	You can have it. →I'll give it to you.
Negation of opposite	It does not seem unusual. → It is very normal.
From active to passive	We are not allowed to access the internet. →They don't allow us to access the internet.
Rethinking of the intervals and limits in space and time	No parking between signs. →Limits of parking.
Change of symbol	The mustard rose up to his nose. →He became very angry.

Table 2

2.1.2.3 Equivalence

We have repeatedly stressed that one and the same situation can be rendered by two texts using completely different stylistic and structural methods (Vinay & Darbelnet, 1995).[3] In such cases we are dealing with the method which produces equivalent texts (ibid:38). According to the two scholars (1995), the perfect example of equivalence is "proverb". For example, as China is a country based on traditional agriculture, "牛" is the major tool to work on the farm. That helps to explain why "牛" is usually used to describe a man of honesty and diligence. English people are from nomadic tribe, and "horse" means everything to them. From this perspective, "俯首甘为孺子牛" and "a willing horse" reach equivalence; they refer to the same situation.

2.2 Significance of Vinay and Darbelnet's Model in the Study

Although the model proposed in *Comparative Stylistic of French and English* centers solely on the French-English translation, its influence has been much wider (Munday, 2006).[2] Classic taxonomy of Vinay and Darbelnet continues to exert influence even today and was useful in bringing to light a wide range of different translation techniques(ibid:109). Using this model to analyze *A Dream of Red Mansion* can provide more inspiration to push the development of China's cultural strategies.

3 Case Study

3.1 Borrowing

Usually, two kinds of borrowing are included in the process of translation: borrowing in accordance with the word's pronunciation or meaning.

Example: SL:原来女娲氏炼石补天之时，于大荒山无稽崖炼成高经十二丈，方经二十四丈顽石三万六千五百零一块。

TL: When the goddess Nu Wa melted down rocks to repair the sky, at Baseless Cliff in the Great Waste Mountain she made thirty-six thousand five hundred and one blocks of stone, each a hundred and twenty feet high and two hundred and forty feet square.

Note: In this example, "大荒山"is translated into "the Great Waste Mountain" and "Baseless Cliff" is for "无稽崖".In fact, "大荒山" and "无稽崖"are two fictitious places given by the author of this novel. That means the lacuna is ahead of a translator to deal with. "荒" has various explanations in Chinese; "being discarded" is one of them. If something is discarded, it would become a kind of waste to some extent. As for "无稽崖","无稽"means the opinion is ill-founded and baseless. Obviously, Mr. Yang adopts borrowing in accordance with the word's meaning, endeavoring to fill the lexical gap between SL culture and TL culture.

3.2 Calque

Example: SL:忽见那厢来了一僧一道，且行且谈。

TL: …where he suddenly noticed a monk and a Taoist approaching, talking together.

Note: "道"is a philosophical concept based in China; there are no corresponding words for "道"in English culture. Therefore, borrowing is required in the process of translation. However, "道" in this context means people who behold the concept of "道", so it should be "道人"in modern Chinese. "Taoist" for "道人"uses Wade-Giles Romanization. Although Chinese Romanization is emerging as a standard for foreigners to learn Chinese, enormous English borrowings from Chinese still adopt Wade-Giles Romanization. In addition to borrowing, "Taoist" is also a calque from the perspective of its formation. "ist" is a suffix referring to a special kind of people, such as "artists, scientist and communist, etc. It's obvious that "ist" is put together with "Tao" to form a new word in TL culture. No matter in meaning or structure, "Taoist" basically is a calque from SL.

3.3 Literal Translation

Example:SL:那绛珠仙子道：“他是甘露之惠，我并无此水可还。他既下世为人，我也去下世为人，但把我一生所有的眼泪还他，也偿还得过他了。”

TL: "He gave me sweet dew," said Vermilion Pearl, "but I've no water to repay his kindness. If he's going down to the world of men, I would like to go too so that if I repay him with as many tears as I can shed in a lifetime I may be able to clear this debt."

Note: Although Chinese and English fall into different language families, the expression of two languages still sometimes share similarities due to human beings' perceptions of the world relatively being the same. It's obvious that "sweet dew" for "甘露", "no water to repay his kindness" for "无此水可还" and "if I repay him with as many as tears as I can shed in a lifetime I may be able to clear this debt" for"但把我一生所有的眼泪还他，也偿还得过他了"can be recognized as a literal translation. Even though Chinese expressions are strange to target readers, if literal translation is applied in a good time, target readers would be caught by the "strange" expression.

3.4 Transposition: Verb to Noun

Example：SL: 待在下将此来历注明，方使阅者了然不惑。

TL: Let me explain, so that <u>there will be no doubt left in your minds</u>.

Note: "使…不惑"is a verb phrase, while it is translated into a noun phrase "no doubt" in the transcription. This example reflects that transposition is required in the process of translation as English prefers noun phrase.

3.5 Modulation

3.5.1 Modulation between Abstract and Concrete

Example: SL:只因尚未<u>酬报灌溉之德</u>，故其<u>五内便郁结着一段缠绵不尽之意</u>。

TL: But <u>her heart was heavy</u> because she had not <u>repaid the care lavished on her</u>.

Note: Chinese is a vague language; opaque expressions hinder people from fully understanding what the sentence or phrase is exactly about. Even for Chinese people can hardly tell what "缠绵不尽之意"means; they need to explore the connotation by combining the context and their imagination. Therefore, "缠绵不尽之意"can be identified as an abstract phrase; its transcription delivers clear-cut meaning to the readers. "heavy" for "缠绵不尽之意"perfectly explains the modulation process from abstract to concrete.

3.5.2 Negation of Opposite

Example: SL:…竟<u>不如</u>我半世亲睹亲闻的这几个女子…

TL: <u>Much better are</u> the girls I have known myself during my young days.

Note: In the example, "不如"is a negative term, yet no negative term is found in the transcription. The translator adopts negation of opposite. Because of different ways of thinking between Chinese people and English people, sometimes an attitude may be expressed from a negative way in English culture while a positive way in Chinese.

3.5.3 Reversal of Terms

Example: SL:今之人，<u>贫者</u>日为衣食所累。　　**TL:** At present <u>the daily concern</u> of the poor is food and clothing.

Note: In SL, the subject is "贫者", yet in TL, the original subject is changed into "the daily concern". The difference in subject selection reveals that Chinese culture is human-oriented, which pushes Chinese people to perceive the world from the perspective of themselves; Western culture is reality-based and it views the universe from an objective point. That can explain why the translator switches the subject.

4 Conclusion

This study elaborates the application of Vinay and Darbelnet's model in the rendering of *A Dream of Red Mansion*. Since Yang's version is one of the representative transcriptions of the classical Chinese novel, the research into this version under the scope of Vinay and Darbelnet's model can offer translators an example of how to deal with Chinese classics translation. Beyond that, it also illustrates those situations in which translators can adopt the seven procedures, proving the vitality in Vinay and Darbelnet's model.

Culturally, Chinese classics contain profound and abundant background information. Thus, the translation of that kind of works can be referred to as cultural translation. It raises complex technical issues: how to deal with features like dialect and heteroglossia, literary allusions, culturally specific terms such as food or architecture or further-reaching differences in the assumed contextual knowledge that surrounds the text and gives it meaning (Baker&Saldanha,2009).[1] The disparities between Chinese culture and English one therefore evoke lots of lacunas in expressions. Luckily, thanks to the endeavors from those illustrious translators and theorists, who fill the blanks in translation with their examples or theoretical guidelines, lacunas can be overcome generally.

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EBV-positive LMP1-mediated Signal Pathway in Nasopharyngeal Carcinoma

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Abstract: Nasopharyngeal carcinoma (NPC) is one of the main cancers and death factors of otorhinolaryngological malignant tumors. A number of studies have shown that the occurrence and development of NPC is clearly related to Epstein-Barr virus (EBV) infection. Among the few proteins expressed by EBV, latent membrane protein 1 (LMP1) is considered to be a protein with the function of oncogenes, because it can make the epithelium tend toward malignant transformation; therefore LMP1 plays an important role in the occurrence and development of NPC, and is also considered to be the oncogene of EBV. LMP1 can further affect cell migration and apoptosis by participating in multiple intracellular signal transduction pathways, which is closely related to a variety of lymphoid tissue diseases and malignant tumors; nasopharyngeal carcinoma is no exception. This article reviews the signal pathways mediated by LMP1 in NPC.
Keywords: Epstein-Barr virus (EBV); Latent membrane protein 1 (LMP1); Nasopharyngeal Carcinoma (NPC); Signaling pathway

1. NF-κB

There are three pathways of the NF- κ B signal pathway in malignant tumors:

(1) TRAF2 and TRAF3 activate Iκkinase and promote the phosphorylation of IκBα, then separate from NF-κB and hydrolyze immediately , and finally, NF-κB is transferred into the nucleus to function as a transcription factor;

(2) Trad binds to the YDD domain of the LMP1 CTAR2 domain and activates NF-κB. it is also mediated by IκBα phosphorylation pathway;

(3) In the absence of KKγ, LMP1 mediates the hydrolysis of NF-κB2 P100 into active P52, while P52 can be transferred to the nucleus to combine with NF-κB subunit p65 and Re 1B to form active NF-κB, thus regulating the NF-κB signal transduction pathway. In NPC, Liu HD et al.[1] found that the NF-κB pathway was inhibited by the chemical inhibitor Bay11-7082 and the stable or transient expression of IκBα(DNMIκBα) dominant negative mutant, indicating that this site is functional and LMP1-enhanced iEκ activity is partially regulated by this site. It has further been demonstrated that LMP1 promotes the binding of NF-κB subunits p52 and p65 to κNF- κB and κAP-1 motifs in vitro, respectively. Chemical inhibitors targeting NF-κB pathway and dominant negative mutants can weaken the enhanced binding of LMP1. TAO YG et al.[2] showed that LMP1 not only subtly regulates EGFR expression and up-regulates EGFR phosphorylation through its CTAR1 recruit TRAFs molecule, but also trans-activates EGFR promoter activity through the CTAR1-mediated NF- κB signaling pathway. The latest study [3] shows that LMP1 can up-regulate the expression of neurotrophin tyrosine kinase type 2 receptor (NTRK2 or TrkB) to further affect the ability of nasopharyngeal carcinoma cells to resist apoptosis and promote the migration and invasion of nasopharyngeal carcinoma cells.

2. PI3K -Akt/PKB

In malignant tumors, when cells are stimulated by growth factors, Akt/PKB is transferred to the cell membrane and obtains catalytic activity to catalyze its own phosphorylation of S124 and T450. At the same time, PI3K catalyzes its substrate to produce PIP3, PDK-1, and then catalyzes the phosphorylation of T308 and S473 of Akt/PKB in the presence of PIP3, which makes Akt/PKB fully activated and gives full play to its biological function. In nasopharyngeal carcinoma cell lines, Yang CF et al. [4] demonstrated that LMP1 can activate and trigger the phosphatidylinositol 3 kinase / protein kinase B (PI3K/AKT) pathway, and further stimulate the expression of CSC markers in cells, the development of side groups, and tumor formation. This study shows that PI3K/AKT pathway plays a very important role in the induction and maintenance of CSC in nasopharyngeal carcinoma. The PI3K/AKT pathway is also activated by phosphorylase in LMP1-induced CD44 (+ / High) cells. The study also found that LMP1 mainly regulates the expression of human miR-21 through the PI3K/AKT/ FOXO3a signal pathway, and also activates its downstream effector Bcl-2, through the PI3K/Akt signal pathway, which can lead to the occurrence of NPC. The latest studies indicated that cholesteryl ester promoted NPC cell proliferation by activating the PI3K/AKT pathway and inhibition of this pathway in SQLE-over expressed or cholesteryl ester-treated cells resulted in a significant reduction of NPC cell proliferation.

3. MAPK

MARK mainly consists of three families: p38, JNK and ERK, and many studies around the world have shown that the occurrence of malignant tumors is related to them. When these three pathways were inhibited, the invasion ability of NPC cells was decreased. Some studies [5] have shown that when inhibiting the expression of p38MAPK signal pathway, the activity of MMP-1 will also be affected and further inhibited. Inhibition of the JNK/SP-1 signaling pathway can reduce mMP-2 expression by regulating TPA-induced MMP-9 over expression and the erK1/2 signaling pathway, both of which can inhibit the movement of NPC cells [6].

(1) Raf→MEK→ERK pathway, Mainou et al.[7] showed that ERK1/2 is mainly activated by the interaction between CTAR1 of LMP1 and TRAF2 or TRAF3. Dawson et al. [8] found that LMP1 may bypass Ras and Raf and initiate this signal pathway directly from MEK through the experimental study of human epithelial cell line SCC12F. The latest study [9] found that LMP1 inhibits the phosphorylation of AMPK and its substrates ACC and Raptor by phosphorylating LKB1, at serine 428, thus inhibiting the LKB1-AMPK pathway. The MEK/ERK-MAPK signal pathway activated by the CTAR1 domain is the reason for the inactivation of LKB1-AMPK;

(2) JNK/SAPK：Eliopoulos AG et al. [10] found that stable or transient expression of CTAR2-mediated B95.8 LMP1 prototype in epithelial cells or B-cell-derived cells can activate c-Jun N-terminal kinase (JNK, also known as stress-activated protein kinase, SAPK) pathway);

(3) P38-MAPK :Zhang Z et al. [11] found that EVS (the source of LMP1 positive nasopharyngeal carcinoma cells) can induce the proliferation and invasion of nasopharyngeal carcinoma cells, inhibit cell apoptosis, especially promote radiation resistance, and transduced LMP1 can realize its carcinogenic function by activating the P38MAPK signal in the receptor cells.

4. JAKs/STATs

JAK is a non-receptor tyrosine kinase. Members of the JAK family include JAK1/JAK2/JAK3 and Tyk2. The STAT family is mainly composed of STAT1, STAT2, STAT3, STAT4, STAT5a and so on. They are considered to be important centers for the regulation of many cytokines and growth factors [12]. Vaysberg M et al.[13] found that LMP1 could combine with STAT to initiate the JAK-STAT signaling pathway to promote cell proliferation, activate the MAPK pathway to affect cell invasion and metastasis, and inhibit cell apoptosis by up-regulation of bcl-2 expression. The JAK2/STAT3 signaling pathway is the one most closely associated with NPC metastasis. After activation of this pathway, coX-2 expression can be abnormally increased. Cox-2 cannot only cooperate with VEGF to promote tumor angiogenesis, but also cooperate with MMP-2 to promote tumor angiogenesis and tumor cell metastasis.

5. AP-1

Mutations of LMP1 within and downstream of iEκ, inhibited by chemical inhibitor SP600125, and stable or transient expression of C-Jun (TAM67) dominant negative mutants suggest that this site is partially regulated by functional and LMP1-enhanced iEκ activity. LMP1 promotes the binding of AP-1 family members c-Jun and c-Fos to κAP-1 motifs in vitro, and chemical inhibitors targeting AP-1 pathway and dominant negative mutants can weaken the enhanced binding of LMP1 [1]. Zheng P et al. [14] recent studies have shown that LMP1 can up-regulate the Capn4 promoter through the C-terminal activation region CTAR 1 and CTAR2 domain in a dose-dependent manner to activate AP-1, and that LMP1 promotes actin rearrangement by activating AP-1, Capn4 and LMP1 through ERK/JNK phosphorylation, and ultimately promotes the migration of NPC cells. O'Neil JD et al. [15] found that binding of EBNA1 to the promoters of C-Jun and ATF2 enhances the activity of AP-1 transcription factor in NPC cells. This study also showed that the expression of AP-1 in response to the expression of interleukin8, vascular endothelial growth factor (VEGF) and hypoxia inducible factor-1 increased in response to the expression of EBNA1, thereby promoting the formation of blood vessels.

6. Others

Recent data suggest that LMP1 deoxyribozyme targeting inhibits tumor angiogenesis by increasing radiosensitivity via the JNKs/HIF-1 pathway in NPC. Yang L et al. [16] found that LMP1 increased VEGF expression through the JNK/ C-Jun signaling pathway, and showed that DZ1 inhibited HIF-1/VEGF activity enhanced the radiosensitivity of NPC cells.. Ding RR et al. [17] found that LMP1 mediated the expression of PIM1 through NF-κB, PKC and STAT3 signals, promoted the proliferation of NPC cells, and was involved in the clinical progression of NPC. Fang W et al. [18] found that EB virus-induced latent membrane protein 1 (LMP1) and interferon-γ pathway co-regulated programmed cell death protein 1 ligand (PD-L1). This study further confirmed that LMP1 up-regulated PD-L1 through STAT3, AP-1 and NF-κB pathway. In addition, the up-regulation of interferon-γ on PD-L1 in NPC does not depend on LMP1, but has a synergistic effect with LMP1. Xiang YP et al. [19] found that pY772-EphA2 can further promote the growth of EphA2-dependent nasopharyngeal carcinoma cells in vivo and in vitro by activating Shp2/Erk-1/2 signal pathway, suggesting that it is an important target for the treatment of NPC.

7. Conclusion

Some achievements have been made in the study of LMP1-mediated signal pathways in NPC associated with EBV infection. These signaling pathways are involved in the occurrence and development of NPC and promote the proliferation and metastasis of NPC cells through different pathways, but they are always complex, and the activation pathways of signal pathways and their molecular mechanisms are also intertwined. In different environments and cells, the multiple biological functions of the pathways, and how different pathways coordinate regulation and integration of information, need to be further studied. How to effectively treat diseases caused by EBV at the LMP1 level should also be the focus of future research (not just NPC). At present, a small number of effective components of traditional Chinese medicine have been studied as targeted drugs for malignant tumors. It is hoped that the above signal pathways, combined with existing research techniques and means, the mechanism of the action of more and more traditional Chinese medicines in NPC can be studied. It is further hoped that these studies can provide more choices for the

study of molecular targeted drugs, provide more hope of survival, and eventually provide the cure for patients with LMP1-positive nasopharyngeal carcinoma.

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The Feminism in Eileen Chang's Translation——A Case Study on the Translated Version of *The Yearling*

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Abstract: Eileen Chang's known as a literary scholar, but her identity as a female translator is little known and her translations are rarely mentioned. *The yYearling* as one of her famous translations has less relevant research. From a feminist perspective and based on feminist translation theory, this study examines the feminism in Eileen Chang's translation of *The Yearling*, and analyses the influence of her feminist ideas on the translation, with a view to adding to the study of feminist literary works.
Keywords: Eileen Chang; *The Yearling*; Feminism translation

When it comes to contemporary Chinese literature, it is necessary to mention Eileen Chang. She is famous and controversial in China and abroad. Her works are unique in the choice of material, characterization and narrative structure, all of which highlight her unique personal charm, and she still has a large following of readers around the world today. Although many scholars have studied her literature, her status as an outstanding female translator is not well known, and her translated works are rarely mentioned. In recent years, *the Old Man and the Sea* has regained popularity, and her translations have become much sought-after, and other translated works have also begun to attract attention, among them *The Yearling*.

Many scholars have studied Eileen Chang's works from various perspectives, but few have studied Eileen Chang's feminist style from the perspective of translation studies. Then this paper will use feminist translation theory as a guide to compare her translation with that of male contemporaries, study the feminism in Eileen Chang's translation of *The Yearling*, and analyze the influence of her feminist ideas on the translation, in order to add to the study of feminist literary works.

1. The origin, development status and translation strategies of feminist translation theory

The emergence of feminist translation theory has injected new blood into the history of translation and provided a new research perspective to translation studies. Feminist translation theory originated in Canada, and the representative figures who put forward the theory include Kaiser Moser, Barbara Goddardt and Louise Van Flotow. Cather Moser believes that translation is the interpenetration between two different languages, and she very sharply suggests that male translators distort and falsify the works of feminist translators and women writers. Another scholar, Barbara, suggests that a translation is a work in itself and does not exist as a copy. She emphasizes the plurality of feminist textual theory to be combined with the element of self-representation of the translator. Scholar Flotow believes that the relationship between gender and translation is very close, and that people should pay attention to and address gender issues because they have ignored gender issues for a long time, which has led to frequent feminist movements. The traditional translation theory believes that the relationship between the translation and the original, the translator and the author are all dependent, similar to the relationship between women and men. This theory unabashedly exposes the discrimination against translators and translations, and even against women. Therefore, the feminist school of translation demands that the relationship between the translation and the original work be re-examined and calls on the public to view the original text, the translation and the translator in the same light.

Feminism in translation practice strongly advocates translator interventionism and calls for feminist creation of translated texts. [1] Susanne de Lotbinière Harwood says in one of her translations, "My translation practice is a political activity, aimed at making language speak for women; my byline means that I have adopted all translation strategies to make women prominent in language." [2] Flotow discusses three feminist forms of translation practice: additions, hijacking, and the addition of forewords and footnotes.

Shirley Simon reconceptualizes the traditional view of "fidelity" in translation and reconceptualizes the concept of "fidelity". Therefore, the feminist translator fully cooperates with the original feminist author in the translation, showing the faithfulness to the feminist "writing scheme". [3] The various translation strategies adopted by feminist translators in their translation practice reflect the concept of "fidelity" as an ideological product and the essence of Simon's feminist concept of fidelity, namely, "fidelity to the writing scheme of the female self. [4]

Susan Basnett argues that the translator must first carefully select the text, "empathize" with the original work, thus establishing an intimate "emotional bond," and form a "symbiotic" relationship by carefully reading the original work. "By carefully reading

the original work, a symbiotic relationship is formed, making the translation and the original work interdependent and integrated. In this relationship, the original work and the translated work no longer exist as completely independent individuals, but become an inseparable whole. [5]

Feminist translators use every possible means to make translation a powerful expression of women, to enhance women's voice, and to improve the status of women in society.

2. Introduction to "*The Yearling*" and background of the translator

The Yearling is a full-length novel written by American author Carolyn, which won the Pulitzer Prize in 1939 and topped the bestseller list in the United States in 1939. The novel is set in the post-Civil War era of American settlement, and tells the story of a young boy, Jody, who lives with his parents on the Florida Keys. Jody grows up carefree under the shelter of his parents' love and care, curious about all the unknown things, but at that time Jody thinks more about his own feelings. The text portrays a naive, cunning and intelligent child, but as he experiences various frightening hunts with his father, adopts an innocent young deer, experiences the death of his best friend, and encounters various sorrows and hardships of the world, he begins to grow up and understand what love and responsibility are.

Eileen Chang was born in an era of great change in China. Due to her prominent family background, she was able to study classical Chinese and Western culture with her parents at an early age, which laid a deep foundation for her future literary work. Influenced by multiple factors-a complex family background, an open educational environment, and the particularities of her time-she developed a feminist consciousness at an early age. As a rule, the life experiences of authors and translators have a great influence on the style of their works. As a writer with strong feminist ideas, she must have adopted some techniques to show feminist ideas in her works and translations.

The themes of Eileen Chang's own literary works are mostly love, marriage and women, and the end of these stories is always tragic and miserable. But her translation of this novel is about a much-loved young boy who grows up after various trials and tribulations of life, and the whole book is full of warmth and love and compassion. Translated by Eileen Chang, a feminist translator with a delicate writing style and a focus on the inner world, the two must have sparked something unexpected. Since the author of the original text is also a woman, Eileen Chang is more comfortable with some of the content and must have used feminist ideas, so the feminine color in the translation is worthy of careful study and analysis by researchers.

The author will further compare the two versions with the translations by Eileen Chang and her male contemporaries (in the following, the terms "Chang" and "Li" are used to represent the two translators respectively), and analyze in depth the embodiment of Eileen Chang's feminist thought in the translation.

3. Comparison and analysis of the example sentences of the two translations

3.1 The strengths of feminist thought in translation

Eileen Chang's translation, which is full of feminist ideas, can be analyzed from different aspects. Feminist translation ideology is very different from traditional translation ideology, so her feminist consciousness must have added much to the translation of *The Yearling*. As a woman, she must be able to empathize with the original author's state of mind at the time of writing. The following two examples illustrate this.

Example 1：Original text："A rattlesnake. A big un." [6]

Chang：裘迪把手一比："老大的响尾蛇。" [7]

Li："一条响尾蛇。很大的一条。" [8]

In careful comparison, on the one hand, from the analysis of the translation itself, Li Liangmin's translation is faithful but very hard, and the heavy translation accent makes the translation seem numb and senseless. On the other hand, in the translation by Eileen Chang, one sentence and one action (expressing the motive words that one imagines Jody would have at that time) add to the translation of the whole sentence. The transformation of language alone into a combination of action and language reflects her profound linguistic skills and delicate inner world, making the short sentence immediately vivid and full of images, as if Jody were appearing in front of the reader, describing what she saw with a face full of shock. On the other hand, the choice of words, as Jody lives in a primitive rural area, makes the use of dialect more realistic and relevant. For these details, Eileen Chang's feminine and delicate expressions greatly increase the appeal of the translation.

We can conclude that in some aspects, female translators have an advantage over male translators in terms of their unique insight and detailed understanding of the original text.

3.2 Possible development of feminist ideas in the translation

Eileen Chang is a translator with strong feminist consciousness, and when translating, she will more or less exert her own subjectivity to rewrite some parts of the original work and add her own understanding of the original text to pursue gender equality, so as to improve the status of women. However, if the translator's subjectivity is overplayed, the translation may deviate slightly from the connotation and style of the original work and violate the principle of "faithfulness to the original". Generally speaking, regardless of the style of the original text, the translator should present the original work faithfully with an objective attitude.

From the full text, the main character of "The Yearling" starts out as a simple and innocent boy who, after leaving home in anger and experiencing the world, transforms into a brave and responsible man. The language style should change from the initial soft and fragile to the resolute and brave at the end of the essay. However, Eileen Chang weakens the translation of words that can highlight the status of men. See next the following examples.

Example 2. Original text："Ezra Baxter, do you go trading with the Foresters, you'll do good to come home wearing your breeches." [6]

Chang：艾拉•巴斯特，你跟那窝盗坏子打交道，能穿着裤子回家就不错了。[7]

Li：艾拉•巴斯特，你跟福斯特兄弟们打交道，你会只剩一条裤衩回家的。[8]

Through comparison, we find that the translation of the name "the Foresters" shows two opposite styles and ideas of male and female translators. Li Liangmin's translation is directly based on the literal meaning of the name, and the phonetic translation of the name is concise, clear and easy to understand. On the other hand, Eileen Chang's translation is "盗坏子", which seems to be full of discrimination and disgust towards the Foster brothers, and she considers them to be a pair of "thieves". This not only rewrites the names, but also changes the neutral attitude of the original author toward the Forster brothers, so that readers can only read the work from her feminist perspective, which is not faithful and has certain limitations.

We can see that the excessive feminist play will distort the original text and the ideas that the original authors want to convey to the readers, and it also violates the principle of "fidelity" that should be followed in translation.

4. Conclusion

Whether it is to show the fullness of emotions that readers can relate to in her translations, or to inject her own thoughts into the translations that make readers misunderstand the original meaning to a certain extent, it is the human attitude and thoughts and emotions that Eileen Chang wanted to convey to readers through her works and translations, taking into account her own life experiences. Her literary achievements are undeniable, and her translations also injected new energy and vitality into the Chinese literary scene at the time. She wrote and created throughout her life through her own understanding of the world and life, and in choosing works to translate, she also preferred works that were rich in emotion and strong in attitude, which coincided with her heart.

Among her many translations, *The Yearling* is one that Eileen Chang herself could not forget. She also said that when copying the last two paragraphs of the article by hand, tears unknowingly blurred her eyes. From her perception, the last two paragraphs are full of embarrassing melancholy. Through a series of readings and analyses, it is clear that Eileen Chang poured an extremely strong and complex emotion into the translation of this book. In other words, because of the female identity and perspective, the details in the original text of Lu *The Yearling* are more meticulously depicted and the characters' hearts are more delicately portrayed, thus adding more touching colors to the translation.

Even though the feminist approach to parts of the book may have caused some misunderstandings or limitations, it is basically faithful to the original text. With a strong literary and linguistic foundation and a very distinctive personality and style, Eileen Chang's translation is also very good and highly readable.

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Study on the Influence of External Environment on Foreign Students' Acquisition of the Pivotal Sentences

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Abstract: Foreign Students learning Chinese both in China and abroad are exposed to different language environment which has crucial and extensive effects on the second language acquisition. The pivotal sentence is a special pattern in Chinese, which makes foreign students confused with the occurring of various mistakes and errors. This paper examines the influence of language environment on foreign students' acquisition of pivotal sentence with the test designed for groups at home and at abroad. Subsequently, according to the statistical results of the test, this paper tries to summarize enlightenments that contribute to the combination and distinctiveness between Chinese as a foreign language and Chinese as a second language.
Keywords: Foreign students at home; Foreign students at abroad; Pivotal Sentences; Influence of external environment

1. Introduction

Language environmental factors in second language acquisition theory consists of two parts: internal environment and external environment.[1] The environmental factors affecting SLA, in another opinion, are divided into macro-environment and micro-environment. The performance of learners, the utterances of teachers, the input of the second language, and the interaction between the teacher and learner catch the focus in many researches. [2]Liu Jing (2012) explores the application and contributes of language environmental theory in English teaching in campus. Zhang Linpeng (2018) emphasize the effects of the teaching environments designed by teachers on the international education of Chinese[3].

The pivotal sentences are those which contain the concurrent/ pivotal phrase as predicate or independent sentence with language structures that "N1+V1+N2+V2" The study of pivotal sentences involving aspects of syntax, semantics and pragmatics. This study will combine the learning (CSL) of Chinese as a second language and the learning (CFL) of Chinese as a foreign language. According to the corresponding classification of the types of simultaneous sentence errors in pivotal sentences. And the influence of the language environment on the acquisition of Chinese pivotal sentences. Domestic and foreign students will be investigated in the form of test questions as well as enlightenments that contribute to the combination and distinctiveness between CFL and CSL.

2. Experiment

2.1 Introduction of the subjects.

Subjects: 16 domestic students and 16 foreign students, the basic situation of the two groups is shown in Table 1.

Type of subjects	Male-female ratio	Average age
Foreign students at home	8：8	24.81
Foreign students at abroad	9：7	26.50

Table 1. Basic Information of Domestic and Foreign Subjects

2.2 Experimental design and material preparation

The experiment was designed with the experiment design of 2 (the type of subjects: domestic students and foreign students) × 4 (the main error types: missing components, missing components, disordered structures, misuses of concurrent verbs). In this experiment, the learning environment (domestic and foreign) is the independent variable, and the correct rate of the subjects 'answers is the dependent variable. The first test questions are from HSK test exercises and students' composition exercises. The test maintains single-choices and multiple-choices. To verify that each option is

uncontroversial, and that the correct option conforms to Chinese grammar and native language habits, 30 Chinese undergraduates completed the test before the experiment, and the test results are shown in Table 2.

tested	N	single-choice	multiple-choice
Chinese undergraduates	30	0.98	0.96

Table 2. The correct rate of Chinese students' verification pretest

It is presented that the correct rate of single-choice is 0.98, and the multiple-choice, 0.96. There're only two comprehension errors about "allow" and "remind me of", which are proved the careless mis-election. And subjects tested on the pretest express no objection to sentences in the test questions. In addition, five foreign students were asked to take the predictive test and were asked opinions about the test design. Two of the subjects showed that they were able to pick out the correct options during the test, but could not understand each sentence.

According to the results of the two pre-test, after comprehensive consideration, it is decided to adjust the test questions and the number of sentences. Finally, a total of 40 judgment questions were compiled based on the expression in the first design of multiple choice questions. There are four types(Composition omission, Redundant ingredients, Structural disorder, Misapplication of pivotal verbs) of false or ture sentences, each of which takes 10. Each sentence should be between 10-12 words in length (roughly understood as the same length of the sentence).

Types	Error Example 1	Error Example 2
Composition omission	I'm sick. Can * take me to the hospital?	She invites me * her birthday party every year.
Redundant ingredients	We allow let children to keep cats at home.	I asked have a friend to help me drive home.
Structural disorder	Mother asked tonight Xiao Lin to have dinner with his uncle.	My grandfather and I help grandma buy vegetables go to the supermarket.
Misapplication	This Christmas, I'm going to invite her to my house.	This dress give reminds me of my mother.

Table 3. Sample sentences in test

2.3 Experimental process

Group testing, that is, two groups of subjects completed the test on-line, respectively, and feedback is collected.

2.4 Statistics and analysis

Type of subjects	N	Composition omission		Redundant ingredients		Structural disorder		Misapplication of pivotal verbs	
		M	SD	M	SD	M	SD	M	SD
Foreign students at home	16	0.70	0.10	0.74	0.10	0.73	0.09	0.60	0.10
Foreign students at abroad	16	0.68	0.07	0.64	0.09	0.64	0.09	0.50	0.06
total	32	0.69	0.08	0.69	0.10	0.68	0.10	0.55	0.10

Table 4. The correct rate of the two groups

2.5 Analysis of the research results

The type of subjects show its main effects, according to the ANOVA, $F_{(1, 30)}=21.709$, p<0.001. Both the univariate tests and pairwise comparisons prove that the overall correct rate of foreign students at home（M=0.69）is significantly higher than that of foreign students at abroad（M=0.61）Meanwhile, the type of errors show the main effect, $F_{(3, 28)}=20.531$, p<0.001. More specifically, it is statistically confirmed in pairwise comparisons that the correct rate of Composition omission（M=0.69）, Redundant ingredients（M=0.69）and Structural disorder（M=0.68）. is markedly higher than that of Misapplication of pivotal verbs(M=0.55). In addition, on the basis of the test of within-subjects contrasts and between-subjects effects, there's no evident interactive effects between the type of subjects and errors, $F_{(3, 28)}=1.991$, p=0.138.

3. Enlightenments from the researches.

3.1 Distinguish teacher training of TCFL and TCSL

Teacher requirements and teacher training. Because it is taught in the target language environment, almost all the teachers of Chinese as a second language (TCSL) are native speakers of Chinese (Chinese native speaker), while a considerable number of teachers of Chinese as a foreign language (TCFL) who teach in a non-target language environment are not native speakers of Chinese (non-native speaker), and non-native speaker), have different degrees of mastery of Chinese. Therefore, in order to become a real TCFL teacher, especially in foreign primary and secondary schools engaged in Chinese teaching, there are high requirements for foreign languages (the language of the host country). Teacher chaining of TCSL and TCFL have different principles and rules, therefore we attach importance to put forward a clear distinction between them.

3.2 Distinguish textbook design of CFL and CSL

Different countries have different cultures, different national conditions and local colors, so we should especially strengthen the cultural adaptability of teaching materials. Therefore, the compilation of national and regional teaching materials, the way of compilation of Chinese and foreign countries, is the direction of development in the future. The compilation of CFL teaching materials need more innovation and variation. For example, "Chinese listening, speaking, Reading and Writing" was published in 1993, and the official version was published for the first time in 1997. The book to introduction to Chinese was officially published in 2003. And these language materials were used over and over again for a long time as the practice of compiling many teaching materials in China. Recalling the Chinese textbooks used in France before 1990s,it was found that some textbooks used in France over the past 30 years, and the most popular Chinese textbooks are two sets of textbooks based on the principle of character standard. The discussion

on the pertinence of teaching materials focused on the development of teaching materials for different countries or regions. The basic characteristic of the new generation of teaching materials for Chinese as a foreign language is to highlight the pertinence of teaching materials, especially for foreign use, to consider the characteristics of country, nationality, culture and environment, and to advocate the co-compilation of teaching materials by Chinese and foreign experts. Only when the teaching materials are targeted can they have better applicability and higher effectiveness.

3.3 Guide but not compel L2 learners to explore themselves to the target language environment

Situational factors refer first to the acquisition environment of language learners, while there not always be natural environment for language acquisition.[6] The environment of language learning mainly refers to the classroom environment and the autonomous learning environment after class. Besides, situational factors have a great deal to do with the topic of the conversation. In a classroom setting, teachers and students use formal language, Learners learn explicit knowledge such as vocabulary, grammar and so on. The autonomous learning environment after class, due to the lack of real natural language acquisition environment, it is difficult for learners to communicate as the center, to acquire the meaning of language, and to promote the acquisition of tacit knowledge. Situational factors coincide with "situational construction" advocated by constructivism. Learners should experience and learn in the real environment. Only in this way can we assimilate the existing knowledge, experience and current new knowledge in the cognitive structure to complete the construction of meaning. Constructivism emphasizes the cooperative and interactive nature of learning. In the process of discussing and cooperating with others, learners find problems and learn new knowledge from each other.

4. Conclusion

It can be seen that environmental factors can affect learners' learning beliefs, which in turn can affect learning styles, learning strategies and learning processes. Ellis claims that there may be radical differences between a second language and a foreign language environment, which lead us to emphasize the distinction.[4] Lv Bison points out that geography is not the necessary and enough item to distinguish between a second language and a foreign language since factors that determine the rules of learning and acquisition are various.[5] To cultivate and improve the subjective initiative of Chinese learning, to stimulate the potential of students, to enable students to obtain the effect of language acquisition in the process of Chinese learning, so as to effectively improve the learning effect. This paper agrees with the two scholars on the second language and foreign language perspective, the second language acquisition environment theory of inquiry is not only in China to learn foreign students, should include foreign students to learn Chinese. "Chinese as a second language learning" (CSL) and "Chinese as a foreign language learning" (CFL) .

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A Review of School Bullying Type ——Influence Factors and Intervention Strategies to Protect Teenagers

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Abstract: In recent years, school bullying incident has occurred from time to time, seriously affected the physical and mental health of teenagers and the stable development of the society, which has attracted great attention from the Ministry of Education, the public security department and all sectors of society. This paper focuses on the types of bullying behavior, intervention factors of bullying behavior and the influence of bullying behavior on the students, and puts forward some countermeasures to deal with bullying behavior intervention, so as to solve the bullying behavior, serve as the voice of protecting child and adolescents from the source, and make suggestions for building a harmonious campus security!

Keywords: School bullying   Types of school bullying   Intervention factors   School bullying consequences

Bullying in schools has become a social problem affecting the well-being of students all over the world. School bullying is a specific form of school bullying, which has appeared all over the world and has different forms and strengths in different countries [1,2].

15% to 30% of students in the world are influenced by school bullying, which has been proved by most school studies on this subject [2]. In the past few decades, research on school bullying has mainly been conducted in North America and Europe [3,4].

And cultural background in China, how about bullying affects students' psychological health of the empirical evidence is still relatively limited [5,6], for bullying how to vary with gender and the influence of the empirical evidence also very few, for the family socioeconomic status and school social power, such as school peer support and the relationship between teachers and students how to buffer between the two negative results brought by the bullying, we also know very little about.

Therefore, this paper will discuss the types, causes and results of school bullying from three aspects, elaborate the current research content and achievements of school bullying, and on this basis, put forward the anti-school bullying project construction plans and implementation standards.

1. Types of school bullying

Up to now, most of the studies on bullying in schools define and measure different situations of bullying according to the type or frequency of victim [7].

Nowadays, school bullying is defined as a negative process of being victimized by various ways, such as physical abuse, verbal abuse, social abuse and sexual abuse.

Verbal bullying includes repeated derogatory remarks, name-calling, intimidation, verbal threats, and teasing.

Examples of relationship or social bullying include social exclusion, social control and disinformation. I refers to the harm of internalized bullying which is difficult to distinguish among schools, teachers and parents. This kind of behavior seriously damages the establishment of the peer relationship of the bullied person, restricts the right of the bullied person to integrate into the peer group, and makes them suffer mental pain and torture [8].

Physical bullying is usually regarded as a direct form of bullying because it involves face-to-face physical or verbal confrontation, while relational bullying refers to an indirect form of bullying because it usually occurs through third-party channels [9].

As the most specific type of bullying, sexual bullying is defined as harmful or intentional physical or verbal behavior against bullying victims.

Sexual bullying can range in severity from name-calling and teasing to physical assault. Existing studies have listed sexual bullying behaviors among adolescents, including unnecessary sexual jokes, sexually suggestive gestures, abuse or humiliation with sexual organs, pinching or grabbing the sensitive parts of the bullied, sending pornographic pictures on social networks, spreading sexual rumors and unwanted sexual contact [10]. Nowadays, school bullying incidents has not only increased in frequency, but also increased in manifestation.

In recent years, traditional forms of sexual bullying - physical, verbal and relational bullying - have been replaced by cybersquatting. This new phenomenon reflects the increasingly extensive use of digital devices by adolescents and young adults in peer interaction [11]. Participating in bullying can lead to serious short-term and long-term consequences and affect the social and

emotional health of offender and the victim [11].

2. Factors influencing school bullying

2.1 Family impact Research

Research shows that bullying is determined by many factors. However, this type of performance was statistically significantly related to age group, race, school type and parental violence.

First of all, students who have experienced violence from their parents are more likely to become bullies at school [12].

Secondly, the opposite research shows the importance of family support for the bullied person.

Finally, some research results show that the bullied with good relationships with parents, teachers and peers have higher psychological resilience than the bullied with poor relationships [13].

Davidson et al. 's study in 2007 showed that bullying may have a greater impact on students' self-esteem and depression in poor families, because there are relatively few family resources to help them cope with bullying and psychological pressure [14].

However, some studies have shown that the amount of family resources of students has nothing to do with the frequency of bullying in schools [15].

2.2 Gender Impact

How school bullying affects boys and girls differently is not clear from the current empirical literature. However, existing studies show that boys are more likely than girls to be involved in school bullying [16], and girls are more likely than boys to suffer from depression [17] and low self-esteem [18].

However, the influence of gender-driven school bullying on bullying victims is still unclear.

2.3 Peer Support and Teacher-student Relationship

Lakey (2000) showed that high-quality social support and positive interpersonal relationships can be used as a buffer to reduce the negative impact of school bullying on the victims [19].

Graham et al. 's study in 2007 showed that school bullying is one of the major life pressures affecting students' mental health [20], and teachers and peers are the main social support resources available to students.

It is believed that strong peer support and positive teacher-student relationship can enhance the sense of security and coping ability, as well as reduce or even overcome negative emotions [21].

Nowadays, school bullying is a more and more popular phenomenon. In addition, the frequency of different forms of school bullying is alarming, and its far-reaching impact and adverse consequences can not be ignored, because it is known that the bullying suffered by students not only affects their academic life, but even affects their whole life, and may lead to irreparable trauma [22].

In addition, in most cases, school bullying can lead to the fragility of a certain relationship. These fragile relationships are mechanisms that affects conflict, violence, truancy and poor academic performance.

The most serious result of bullying in schools is suicide, which has become the most common cause of death among Chinese teenagers. Therefore, the phenomenon of adolescent suicide caused by bullying in schools has aroused great concern in academic circles [23]. Many problems in school, such as bullying, are the biggest catalysts for Chinese teenagers to commit suicide.

Because school bullying [24] is considered to be the main source of the stress of the bullied, great stress is more likely to lead to the depressive situation of the students. School bullying can be regarded as the most common risk factor for young people's problems at school. Generally speaking, the relationship with peers in school provides an important emotional foundation for teenagers.

However, interpersonal relationships, including bullying at school, often create an atmosphere of fear for the victims of bullying, which leads to severe pressure and pain for the victims, thus contributing to suicide and other undesirable behaviors [25].

For students who are victims of school bullying, both the degree of depression and the possibility of suicide are high [26]. Literature studies on school bullying in western countries have shown that frequent participation in or exposure to school bullying can negatively affect students' mental health and lead to the generation of psychological stress, such as short and long-term depression and persistent learned helplessness. Under the background of Chinese culture, there is no empirical evidence on the consequences of bullying in schools.

However, some researchers categorize Chinese culture as collectivism emphasizing interpersonal harmony, interdependence and caring for others. Once students are involved in conflict or violence, they are less liked by their peers and more likely to suffer from psychological distress [27].

In contrast, some people believe that students in Chinese society have been educated in Confucianism, Taoism and philosophy from an early age, which enables them to cope with unexpected disasters or setbacks, including different types of violence and injuries [28]. It includes a series of teachings to promote tolerance and self-control in the face of violence, and thus adapt to victimization and aggression. This socialization process may help the victims or implementers of bullying in schools to adjust their experiences or reflect on their violent behaviors. Therefore, students who are victims or offenders can recover from victimization and crime, and prevent further development of depression and low self-esteem. In fact, some empirical studies have shown that compared with people in western culture, Chinese people are more capable of regulating and controlling their emotions when facing conflict. In view of these cultural norms and the results of these studies, the influence of school bullying on self-esteem and depression may be very weak in the Chinese cultural background. An empirical study of the consequences of school bullying in other Asian countries found different results [29].

For example, Yang et al. (2006) proposed a link between depression and poor self-esteem and school bullying (students harming students and students committing violence against students), but Jin (2006) did not find such a link. The impact of bullying on self-esteem and depression in Chinese society or in other Asian countries has not been definitively established.

3. School bullies intervention

The most effective way to intervene bullying in schools is to carefully design and plan anti-bullying programs based on schools. An effective anti-bullying project in schools should be based on the theory of bullying crimes and victimization, and include empathy training for students [30]; Social perspective-taking thinking training; Multi-dimensional help and improvement such as emotional control and improvement courses.

Howard et al. proposed in 1999 that anti-bullying programs in schools should use multiple modes of social communication, such as media communication (e.g., video) and other diverse propaganda modes. In this way, we can show the public the seriousness of campus violence through intuitive communication, and awaken the correct consciousness of protecting vulnerable students and opposing campus violence.

Ttofi (2011) suggest that the family should be an important part of anti-bullying project and create a "warm umbrella" for the victims of bullying. Parents of bullying victims should respond to their children's abnormal behaviors in a timely and sensitive manner, and actively cooperate with their children to carry out psychological intervention and psychological rehabilitation programs.

They should pay attention to teaching children the application of anti-bullying knowledge and skills, and constantly enhance their ability to cope with bullying independently.

According to Farrington (2011), we need to add popular science courses for different age groups in school bullying to help students understand how to properly protect their personal safety. It teaches bystanders how to help the victims and what they need to do in the face of violence in schools. At the same time, it sets up students' positive and sunny health attitude, thus saying "no" to campus violence.

At the same time, Whitaker and others. It is suggested that mass media should lead by example, give full play to its guiding role, and make appropriate adjustments according to the cultural characteristics and age needs of target audiences.

Excellent guiding media should make use of media transmission, through peer education and drama activities, to help teenagers realize the legislation and consequences of bullying, establish healthy campus relations, establish a correct awareness of the role of bystanders, and impart appropriate practices.

On the basis of existing literature at home and abroad, this study summarizes the types, influencing factors and intervention strategies of school bullying, aiming to arouse the attention of the society to the important practical problem of adolescent school bullying. Due to the particularity and extensive influence of bullying, it has a profound negative impact and a strong impact on students' ideas, ways of thinking, value orientation, behavior patterns, personality psychology, etc. At the stage of rapid physical and mental development. Therefore, paying attention to the theme of bullying and curbing bullying from the source will play a decisive and key role in the healthy growth and future development of adolescents.

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On the Characteristics of Chinese Calligraphy Terms and Their Translation

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Abstract: Chinese calligraphy is an artistic treasure of the Chinese nation, and enjoys more and more fans in the international community as Chinese culture "goes global". Therefore, it is especially important to study Chinese calligraphy translation. This paper intends to explore the characteristics of Chinese calligraphy terms, translation principles and strategies, emphasizing that translators should fully consider the cultural connotation of calligraphy terms and the acceptability of target audiences, so as to adopt flexible and effective translation strategies to help Chinese calligraphy art successfully "go global".

Keywords: Chinese calligraphy term; Translation principle; Translation strategy

1. Introduction

Chinese calligraphy art is a miracle in the development of Chinese civilization for 5,000 years. It is called the four quintessence of Chinese culture together with Beijing opera, martial arts and acupuncture. As a unique artistic form native to China, calligraphy is bound to be closely related to Chinese traditional culture, especially traditional philosophy. It is the spiritual lifeblood of Chinese civilization such as "Confucianism", "Taoism" and "Buddhism" that gave birth to Chinese calligraphy and its unique aesthetic values, which are unique in the world.

Apart from cultural differences and the depth of communication, with Chinese culture going global, and the increasing influence of Chinese calligraphy in the world, the spread and communication of Chinese calligraphy to western countries has become an indisputable fact and one of the unavoidable topics in contemporary calligraphy circles.

For this reason, translators must fully consider cultural factors in the process of translating Chinese calligraphy terms, and on the basis of improving their own cultural and artistic accomplishment, summarize and perfect translation strategies of calligraphy terms in practice, so as to preserve the cultural connotation of calligraphy terms to the greatest extent, and carry forward the long-standing calligraphy culture of China.

2. Literature review

The CNKI database has published papers related to the translation of Chinese calligraphy terms. It has greatly enlightened the study on the characteristics and translation strategies of calligraphy terms at home and abroad and provided translation strategies and theoretical basis for the study of calligraphy terms in this paper.

2.1 Previous studies of the translation of Chinese calligraphy terms

Previous studies of the translation of Chinese calligraphy terms are as follows:

Some scholars analyze and study the English translation of familiar basic calligraphy expressions and discuss the translation strategies of commonly used words. Some scholars emphasize it is necessary to study the translation of Chinese calligraphy terms from the perspective of cross-cultural communication, by discussing the influence of cultural differences on the translation of the Chinese calligraphy terminologies and its strategies.Here are some leading scholars on the translation of Chinese calligraphy terms.

Yang Xiaobo（2017）discusses the translation strategies of the five styles of" seal script, official script, regular script, line script and cursive script". And also she divides seal script(篆书)into ancient style of calligraphy(大篆)and fewer-stroke seal character(小篆), and she talks about the misunderstanding in seal script; on one hand seal script has some connection with seal cutting(篆刻), but seal script is by no means a subsidiary of seal cutting. On the other hand, seal script does not use "big" or "lesser/small" points; they are the ancient style of calligraphy and fewer-stroke seal character.

Gu Yi,Ma Yue(2016) in *Problems and Countermeasures in Translating Explanatory Words for Calligraphy Exhibition —— Taking Xi'an Forest of Steles Museum as an Example* argues that it is obviously wrong to translate Zhang Xu's book method of "not deviating from the rules" into "without exceeding the pattern".

Wang Shuo(2016) discusses that if Chinese calligraphy is to go global in the international community, it needs the spread of culture. So he focuses on the English translation of calligraphy from the aspects of calligraphy name, characteristics, calligraphy style creation and aesthetic standards by considering the cultural differences.

2.2 My perspective of the translation of Chinese calligraphy terms

Based on the previous studies of the translation of Chinese calligraphy terms, this paper will explore the characteristics of Chinese calligraphy terms and their translation principles as well as translation strategies based on the analysis and appreciation of some case studies in terms of the different schools of Chinese calligraphy, the Chinese calligraphy terms of writing skills and the aesthetic commentary terms.

3. Characteristics of Chinese calligraphy terms

In the following part, this paper will focus on the characteristics of Chinese calligraphy terms with examples.

3.1 Being abstract

As Chinese calligraphy is a professional art in terms of its writing skills and styles as well as the aesthetic appreciation of the masterpieces, which is deep rooted in Chinese culture and philosophy, whose terms have been greatly influenced by the profound Chinese culture and philosophical values, and have integrated into Chinese cultural and philosophical systems, therefore, Chinese calligraphy terms are abstract and not easy to understand the implied meaning.

For example, "大拙而大巧"is quite similar to "大巧若拙", which is closely related to Chinese philosophical values. This aesthetic term to appreciate the masterpieces of Chinese calligraphy is quite difficult to express the implied meaning to the target language. Here are some possible translated versions: unsophisticated charm, or archaic simplicity, or extreme gracefulness rests in extreme awkwardness.

3.2 Being concise

As the Chinese calligraphy terms are widely used to express the writing styles, skills as well as the aesthetic appreciation of this oriental artistic form, it is, generally speaking, concise and simplified. Here are some examples.

"气"("*Qi*") is widely used by ancient and modern Chinese calligraphers in their writings. Ying zhi (2016) once commented in his analysis of the English translation of the word "momentum" in Chinese calligraphy.It is necessary to use a certain amount of pen power when creating new calligraphy works. Third, as far as the whole picture is concerned, works with "*Qi* potential" can inject the whole picture into pieces, showing a refined and condensed artistic conception, which is translated into "vigorous", "momentum", and "spontaneous".

In conclusion, as a qualified translator, one shall keep in mind those characteristics of Chinese calligraphy terms, and renders the implied meaning of them into the target language, that is, the Chinese calligraphy term translation requires professional simplicity, clarity and understandability.

4. Translation principles of Chinese calligraphy terms

In the following part, the translation principles of Chinese calligraphy terms are discussed.

4.1 Rendering the cultural connotations and implied meanings

It is the untiring efforts of these Chinese scholars and artists that have gradually aroused the interest of western scholars in studying Chinese calligraphy and built a bridge for the academic exchange between China and the West. It should be noted that, Therefore, the misreading of Chinese calligraphy caused by words in different dictionary writings may be even greater. That is to say, a qualified translator should take the cultural and historical context into consideration and fully render the original cultural connotations of the Chinese calligraphy terms into the target language.However, if the translator has no practical experience in Chinese calligraphy and cannot understand and express the implied meaning of those Chinese calligraphy terms, the meaning will deviate and the implied meaning will get lost.Therefore, only by mastering the cultural differences and professional knowledge of Chinese calligraphy and accurately grasping the implied meaning of the original text can Chinese calligraphy terms be effectively rendered and successfully "go global".

Here is an example.观夫垂露悬针之异，奔雷坠石之奇。

Consider the differences between the *xuan zhen* ("suspended needle") and *chui lu*("hanging dewdrops") scripts, the marvels of rolling thunder and toppling rocks.Although the Chinese calligraphy terms is abstract and difficult to understand, if the qualified translator acquires a theoretical knowledge of Chinese calligraphy and masters certain techniques, and keep in mind the cultural differences, one can offer a sound translation of Chinese calligraphy terms by rendering the cultural connotations and implied meanings of the original.

4.2 Focusing on the target readers' acceptability

As a qualified translator, one shall not only translate the cultural connotations and implied meanings of the original text but also focus on the acceptability of the potential target readers or audiences, that is, make ourselves understood. Let's say, if the target readers are "experts and scholars" who have acquired considerable professional artistic knowledge and have a good understanding of their cultural connotation, the translator may as well choose the literal translation. However, as the Chinese calligraphy terms are so abstract, concise, and difficult to understand even to many readers who are Chinese native speakers, therefore, the translator shall be flexible to choose free translation of those Chinese calligraphy terms by adding some explanation.

Here is an example. "中锋" is also translated into "center" , but if the potential target readers cannot understand, the translator shall add some key information to make himself or herself understood, that is, "中锋" (*Zhong feng*), also known as "center" , means "keeping the main front of the pen in the middle of the stippling to distinguish it from the partial front." Although the center stroke must be "straight", it is not the so-called vertical brush tip, which easily misleads readers into touching paper with the sharp edge. In fact, when the center moves the pen, the front of the pen is pressed down, and the pen is moved after being pressed at right angles and the tip of the pen is always kept in the middle of the stroke.

Therefore, as a qualified translator of the Chinese calligraphy terms, one shall be flexible to strike a balance between the renderings

the cultural connotations and implied meanings and the target readers' acceptability so as to contribute to the success of the Chinese calligraphy "go global".

5. Translation strategies of Chinese calligraphy terms

Any translation, especially cultural translation, cannot reproduce the original information intact, so it is necessary to choose which information to give priority to. In other words, according to the purpose of translation and the function of the text, the background information of the original text should be added and lost in order to achieve the purpose of effective communication. Background information should be added during translation. The original text is longer and the structure is more complicated, so the core information should be refined in translation.

5.1 Literal translation

This is the commentary in both Chinese and English for Su Shi's calligraphy work *Letters to Seasons* in Song Dynasty in Taipei Palace Museum. The word strong is mostly a commendatory word. Although there is no recognition of "vigorous" as a calligraphy term, it is still acceptable in view of the fact that most museum calligraphy exhibition visitors are ordinary visitors who are not familiar with Chinese calligraphy culture. However, the literal translation of "the calligraphy here is strong" is somewhat abstract, and it is suggested to translate it into "the brushwork is strong" or "the calligraphy displays the force fullness for the strong and vigorous lines".

Yang Xiaobo (杨晓波，2018)studied Eight-character method (永字八法).He translated dian(点) into dots, heng(横)into horizontal lines, zhi(直) into vertical lines. They are the literal translation. It's in a very direct way.

Mud seal(泥封) is also called "sealing mud". From the Warring States Period to the Qin and Han Dynasties, China practiced a simple document. During the transmission, in order to prevent secrets from being lost, the hair was sealed with a rope and a mud box was added at the end or crossing of the rope. Clay is sealed in the box, and then the seal is used to print the seal on the clay block. This is called "sealing mud". After the Wei and Jin dynasties, with the wide application of paper and silk, seals lost their dull and tasteless seals and border styles with natural beauty, which are still the reference for seal cutting creation.

5.2 Free translation

Free translation does not mean that the original meaning can be changed at will.

But on the basis of literal translation to polish and adjust the language, make the translation of calligraphy terms more accurate, by only using different translation forms to express the same meaning.By using free translation, it is not only conducive to improving the country's cultural soft power, but also conducive to enhancing the Chinese nation's own identity, shaping its image and maintaining its inherent cultural identity, so that calligraphy terms can be widely spread. Here are the free translations of Chinese calligraphy:

"folding front"(折锋) in *Chinese Dictionary of Calligraphy* is: "It refers to the method of using a pen to gain momentum when writing a book. The strokes of the pen follow the angles and angles, and draw the dots of the square, which is called "turning to form a square."

This kind of translation method can make people understand cultural connotations and better understand the hidden meaning and significance of calligraphy according to culture and context. However, if free translation is required for each calligraphy term, it will complicate calligraphy terms and reduce the fun of calligraphy lovers. Therefore, it is particularly important to correctly handle the advantages and disadvantages of free translation.

"行楷得晋唐雄劲笔意，草书学怀素。"Translation: "In semi-regular script, he achieved the majestic manner of the Jin and Tang dynasties. In cursive script，he studied the style of Huai Su."

This is a commentary in both Chinese and English for Xianyu Shu's running script work *The True Story of Running Grass* in Yuan Dynasty. Although the word "majestic" embodies masculinity and magnificence "qi", but does not reflect the basic semantic and aesthetic characteristics of "jin". Majestic is often used to describe the grandeur of mountains and rivers, such as "A photograph of this majestic scene doesn't actually exist: the painting is an invention"(from COCA Corpus).

5.3 Transliteration

Transliteration is the direct translation according to the pronunciation of words. When translating calligraphy, the transliteration method is often used. We can translate into the target language according to the pronunciation of the source language by choosing a similar pronunciation.

If the target audience is an "ordinary reader" who is still in the primary stage of cultural transmission, lacks professional knowledge of calligraphy, and has little knowledge of Chinese language and culture, the adoption of transliteration is not the top priority.

After a long period of publicity and cross-cultural communication, this method can make people understand the terminology culture concisely and clearly, easy to understand, simple and easy to remember. However, it will also make people more inert and not understand the cultural meaning contained in each calligraphy term. Therefore, it is especially important to correctly handle the advantages and disadvantages of transliteration.

Yang Xiaobo (杨晓波，2018)studied eight-character method (永字八法) of Chinese calligraphy terms, and translated "pie"(撇) into pie, means stroke moving from the upper right to the lower left，"na"(捺) into na, means stroke moving from the upper left to the lower right，slightly curved，like a flattened letter S. "tiao" into "tiao", "ti" into "ti",means stroke moving down vertically，then to the right horizontally, then straight up，like this: ∟.

Shun Bi(顺笔): refers to the method of moving the pen according to the stroke direction and sequence of different book bodies when writing.

Bi Shun(笔顺): also called "Bi Xu". What is Bi Shun? Habit refers to the sequence of strokes in writing. Writing with the right hand, not only Chinese characters, that is, people of all ethnic groups in the world, are the same. The writing habit of Chinese characters is that each stroke of each character goes up and down first, left and right first, and if it is written upside down, it goes down

first: when writing a pen, one's own hand and pen cover the next stroke, which is extremely inconvenient to write. The word "shun" means convenience.

Through out their magic strategies in different way, we can see the concise, flexible, convenient, feature in our Chinese calligraphy translation strategies.

As a representative art of Chinese intangible cultural heritage, Chinese calligraphy can be regarded as one of the quintessence of Chinese culture. English translation of those Chinese calligraphy terms should adopt corresponding modes, pay attention to the different needs of the target audience, objectively analyze the communication stage, and adopt flexible English translation strategies.

6. Conclusion

Chinese calligraphy, as one of the quintessence of Chinese culture, contains an important value to promote Chinese culture. Due to the irreplaceable nature of this traditional culture, Chinese characters have become the only "messenger of communication". It is precisely because they shoulder such a heavy responsibility of cultural transmission that traditional Chinese calligraphy has such a high position in China's history and culture.

Chinese calligraphy is an artistic treasure of the Chinese nation, and enjoys more and more fans in the international community as Chinese culture "goes global". Therefore, it is especially important to study Chinese calligraphy translation. This paper explores the characteristics of Chinese calligraphy terms, translation principles and strategies, emphasizing that translators should fully consider the cultural connotation of calligraphy terms and the acceptability of target audiences, so as to adopt flexible and effective translation strategies to help Chinese calligraphy art successfully "go global."

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Original Research Article

How Digital Devices and Social Media Affect Young Adults' Communication in Information Age

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Abstract: This article will investigate how digital technology has affected young people's communication socially and educationally. Do 20-30 years old people (Early Millennials) have particular needs that are served by present technology platforms or has the technology created behaviors that have impacted their social interaction? This article will investigate what the positive and negative outcomes of digital devices are, what the contributory factors are, how young adults' behavioral pattern and interpersonal relationship have changed and what can be expected for the future.

Keywords: Digital Devices; Social Media; Young Adults' Communication

1. Preface

In the past fifteen years, digital technology has dramatically impacted people's lives, especially the early Millennials (age twenty to thirty). Internet and mobile devices such as computers, tablets and smartphones have grown rapidly as digital devices and become the mainstream for social media (such as twitter, Instagram, TikTok etc.). Digital devices and social media are the fast ways for young adults to share their ideas, creativities, thoughts, and feelings even without being face to face or knowing each other. Compared to the letter writing method or face to face communication, digital communication is the dominate tool for communication today and is impacting early Millennials' lives and social behaviors in new ways. This group of people experienced the change in communication from traditional methods to digital. They have experienced with face to face conversations, writing letters and telephone communication and then have experienced the evolution into digital devices and social media.

2. Can Millennials live without their digital devices and social media?

The Action News from ABC channel reported at November 26, 2013: "ARE YOU ADDICTED TO YOUR SCREEN DEVICES?" The staff connected by Skype to Dr. Kimberly Young from the *Center for Internet Addiction*, the country's first ever in-patient recovery center for Internet Addiction at the Bradford Regional Medical Center in Western Pennsylvania. Dr. Young considered that every new technology seems to put a new screen right in front of people faces, requiring more and more of time, and more and more attention. This situation was not only a matter of convenience but also become a matter of compulsion. It is called "*Screen addiction*". She also thought all this technology has sort of inundated people, especially for young people, as her words: "We really need to start there with getting people to recognize how much we are using the technology and what kind of ramifications are associated with it."

Generally speaking, digital devices, social media and the internet they rely on have already become the indispensable necessities to the millennials. The cyber world they created has already been a new platform to connect people of different gender, race and area of living, which provide people, especially young people, with unlimited information, thought and imagination.

3. History! Those milestones of digital devices and social media.

Digital devices and social media have great impacts on people's life. These impacts are both fast and slow. On one hand, within a short period of around 40 years, people have experienced from the invention of first personal computer to smart phones in everyone's hand. This milestone like development astonishingly rapid. But the development is so natural and smooth on the other, that the typical digital devices and social media have melted in people's everyday life before noticed. When people finally found this out, the communication modes among people have already been thoroughly altered. In this chapter, the author aims to explore the typical milestones in the development of digital devices and social media.

3.1 Digital devices

The birth of the first personal computer opened a new page for human communication. Ever since then, tons of researches were conducted, which created a series of milestones in the development of digital history. The portability of personal computers and the invention of laptops expanded the spaces for people use computers and internet. What happened successively was that the clumsy first generation laptop started to be improved to a lighter and thinner direction, with less keyboard restrictions. Finally, the touch screen was invented.

The birth of computer broadened people's imagination to multi-functional electronic devices, which have already been their

major developmental direction. At the present, smart phone has become the most popular device, which integrates the functions of telephone, email, internet, music, game, and the like.

Three elements promote the update of digital devices greatly, which include smaller size, more functions and faster updating speed [1]. At present, a smartphone, a tablet and a laptop have become a "standard" equipment set in young people's daily life. They are most necessary tools for young people to study and connect with friends. We are not sure yet and would wait expectantly to see in the future the kind of digital devices which could satisfy youngsters' upgrading demands for both exterior appearance and function.

3.2 Social Media

(1).MSN: On Aug. 24, 1995, MSN online service debuted in the United States released by Microsoft. On Mar. 25, 1996, the number of MSN user reached more than one million. On Jun. 15, 1996, MSNBC, a new company jointly invested by NBC and Micro Soft Company, started to release its 24-hour continuous news and information channel and the interactive online news service, which soon became prevailing in the whole country.

(2).Blog: Blog, which was released in 1997, has been looked on as the fourth type of online communication following Email, BBS, and IM. It is considered "Readers" in cyber era. Blog is in fact an online diary using the technology of hyperlink, which now serves as the representation of not only a new living style and working mode, but also an unprecedented learning channel. Generally, blog is a comprehensive platform supported by internet, which enables people to promulgate their feelings promptly and conveniently, to communicate with others timely and effectively, and to demonstrate their all-rounded and unique personalities.

(3).YouTube: YouTube is the biggest video website worldwide, which was established on Feb.15, 2005 by Chad Hurley, Steve Chen, Jawed Karim and others. The initial intention of building up this website was to provide ways for friends to share their video. By and by, it has become the storage of memories and a place to release new works by its users. Since YouTube opened its website in 2005, it has provided simple methods for common users to upload videos. The rapid development of modern technology, and the popularization of broadband and photographic apparatus enable the prevalence of short videos. Using simple interface, YouTube enables uploaded videos reach audience all over the world. The commercial mode of YouTube brings new opportunities to its users. Users are now not only information receivers, but also releasers. Beside, uses could also make some profits by sharing their unique video collection and feelings.

(4). Facebook: Facebook, which was founded on Feb. 4, 2004 by Mark Elliot Zuckerberg, is a website providing social communication services. Facebook is a world leading website for picture sharing. Till May, 2012, there were 900 million users registered on Facebook. By Nov. 2013, around 350 billion pictures were uploaded to Facebook every day. According to the data of Jul, 2007, Facebook had 34 million active users, including users from college network and non-college network. And it gained the most college users among all websites which specially serve college students [2].

(5).Twitter: In 2006, the pioneer of Blog technology and the founder of Blogger Evan Williams and Jack Dorsey established Twitter service. Twitter is a transformation of instant information, which allows its users to send their latest situation and ideas in the form of text to cell phones and personalized websites, not only to individuals. Twitter is a tool that allows people to communicate and keep connected through the exchange of short messages, no more than 140 characters. It can be said the users on twitter try to answer one simple question: What are you doing now? Tweets have evolved from documenting everyday experiences, even just what you ate for lunch, to now offering interesting and valuable content around important topics with links to related website.

(6).TikTok: TikTok is a short video social platform owned by ByteDance. It was launched in May 2017 with the vision of "Inspire Creativity and Bring Joy". TikTok has repeatedly topped the App Store or Google Play rankings in the United States, India, Germany, France, Japan, Indonesia, and Russia. Based on today's fast food culture, TikTok quickly swept the global social media market with short videos (usually about 15-30 seconds), rich themes, and leading popular topics. Especially among young people, TikTok has become an important medium for interpersonal communication.

4. What is changed?

Communication based on internet, digital technologies and social network are treated as the latest step in the development of communication history. This approach helps people have a broad perspective on information and communication and brings the social practices and pattern of people to a totally new level. This new level of communication has been developed by evolutionary digital devices and social media. Its major characteristic is interaction, referring to websites integrating technology and social interaction. The most important point of this innovation is that content can be produced by every Internet user by using digital devices and social media ----- creating of a new media universe and transforming the Internet from a publishing medium to a communication medium. [3]

The change of the communication mode has a big impact on young adults due to their fidelity to digital devices and social media. They felt curious and attempted to use them at the very beginning. Gradually, they become skillful and highly competent. During this process, some of youngsters' thinking and behavior modes have been altered to a great extent. In this chapter, the author attempts to analyze this phenomenon from four aspects including remoteness, velocity and convenience; behavior pattern; online ethics; and the change of political attitude.

4.1 Remoteness, velocity and Convenience

The most distinctive characteristics of this present type of communication mode are remoteness, velocity and convenience. The characteristic of remoteness enables young people who are using portable digital devices to enter cyberspace, to communicate with anyone who are online, and to gain all sorts of information at all times and places. This sort of communication mode, which is very different from the traditional face to face or telephone communication, expanded the space for youngsters to express their personalities and ideas. Comparing to the library or chatroom, young people are more inclined to exchange ideas and gain information online. Remote operation and velocity make this convenient communication method deeply penetrate into young people's study, social interaction and daily life.

Comparing to the past, young adults are more willing to participate into information communication and propagation. They express their ideas and feelings frequently online. The openness of social networks makes it possible for their ideas to be viewed by anyone, which might trigger following up back and forth comments and communications. This enables them to make new friends more easily and communications are no longer constrained to their own circles in real life. People of similar interests are easily meet and gather together online, who will follow similar issues and conduct deeper communication via texts, pictures and videos. It is doubtless for us to conclude that digital devices and social media have provided young people with a convenient platform on which remote operation could be conducted and information could be gained more instantly.

4.2 Behavior Pattern

The impact of digital devices and social media on young people also lie in the altering of the modes they gain, record and spread information. In the past, people communicated with others via the modes of face to face interaction or telephone conversation; people gained news and other information via books, newspapers, broadcasts and TV programs. But now, no one could deny that they rely more deeply on social networking service (SNS) than the previous generation, which cause the phenomenon that it becomes impossible for youngsters to live without any digital devices.

This phenomenon is called *"Screen addiction"*. Whenever young people stop their work at hand, they would probably take out their cell phones, tablets or laptops and search for news and information in different sorts of social networks. They are keen on recording different kinds of trifles in their life, as small as having a sandwich at lunch. They would probably take a picture of that sandwich and send it to Twitter or Instagram. Whenever they meet tumult around themselves, their first reaction would probably be taking out their smart phones and video it, which would be very likely sent to SNS with a follow-up statement for further explanation. They are very skillful in using all sorts of APPs (application), and are fond of comment all restaurants and other places they have been to. They could not go out without taking their smart phones and would become annoyed if the smart phone runs out of electricity, feeling a segregation with their social circles. The millennials could not live without SNS and have devoted most of their time to the screens of their digital devices.

4.3 Online Ethics

Comparing to traditional communications, young people face complicated cyber ethics issues when they use social media. There are two types namely offline and online. To be specific, they behave differently in cyber world from in real world, which could be reflected in four aspects including identity, privacy, ownership and authorship, and credibility. [4]

(1).Identity: In real world, people's personalities would more or less be influenced by the environment they are living in or people around them. Yet in cyber world, because they would meet more strangers and acquaintances, they are motivated to explore their hidden identities, may it molding a better self on the home page, or releasing the oppressed self in real world life. Thus, there are obvious distinctions among some youngsters on their cyber identities and real world identities .

(2).Privacy: Similar to identity, young adults manifest different attitudes towards privacy online and offline. In real world, due to all sorts of reasons, they express ideas which might not truly reflect their intentions. Yet in the cyber world, where people could communicate anonymously, young people tend to release themselves and express their real intentions thoroughly. In such situation, they would not be aware of privacy, but tend to completely deliver themselves of their true ideas.

(3).Ownership and Authorship: Every person has the opportunity to use social media and release texts, pictures or videos via social media, which might arouse the vagueness of copyright. The initial author and provenance would become indistinct after one piece of information or knowledge being reproduced again and again. When young people use social media, they always neglect giving credit to its owners, which arouses ethical issues in cyber world. For instance, YouTube is very popular among millennials. There are millions of unauthorized videos or video fragments with copyright, even though people could always see warnings from the website saying do not upload any TV programs, MTVs, concerts or other unauthorized advertisements, unless their entire content is created by yourself.

(4).Credibility:The openness of social media also leads to the incredibility of information. Since everyone could express his/ her personal ideas via SNS, and there are no effective ways to distinguish true information from false ones, young people's moral standards might be toned down and they might spread or gain false information online.

5. Harm comes at the same time

Everything has double side. Digital devices and social media cannot jump out this circle. Over-using them already caused and is causing some issues which may just hurt young people themselves or may hurt the whole society. This chapter will research three aspects for represented problems of over-using digital devices and social media, which include: Internet-screen Addiction, Privacy and Safety Problem and Cyber-violence.

5.1 Internet-screen Addiction

Internet-screen addiction is the primary problem young adults face when they over-use digital devices and social media. People's life could be enriched if they send texts, surf internet and play cyber games to a moderate degree. But addiction to the use of digital devices and social media would arouse problems like hypopsia. Even worse psychological problems like escaping from real world and real life could generate as well if one is too much addicted to the screen.

For instance, the mobile phone addiction of young people is one of the most typical examples, showing phenomenon such as keeping their phone nearby, thinking frequently about their phone, interrupting activities to respond to phone, feeling distressed without phone, and being unable to reduce phone use. Dr. Ira Hyman, from Western Washington University, aimed teens and young adults as targets, did a survey about if they can take apart with their mobile phone. The research shows: not surprisingly, young people are emotionally attached to their cell phones, many individuals considering their phones to be part of their self- concept. [5]

5.2 Privacy and Safety Problem

It has been a controversial topic which experts have been arguing that whether the privacy and safety of young adults could be protected when they surf the internet. One unique characteristic of the internet is that when people use it, there will be traces, which would never be erased. The openness of cyber spaces makes it easier for other people to view these traces. Since youngsters' lives are congested with digital or high-tech devices, they are the most vulnerable group who are the most easily to leave traces of their personal information online. They probably have never calculated how much of their private information have been revealed online ever since they started to use digital devices and social media. There are chances and evidences that these private information could be used illegally and young people would have to pay high price on this.

Safety problem is another issue of over-using digital devices and social media. Predators who search online for vulnerable teen and young adults; ubiquitous pornography; cyberbullying, a lot of dangers hide in young people's digital devices and social media. Internet-related crimes are increasing everyday. A steady stream of government reports reinforces worries about the strangers youth will meet online, and the stalking—or worse—that may come of it. These reports are often long on hyperbole but short on data.[6]

5.3 Cyber-violence

Cyber violence has already been an important which deserves urgent attention at present. It could make youngsters malefactors as well as victims consciously or unconsciously. Because of the complexity of digital devices and social media, it is difficult to create a social network that fully eliminates the negative factors such as malicious comments, personal attacks, pornography, and etc. Thus, young people might probably be affected by these factors actively or passively when they surf the internet. On one hand, they might become the victims of cyber violence by being mass hunted or receiving anonymous vicious comments when they have controversial with others online. On the other hand, they might also be led by online opinions unconsciously and express negative comments to victims when they are not aware of what is really happening, and finally become a member of the malefactors.

Besides, terrorists have noticed the advantageous features of the internet, like its openness and velocity. So they've started to use internet to spread terrorism information. They would make use of YouTube to build their own website and send the link to social networks, or to upload videos publicizing terrorism. Due to their curiosities, some young people would click the links so that they are exposed to those negative, or even vicious information.

6. Conclusion

It has only been more than 40 years since the birth of the first computer in 1980s to the popularization of digital devices and social networks. Within this several decades, the great invention of digital devices have completely changed the mode of information propagation and shortened the distances of interpersonal communication and people-information communication. Interpersonal communication becomes unprecedentedly convenient. Due to their competence of accepting new things, young people have deeper perceptions of and are greatly affected by the changes digital devices have brought about.

Digital devices and social media have provided young adults a new platform, which is more open, more rapid in information updating, more omnifaceted and more convenient. This platform connects young people from all over the world in this information explosion era, and has thoroughly renewed the modes of their social interaction and behaviors. They actively participated into the cyber world beyond the real world, and share everything happening around them with others who are online. They've become the beneficiaries and contributors of the cyber world. Internet and screen have already been an indispensable part of their self-identity.

But of course, as the birth and growth of this new mode of communication, its harms come along as well. Internet-screen addiction, privacy release, safety hazard, cyber violence, the lack of reading habit and the neglection of interpersonal interactions in real world have already been the most distinctive problems caused by the prevalence of digital devices, which have aroused the people's attention. As loyal supporters of digital devices and social media, young people are experiencing its harms as well. As time goes on, these problems would be solved gradually, if not thoroughly, with the development of technology and the perfection of legislation. By that time, the technology and human culture would also develop to a higher level.

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Original Research Article

Critical Report Of Product Design 'Juicy Salif ' Lemon Squeezer

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Abstract: This critical report is an evaluation of the contribution made by well-known Juicy Salif lemon squeezer in terms of its practicality, aesthetics, innovation and economy, which is designed by Philippe Starck. Although most of the controversial commentaries surrounding this product is the lack of practicality as a functional product, Juicy Salif lemon squeezer is considered to have made significant contributions to the consumer society and postmodern design in terms of aesthetics, innovation and economy. This report will critically analyze the contributions of the lemon squeezer to these four field. It concludes that the lemon squeezer actually provides three main contributions. One, that aesthetics not only attracts consumers but also improves the value of the product, and second, that innovation beyond the traditional design form and concept, leading the design towards the direction of emotional interaction between products and consumers, and lastly, that it has had a positive effect on multiple aspects of the economy.

Keywords: Juicy Salif lemon squeezer; Practicality; Aesthetics; Innovation; Economy

1. Introduction

'Juicy Salif ' lemon squeezer is one of the well-known postmodern design products from all over the world, which designed by the famous French designer Philippe Starck. The product was first manufactured by Centro Studio Alessi S.p.A. in 1990 (Fig 1). The unprecedented design of the lemon squeezer makes it become one of the Alessi company's long-term popular products. A minimalist design style, three-legged form, which looks like a squid or a spaceship. The source of design inspirations has a variety of versions, undertaking this product in a range of mysteries. On the one hand, as Lloyd and Snelders (2003) state that Philippe Starck himself described that when he walked into a pizzeria restaurant and noticed a lemon-like squid, realized the design inspiration of the lemon squeezer and immediately started sketching in the dining placemat (Fig 2). On the other hand, the inspiration for this design brainwave could not be separated from the influence of his father's career (his father worked for aeroplanes) and had a deep affinity with science fiction comics from his childhood (Fig 3).

Figure 1: 'Juicy Salif ' lemon squeezer by Philippe Starck for Alessi

Such a daring styling product with a range of mysterious stories, a tendency towards more attention from all walks of life. Naturally, different stakeholders hold different viewpoints. The controversial commentary surrounding this design product was that the lemon squeezer lacks of usability in terms of its practical function, resulting in a situation where form outweighs function. However, the lack

of practicality has no significant effect on the contributions to the consumer society and postmodern design in terms of aesthetics, innovation and economy. The lemon squeezer has achieved massive success. The approach to analyze using four different aspects to assess the contributions of 'Juicy Salif ' lemon squeezer: practicality, aesthetics, innovation, and economy. Therefore, this report will argue that although lemon squeezer has insufficient functions, there are significant pieces of evidence to demonstrate that it has made a great contribution to aesthetic, innovation and economy, which has a profound impact on the postmodern design.

Figure 2: Sketches for the lemon squeezer by Philippe Starck

Figure 3: ' The world under attack '- science fiction that Starck read as a child

2. Critical Evaluation

2.1 Practicality

In tradition, practicality is the first consideration in the process of product design. From the beginning of design process, a product needs to have a clear position, that is, which role the product would play, and this reflects the importance of practical functions in product design. For example, when the designer plans to design a water cup, its basic function is a container for water, but due to the difference of the materials and manufacturing process, it derives glass cup, vacuum cup and plastic cup and so on. Each of them has the basic function of installing water, but they have different practical characteristics because of the different materials. As a matter of fact, the nature of 'Juicy Salif ' lemon squeezer is a functional product. Thus, its practicability cannot be entirely ignored in any case. However, there is a range of specific evidence to show that lack of practicality since the curious shape affects the expedience to use. To be more specific, when consumers put the lemon on the top and then squeezes it, the lemon juice will flow down along the three legs. During the operation(fig.4), it is difficult for lemon juice to avoid splashing around and messing up the kitchen table. Therefore, it is necessary to put a container to prevent the juice from splashing around. Besides, it lacks the ability to intelligently filter lemon residues and remove cores. In fact, the role of the lemon squeezer is to separate the juice from lemons, and the flesh and core finally appear together in the cup to show a flaw failure. In terms of this phenomenon, there has been some controversy over its contributions to consumers. Some people in the field of design intend to improve the practicality of the lemon squeezer, trying to find measurable design strategies, but there are still no more feasibility considerations (fig.5). However, Sir Terence Conran, which is a famous design expert, summed up the experience by expressing that even though it might spray the shirt full of juice, it still has an appeal that makes

it fun to use. As Hassenzahl (2018) point out that a design product should no longer simply act as a utility. Furthermore, the flaw in practicality undertakes more experience and enlightenment to modern design. Therefore, as a comparison, it has no significant effect on the other aspect contributions of the lemon squeezer, and the reasons for this are apparent from the following three other evaluate aspects.
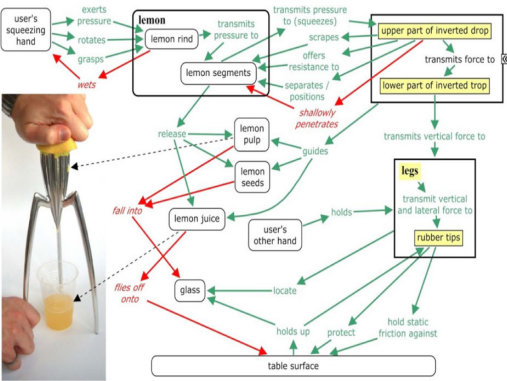
Figure 4: Operational diagram

Figure 5: Tried to improve the practicality of the program

2.2 Aesthetic

The aesthetics of the lemon squeezer not only appeal to consumers but also brings a juicy economic value to it. The juicy salif lemon squeezer is Starck's first design project with Alessi Company. There are conclusive evidences to indicate that lemon squeezer marked the successful collaboration with Philippe Starck in terms of sales performance and market impact due to its sculptural appearance and a strong aesthetic value. It has sold millions of units since it was first manufactured in 1990. This potentially provide an explanation for the importance of the aesthetics of design. In another word, aesthetic is an integral aspect considered in the design process, and a part of scholars have proved it crucially important. Ordinarily, it is not difficult to observe that customers are always attracted by the appearance of novel and unique products in an instant when they are hanging out in front of the market shelves. This phenomenon has been documented by Bloch (1995), who has shown that the appearance of a product is the first sensory experience that attracts the attention of the consumer and stimulates the desire to purchase.

In recent years, while customers are tired of holding the common lemon squeezer, the birth of such a mysterious and attractive product model undoubtedly brings dramatic visual thrills to the customers. But not exclusively, as Hektner (2007) reveals that aesthetics not only attracts the attention of consumers, but also reinforces the stickiness between consumers and products, and then establishing long-term purchase behavior. In addition, most of the time, consumers are more inclined to afford aesthetic products, especially those who are focus on high-quality of life such as the middle-class and professionals since holding it could associate with emotional and self-identity satisfaction so that exceed their performance defects.

In many cases, consumers will judge the product based on their own emotions and purchase behaviors before choosing the product. In other words, consumers buy juicy salif lemon squeezer instead of other conventional products since the lemon squeezer is more in line with their standard of aesthetic. It is well known that a great deal of customers acquired Juicy Salif lemon squeezer to put it in their house as a classic decoration and sculpture rather than for using. The advanced design often comes at the expense of functional performance because it emphasizes aesthetics and a strong sense of overall style. In some cases, the impact of product appearance on consumers' purchase intention is greater than performance and price (Yamamoto and Lambert, 1994).

However, there is a state of different viewpoints between the general public. In such a context, the diversity of global culture makes the evaluation standard of aesthetic value more and more complex and diverse. Thus, the consumer society is unpredictable and complicated. Every consumer has his own judgment on aesthetics, and the aesthetic evaluation of design products is subjective. In fact, Alessi Company has produced ten thousand gold-plated versions for collection and exhibition. Apart from that, the lemon squeezer is assured of a place in galleries such as the Museum of Modern Art in New York, Victoria & Albert Museum in London

and National Museums Scotland (Fig,6). This is no doubt that lemon squeezer is no longer a pure functional product, but also a work of art with strong aesthetic contribution.

Figure 6: One of Collections in National Museums Scotland, (K.2015.23.412).

2.3 Innovation

Design innovation is a key factor for products to occupy the market. This view has been proved by Roy and Riedel (1997), they claim that innovation has made a great contribution to improving the competitiveness of products in the market. The Juicy Salif lemon squeezer is a significant innovation whatever in terms of the design form or design concept.

From the aspect of design form innovation, the shape of streamline and the use of aluminum materials abandon the image of squeezer which has been solidified in the past. The silver of the aluminum material undertakes the feeling of sharp and futuristic, and the three-legged shape also enhances the sense of stability. With the designer's highly simplified and abstract bionic form, an unparalleled design form came out. This potentially provide a reason for the lemon squeezer is popular and sought after by the consumer society that it contains more than one peculiar point compared to similar products and meet the spiritual needs of modern minimalist pursuers.

From the perspective of the design concept innovation, in comparison with traditional design ideas, lemon squeezer broke with convention that the design form should be based on function (Malpass, 2017). According to the records, the designer himself asserts that the design purpose to Juicy Salif lemon squeezer is intended to be used to start the talking topic in the kitchen, not just for squeezing lemon juice.This novel design concept endows the product with emotion and make the product have vitality. The current trend is that consumers are no longer simply meet material satisfaction, but towards the direction of emotional interaction between the consumer and products. The lemon squeezer brings a sense of special experience when it is used, thereby creating an emotional experience with the consumers. In fact, when the lemon is squeezed and slowly circulates along the groove, the slow process that inspires the essence of the power of the user experience. On the contrary, it is the opposite of the modern fully automatic squeezer working in an instant. The traditional squeezers are always in a hidden state when they working and customers just need to press a button and then the operation process is fast and efficient. However, there is a tendency that consumers get tired of this mechanized model. The slow working process allows user to enjoy the labor fully and relieve the pressure of a fast-paced life. Compared with traditional fully automatic mechanical extruder, this product brings more experience and interactivity. As Khaslavsky and Shedroff (1999) proposed a new word: design seduction, he mentioned that a successful and impressive product is not only for function or vision, but also for the emotional relationship between the expectations of user and the product. Undoubtedly, lemon squeezer has taken this innovative concept to the extreme. However, whether the lemon squeezer is a good dialogue starter and discussion topic cannot be defined. It is impossible for every consumer has the opportunity to experience this special social function on it, and it is by no means that each of consumers pays for this purpose.

The innovation of the lemon juicer has attracted the attention of all walks of life. It can be considered that the existing value is to guide consumers, designers and manufacturers to reconsider the appearance of the product needs to have a standard form? The general public is caught up in the reflection of the inherent opinions and then rises to a reflection on the aspects of life. Furthermore, the value of design concept innovation has guided the general public through a deeper spiritual aspect with this product. As Norman (2005) suggests that the product is the medium of communication and spiritual resonance between the users and the designers. Ordinarily, this convert of the concept of design contributes to more considered and thoughtful about its impacts. Nevertheless, a part of experts suggest that successful product design is inseparable from innovation, but it does not mean that innovation is completely successful. As (Lloyd and Snelders, 2003) state that the ability of designer's personal innovation is indeed a necessary condition for successful design, but it is not a sufficient condition.

2.4 Economy

The economic budget is a permanent decisive factor in the design process. The relationship between product design and economic budget is close connection since economy is the foundation of design development. In another word, design serves for economic development. This viewpoint is supported by Morelli (2003), through the observation of his, the products are designed based on economic criteria.

From the perspective of the product cost, the lemon squeezer removed excess decorative material, and aluminum is a sustainable

material that is a benefit to the environment. It has three characteristics: easy to obtain, durable and recyclable. Thus, the relatively low cost of production would bring higher profits. But not exclusively, it is worth to mention that aluminum as a sustainable material will make consumers to meet moral satisfaction and feel that they are responsible for the environment. As Steenis et al. (2018) reveal that consumers have a higher sense of moral satisfaction when they buy products with sustainable materials. As a result, the lemon squeezer arouses the desire of environmentalists to purchase. Moreover, casting is a relatively simple production process, so the prime cost can be affordable whether using low-labor-cost or mechanized mass production.

In terms of sales volume and profit for Alessi company, the product is clearly successful. According to the research of Ettlie (1997) indicate that the success of the new product depends on the sales figures in the market. Since 1990, it has occupied the market for nearly three decades and still remains one of the best-sellers. The profit that the lemon squeezer brings to the Alessi company could be observed in the launch of the gold-plated limited edition. It is not difficult to find that even if the lemon squeezer is sold at a higher price than similar products, its exquisite and unique design style will make the target customer group willing to cost more money to buy. In other words, the lemon squeezer has higher economic value than traditional products since its artistic design.

From the side of enterprise economy, the sale figures of lemon squeezer will be benefit to establish a distinct corporate image of Alessi company. The general public consider Alessi company as a design factory, no longer just a huge production industry. Successful product design has the best publicity for Alessi company in the invisible, which has a positive impact on the future development of Alessi. Apart from that, the lemon squeezer also has an important impact on Italy's economy. The birth of lemon juicer cannot be separated from the promotion of external forces, the external power is the needs of the times. In other words, the background of the times promoted the emergence of the lemon juicer. It is worth noting that science and technology developed rapidly in the 1960s, and the historical transformation of Italy undoubtedly brought resourceful design inspirations to the designers at that time. Moreover, it contributed to the economic and industrial development of Italy.

3. Conclusion

The critical report has first identified a classic product design, which is the 'Juicy Salif ' lemon squeezer and four aspects surrounding the product – practicality, aesthetics, innovation and economy – and has offered a rigorous assessment of these four main aspects. The first is the lack of practicality of the lemon squeezer, followed by its aesthetics to enhance the value of the product while attracting consumers. The third is that its innovation abandons the traditional design form and concept and leads the design to the emotional interaction between products and consumers. Finally, it is undoubtedly a great success in terms of multiple economic profit.

However, the lack of practicality of the lemon squeezer should not eclipse the value of aesthetics, innovation and economy. n such a context, it is worth to explore the better way to create a design strategy that combines these four design factors effectively. Therefore, a more practical solution is a method of balancing practicality, aesthetics, innovation and economy. Furthermore, there is a tendency that the consumer demand for product aesthetics is getting higher, the proportion of emotional elements in the design will become larger. Modern product design is the combination of multiple dimensions. The emotional factors will make products more appealing and energetic, thus becoming a bond of harmony between consumers and design. As some recent reviews of existing literature have shown, some experts have done researches on how to improve the practicality of lemon squeezer. Whatever positive or negative attempts, it provides an opportunity to realize the harmonious form and function, and serve as an enlightening role in the future design trend. In fact, due to the controversy over it, more people pay attention to it. The product is better known for its aesthetic, innovative and economic aspects than for its practical ones. This suggests that a balance between these four design aspects may be needed, but not necessary for success.

Therefore, as this report shows, the lack of practicality does not eclipse the value of aesthetics, innovation and economy. In fact, whether the controversial or admiring commentary surrounding this design, the lemon squeezer is becoming more and more popular as an unprecedented product design. It could serve as a classic model for the evolution of various kinds of design products in consumer society and have a profound contribution to postmodern design.

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Research on the Synergistic Development System Construction of "Sports+Ideology and Politics" Under the Background of Times

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Abstract:Ideological and political course is the key course of the fundamental task of moral education.To run the ideological and political course well,it is necessary to promote the integration construction of ideological and political course,and promote the connotation development of the construction of ideological and political course.Thus it can be seen that strengthening the construction of"curriculum ideological and political"has become the general trend of The Times.As an important component of the curriculum system of colleges and universities,physical education curriculum should be integrated with ideological and political elements and connotations,especially in the new era,to promote the synergistic effect of"physical education+ideological and political education"and cultivate outstanding talents.Therefore,this paper studies the system construction of"sports+ideological and political"coordinated development under the new era background,and puts forward the strategy of"sports+ideological and political"coordinated development under the new era background,so as to give full play to the all-round education function of college physical education courses.

Keywords: New era background; "Sports+Ideology and Politics"Coordinated Development; System building

In the report of the 19th CPC National Congress,General Secretary Xi Jinping proposed the goal of"extensively carrying out national fitness activities and accelerating the construction of a sports power"[1].Accelerating the construction of a strong country in sports is an important content for China to become strong in the new era[2].Since the reform and opening up,China's sports cause has made considerable development and progress,especially since the 18th National Congress of the Communist Party of China(CPC),China is stepping forward towards a sports power[3].Physical education curriculum itself contains extremely rich ideological and political elements,which plays a very important role in promoting the all-round development of college students'mo rality,intelligence,body and beauty.Since the concept of"Curriculum Ideology and Politics"was put forward,all universities in China have actively participated in the construction of"Curriculum Ideology and Politics",and explored a new path for the coordinated development of"Sports+Ideology and Politics".Class under the background of new era,colleges and universities sports curriculum construction to combination of sports and education courses,fully excavate ideological elements in the physical education curriculum,to infiltrate the fusion ideas into action,to integrate sports ideological elements for development characteristics,actively explore the new concept of education curriculum and the coordinated development of physical education curriculum,the new form and new model. It is particularly important to explore the physical education teachers to combine the value idea of cultivating people by virtue with the physical education curriculum,so as to change the stereotype of college physical education curriculum and give full play to the educational function of physical education.

1. Necessity of the coordinated development of"sports+ideology and politics"under the background of the new era

From the personal level,the coordinated development of sports ideology and politics in the new era is conducive to the cultivation of college students'sense of competition and cooperation.Physical education course is characterized by its antagonism and competition,through participating in various sports games,can let college students in the process of experiencing success and failure,establish a correct view of victory and defeat.The combination of sports and ideology and politics is conducive to stimulating the positive enterprising spirit of college students,forming a good competitive mentality,enhancing their creativity,helping them actively face the setbacks and difficulties in life,and taking up the responsibility of the nation.The spiritual elements of physical education have something in common with the connotation emphasized by ideological and political education.The combination of sports and ideological and political teaching is conducive to the exploration of ideological and political elements contained in sports and the dissemination of positive attitudes.For example,by carrying out sports activities such as intramural football matches and volleyball matches,it is helpful for college students to form a good collective concept and spirit of unity and cooperation,make college students actively participate in team cooperation and cultivate their collective concept and sense of team cooperation.

2. The problems existing in the ideological and political teaching of college physical education under the background of the new era

From the current situation of the integration of"ideological and political+physical education"in colleges and universities,both teachers and students have relatively weak ideological and political concepts and lack of understanding of ideological and political. From the physical education class of college students,the performance of college students in class is not active enough,often follow the pace of the teacher.The essence is that the integration consciousness of"sports+ideological politics"is relatively weak at present in colleges and universities,which results in the difficulty of reflecting the educational essential function of ideological politics in sports. Sports ideological and political thinking emphasizes the integration of sports spirit and cultural construction with ideological and political thinking,and integrates General Secretary Xi Jinping's new era socialist thoughts in the physical education curriculum,so as to avoid students not distinguishing right from wrong and realize the unity of knowledge and action.In view of the current situation,the ideological and political integration of college physical education is relatively weak,which is mainly manifested in the lack of full combination of theory and practice.When students do not obey the discipline in class,teachers only punish students through corporal punishment without joint ideological and political education,which leads to students'insufficient understanding of the essence of physical education curriculum,and the educational function of physical education curriculum is superficial and fails to play a real role.

3. The construction of the coordinated development system path of"sports+ideology and politics"in colleges and universities under the background of the new era

In view of the weak consciousness of integration of ideology,politics and sports,and the difficulty in reflecting the essence of education,we should establish a correct consciousness of integration and improve the comprehensive quality of teachers.Teachers play a direct guiding role in the process of teaching,and whether teachers have the correct consciousness of ideological,political and physical education integration is of great significance to the collaborative development of"physical education+ideological and political education"in colleges and universities.In this regard,college physical education teachers should strengthen the study of General Secretary Xi Jinping's series of speeches,clear the theory and guiding ideology of socialism with Chinese characteristics in the new era,rooted in college physical education course teaching,the process of teaching should strengthen the guidance of students'political thoughts,so that students set up a correct goal in life.In class,PE teachers should set up correct sports competitive spirit and values while teaching PE knowledge,and guide students to integrate PE thoughts in the process of growth.In addition,through sports activities,students can be guided to self-cognition and evaluation,cultivate students'sense of unity and cooperation,and enhance students'interest in sports learning.

Conclusion

Under the background of the new era of"sports and education"collaborative development system construction from the actual correct consciousness,improve the teaching evaluation system,innovation fusion method,three aspects to cultivate the students'enthusiasm,guide the students in physical education learning in the process of set up the correct value guidance,to cultivate the students'competitive spirit and unity consciousness,and through the sports education teaching to dig deeper into the cultural connotation,realizing dreams sports power.

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Cultural Analysis of Music Development History Based on Pearson Correlation Coefficient

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Abstract: Music is an important part of human social and cultural heritage, which plays an important role in the process of human evolution and social development.In the process of music evolution, social characteristics are influenced by musical emotions, musicians'creativity or political events, thus quantifying the innovation and development of musical instruments. Music can analyze various factors of music development.By constructing networks instead of the relationship between music characteristics, music can explore the gradual evolution of music in social culture In order to explore music influence and construct directed network, we have established quantitative indicators of music influence, and constructed a two-way network of music genres and artists.Furthermore, based on topic method, we use three indicators of pop music persistence and faction achievement to construct network music influence, and explore the internal relationship between directed network and network.

Keywords: Factor analysis; Pearson correlation coefficient; Ideal point; Fitting; Music evolution

1. Introduction

Music is an important part of the cultural heritage of human society and plays an important role in the process of human evolution and social development.Music also evolves and evolves with the development of human society in all aspects.In the process of music evolution, new music and music artists are influenced by various factors, such as musicians'musical feelings and creativity, the characteristics of social innovation and development or musical instruments of political events.

As far as music works are concerned, enumerating some music artists can influence other artists, while music works can often reflect similar characteristics to influence other artists.As far as music genre is concerned, the influence of musicians and social external factors on its function will be reflected in the development of music genre.

Therefore, through the quantification of music, we can analyze the influence of various factors on new music and music artists. By establishing the relationship between music network and music characteristics, we can explore the influencing factors and process of music's gradual evolution in social culture.

In this paper, the influence data set is used to create a directional network of music influence, and an index to quantify music influence is created to explore the role of quantified music influence in the directional network.The whole music data is used to establish indicators, explore the similarities between artists and genres of the same genre and different genres, and analyze the changes of music genres over time and the interactions between genres.

2. Establish a directional network of music influence

In order to explore the music influence and build a directed network, we have established the quantitative music influence index, and built a two-way network-data set about music genres and artists'influence.We have counted the number of influencing artists and genres as indexes reflecting music influence[1].

In order to construct the directional network of music genres, we use blue dots to represent different genres, and the interaction between each genre is represented by the line segment between dots.The size of the line segment reflects the size of the influence, in which the greater the influence, the longer the line segment[2].

When the directional network establishes musicians'interaction, we select the Beatles with the greatest musical influence among artists, and three musicians with the greatest influence among them, and further find the most influential individual in each musician group, and establish the directional network in this way[3]

3. The creation of music influence parameters

Ideal solution is a multi-objective decision-making method in system engineering, which finds the best and the worst among the limited schemes.When the feasible solution is closest to the best scheme and far away from the worst scheme, the vector set of the scheme solution is the optimal impact evaluation index.TOPSIS is a commonly used comprehensive evaluation method, which can make full use of the information of original data, and its results can accurately reflect the gap between evaluation schemes[4].

Develop parameters that can capture the"music influence"in the network.The greater the final influence parameter, the greater the

music influence, the better.

The influence of a faction on other music is mainly reflected in the size of the faction and the persistence of its popular influence

The network of artists' interaction
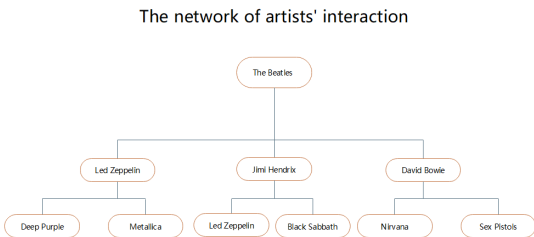
range.Under the condition of the same faction scale, the longer it prevails, the greater its influence.In addition, in a given period of time, the wider its influence, the greater its influence, which is mainly reflected in the number of schools and followers.

Based on qualitative analysis and data availability, we have established the following evaluation index system of music influence.

Since the four evaluation indicators are all positive indicators, but the dimensions of the four indicators are different, the influence of different indicators should be eliminated directly through standardization.

It is assumed that there are evaluation objects and m evaluation indicators are always positive.They form a positive matrix as follows:

$$X = \begin{bmatrix} x_{11} & \cdots & x_{1m} \\ \vdots & \ddots & \vdots \\ x_{n1} & \cdots & x_{nm} \end{bmatrix}$$

The normalized forward matrix is represented by z, and each element of z:

$$z_{ij} = x_{ij} \Big/ \sqrt{\sum_{i=1}^{n} x_{ij}^2}$$

Finally, the scores are calculated and standardized, assuming that there are N evaluation objects and M evaluation indicators that have been normalized, and their standardized matrix is as follows:

$$Z = \begin{bmatrix} z_{11} & \cdots & z_{1m} \\ \vdots & \ddots & \vdots \\ z_{n1} & \cdots & z_{nm} \end{bmatrix}$$

Calculate I(I=1, 2, ...), n)evaluation object and maximum value:

$$D_i^+ = \sqrt{\sum_{j=1}^{\infty} \left(Z_j^+ - z_{ij}\right)^2}$$

Calculate the distance between i(i=1, 2, ..., n)evaluation object and the minimum value:

$$D_i^- = \sqrt{\sum_{j=1}^{\infty} \left(Z_j^- - z_{ij}\right)^2}$$

4. Analysis of the importance of factors affecting music development

Because there are many factors affecting music, we first analyze and screen a large number of different types of data.There are 13 variables that affect music.Through factor analysis, the data are processed into six new comprehensive variable factors, and the relationship between the six comprehensive factors and the original 13 factors is obtained[5].

According to KMO test standard provided by Kaiser, KMO value in this factor analysis is 0.808, which is suitable for factor analysis[6].

The apvalue of Bartlett's spherical test is equal to 0.000 and less than 0.05, which shows that we reject the original hypothesis at 95%confidence level, that is, we think the data is suitable for factor analysis.

According to scree test, the number of factors can be determined by directly observing the change of eigenvalues.It can be seen from the gravel map that the eigenvalues corresponding to the first six factors change steeply.From the seventh factor, the change of eigenvalue is relatively gentle, so we should choose six factors to analyze.

By rotating the non-rotating factor load matrix, the load distribution on each common factor is clearer, and the meaning of each factor is clearer.Factor load is the correlation coefficient between variables and common factors.When the absolute value of the load of a variable in a common factor is larger, the variable is closer to the common factor, that is, the common factor can represent the variable better.According to the above analysis, the loads of four comprehensive factors, 1, 2, 3, 4, 5 and 6, are obtained.

	form					
	one	2	3	four	5	6
Dancing nature	0.074	0.538	0.1	0.125	0.019	-0.162
vitality	0.274	0.005	0.099	0.027	0.03	0.172
valence	0.059	0.554	0.046	0.113	0.006	0.183
rhythm	0.061	0.019	0.04	0.098	0.057	0.682

volume	0.295	0.017	0.047	0.058	0.018	-0.033
model	0.042	0.037	0.16	0.22	0.606	-0.233
key	0.051	0.036	0.171	0.268	0.709	-0.253
sound	0.299	0.059	0.064	0.01	-0.032	-0.081
instrumental	0.154	0.076	0.189	0.149	0.12	0.506
activity	0.009	0.091	0.674	0.078	-0.003	-0.057
eloquence	0.119	0.144	0.422	0.468	0.022	0.054
clear	0.03	0.066	0.077	0.677	-0.045	-0.069
The state of being agreeable	0.28	0.151	0.256	0.135	-0.002	-0.207

According to the results of the component score coefficient matrix, the factor scores of six comprehensive factors are analyzed, and new comprehensive independent variables are obtained from the score coefficient of the original value of each comprehensive variable, where:

$$f1 = -0.074 \times \text{danceability} + \cdots + 0.28 \times \text{popularity}$$
$$f2 = 0.538 \times \text{danceability} + \cdots - 0.151 \times \text{popularity}$$
$$f3 = -0.127 \times \text{danceability} + \cdots - 0.256 \times \text{popularity}$$
$$f4 = 0.125 \times \text{danceability} + \cdots + 0.135 \times \text{popularity}$$
$$f5 = 0.019 \times \text{danceability} + \cdots - 0.002 \times \text{popularity}$$
$$f6 = -0.162 \times \text{danceability} + \cdots - 0.207 \times \text{popularity}$$

In order to analyze the similarity of musicians and the relationship between factions, we need to establish the relationship between music characteristics and music factions.Therefore, combining impact_Data and data_by_Artist, we will find all the artists in data_by_Artist according to impact_Data, and remove 418 unknown data without genre.In the remaining 20 schools, Blue, Electronic, Jazz, Pop/rock, Latin and International were selected as experimental quantities for analysis.

Through the above factor analysis method, we determined six virtual variables f1, f2, f3, f4, f5, f6, and realized the dimension reduction of music features.According to the results of factor analysis, we calculated the f1-f6 of all artists in the experiment.The average value is taken according to the genre.Then we get six groups corresponding to different factions are obtained $\overline{f_1}, \overline{f_2}, \overline{f_3}, \overline{f_4}, \overline{f_5}, \overline{f_6}$。We take $\overline{f_1}, \overline{f_2}, \overline{f_3}, \overline{f_4}, \overline{f_5}, \overline{f_6}$ As a representative parameter, and on behalf of the corresponding factions, the relevant analysis was carried out.

$$\overline{f_i} = \frac{f_{i1} + f_{i2} + f_{i3} + \cdots + f_{in}}{n}$$

Generally speaking, the relationship between variables can be divided into two kinds, one is deterministic relationship, that is, the usual functional relationship, such as the relationship between circle area s and radius r, where s=πR2.The other is non-deterministic relationship, that is, correlation relationship.In statistics, correlation analysis is based on the analysis of the linear relationship between variables, and it is a statistical method to study the linear correlation between them.Pearson correlation coefficient is one of these statistics.Pearson correlation coefficient is usually expressed by R, which is used to measure whether two data sets are on the same line, that is, to measure the linear relationship between distance variables.When there is a linear relationship between them, Pearson correlation coefficient is usually used to describe the degree of correlation between them.

$$R_{xy} = \frac{\sum_{i=1}^{n} (x_i - \overline{x})(y_i - \overline{y})}{\sqrt{\sum_{i=1}^{n} (x_i - \overline{x}) \sum_{i=1}^{n} (y_i - \overline{y})}}$$

5. Conclusion

In this paper, we build a model to analyze the similarities in many aspects of music.We use many simulations to analyze our model. Finally, we apply our model to different aspects of music data, find out their similarities, and draw many conclusions.Factor analysis still uses SPSS, but does not use SPSS's own data standardization method, but uses it, which is a normalization method to improve data standardization, and then makes factor analysis on standardized investment group indicators and output indicators respectively, and finally obtains group comprehensive scores and output comprehensive scores.The ratio between group comprehensive scores and output comprehensive scores is the required efficiency value.

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Integrated Marketing Communication and Importance of Culture in Development of Communication Strategies in the Overseas Markets

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Abstracts: Marketing and culture exchanges between different countries have become increasingly close, establishing effective communication between companies and consumers is one of the important ways to increase brand performance.This essay will discuss the concept of Integrated Marketing Communication(IMC)and the importance and influence of culture in development of these IMC strategies for oversea markets,and evaluates its importance to international marketing.In addition,in the second part of this essay will use an example to evaluate the role and importance of culture in the development of communication strategies in the overseas markets.

Keywords: International marketing communication; Culture; Overseas market

1. Introduction

With the rapid development of technology and economy,trade,marketing and culture exchanges between different countries have become increasingly close.Promotion is one of the most important aspects of marketing because it defines and establishes the means of communication that marketers promote to communicate specific aspects of their brand and product(Tadorova,2015) [31].Therefore,adoption of adequate has become more and more important because it helps to establish consistency and coherency in the adopted promotional practices(Andrews&Shimp,2017)[1].This essay will discuss the concept of Integrated Marketing Communication(IMC)and the importance and influence of culture in development of these IMC strategies for oversea markets,and evaluates its importance to international marketing.In addition,in the second part of this essay will use an example to evaluate the role and importance of culture in the development of communication strategies in the overseas markets.

2. Definition of integrated marketing communication

Marketing communication as defined by De Pelsmacker and Kitchen(2004)[8]and Dahl et al(2015)[6]refer to all the means are used by organizations in order to communicate to their target stakeholders and groups,in order to provide comprehensive communication about products or the companies.The concept of Integrated Marketing Communication(IMC)can be explained based on the definition of marketing communication,in which IMC can be said to the integration of coherent communication strategies across different channels of communication(Dahl et al,2015)[6].Although there is no universally acceptable definition of IMC,over time,academics have adopted different definitions to explain the concept.One of the important definitions was presented by Tadorova (2015)[31] ,who defined it as the process that involves the management of all the different sources of information with respect to a product or service that it can facilitate purchase behaviour of customers and can also generate high customers loyalty.There is a more common definition were used by Floor and Van Raaij(2011)[12] establishes and explains IMC to be the process that integrates different tools as well as messages for communications,so all these elements tend to strengthen and support each other to create higher customer value.

While it has been often argued that implementation of IMC can be extremely complex for the markets,its important lies in the fact that it promote consistency in creation of brand positioning.It does seem to be suitable and effective at the strategic level,but its practical implementation is usually considered to be a major challenge or issue(Ots&Nyilasy,2015)[26]. However, Kotler(2015)[17] has explained the concept based on the systematic approach that it offers towards development of strategies for influencing the buyers. Kotler(2015) [17] defined that IMC includes all the marketing practices and strategies that help to make ensure that customers go through all the buyer readiness phases to the end stage of making their final purchase.Buyer readiness stage includes awareness of existence,knowledge of benefits,initial interest,preference over the competing products,conviction of suitability to purpose and purchase.Focus of the communication processes that needs to be on generating awareness and knowledge among customers followed by a liking towards the product,followed by conviction and purchase(Duralia,2018)[11].It is certain to argue and criticize that the marketing communication alone is not enough to promote such purchase behaviour among customers because the personal characteristics of customers and that of products would also have a strong impact on these stages (Dualia,2018)[11]. However, Camilleri(2018)[5] explained that IMC strategy refers to marketing practices that are aimed to facilitate the movement of buyers across different readiness stages for better outcomes.The point can be further supported based on the discussion by Mihart(2012)[24],who have explained the concept of IMC as

the processes that help in facilitate their learning and their actions in the purchase process.

The basic practices of the IMC concept can be further explained based on the tools that are adopted for the promotional practices. The discussion by Luxton et al.(2015)[22] believed that IMC as a practice that facilitates the use of tools of advertising,personal sales,public relations(PR),sales promotion and direct marketing for communicating brand messages to the target audiences.Although Holland(2016)[14] suggested that companies must integrate all tools related to IMC in order to enhance and improve their effectiveness and ability to reach a large number of customers,Valos et al.(2016)[33] made other recommendations.According to the discussion by Valos et al.(2016)[33],IMC is not only about using all the different tools and mediums for promotion and communications,but also refers to the process that involves careful selecting of specific tools that related to the brand and related to the target groups of customers.However,despite the choices made regarding the tools for marketing,the messages is used for communication must be standardized across channels.

3. Marketing communication is important to international marketing

The concept and practices of marketing communication as described above do not only apply in case of domestic markets,but are actually said to be highly relevant and important to international marketing as well.The key importance of marketing communication for international marketing can be explained based on the fact that such communications help in entering into and targeting the global market(Luxton et al 2015)[22].As discussed by Levitt(1983)[19], globalisation across the world has resulted into development of a uniform global market and hence effective marketing communication is needed to make sure that a global entity is created for promotions of the same product and characteristics across different markets.The point can be strengthened based on discussions by Leonidou et al(2018)[18] who explain that awareness of customers towards international brands and products is usually low and hence effective communications is important for international marketing such that the brand is able to expand its market by effectively targeting customers across different markets.

Batra and Keller(2016)[3] also discussed several challenges and limitations associated with the integration of marketing communications in international marketing.While earlier discussions have established the role of communications for development of global brands, Batra and Keller(2016) [3] on the other hand argue that global brands are myths and marketing communication in international marketing can only add complications and complexities for the companies.Douglas and Yoram(1987)[9] even established and communicated globalisation to be a myth,which would suggest that international marketing is itself not needed.But majority of studies (Kotler et al 2015;Zentes et al 2017)[17][35] on the subject have confirmed and established that the marketing communication strategies help to identifying and understanding the different needs and requirements of different customers,which help to increasing sales across different markets and nations.In fact,academics (Petersen et al 2015)[28] have also established that communication is much more important than other marketing mix elements such as product,price etc.in international marketing because of its focus on identifying and understanding cultural differences among customers,which are then utilised to develop and adopt different promotional practices across markets. Duffett(2017)[10] also adds that effective communications in international marketing is needed to create a positive attitude of customers from across the world towards the brand such that higher sales and a positive brand image can be accomplished.

Therefore,communication is important that can create awareness,relationships and benefits.Marketing communication can be said to be relevant and important for international marketing as well,because it contributes to the creation of global brands and it helps in identifying and catering to the individual needs of customers across markets.It can be said that market culture can be an important factor at the time of developing these communication strategies.Further discussions focus on the relevance of culture in developing communication strategies in an overseas market.

4. Culture:importance in developing international communications

Culture as explained by De Mooij(2019)[7], refers to the key values and beliefs that dominate a particular group of people,which has a strong impact on their behaviour and adopted practices.Although Okazaki et al.(2010)[25] and Levitt (1983)[19] have promoted the concept of global culture in which customers around the world do not show similar values and preferences,Vrontis et al(2009) [34] argue that culture does remain a key factor that influences the practices adopted by the marketers in the international domain.This has been explained based on the argument that the culture affects the preferences of customers with respect to different messages and tools of marketing that are adopted by companies and hence can be said to be relevant in case of development of international communication(Vrontis et al 2009) [34].

A common model that is adopted to explain the underlying culture of people in a given country is the Hostede's model of culture,which has defined five dimensions or factors that can explain the underlying culture of people in a given setting.The dimensions have been defined in the model are power distance,individualism,long-term orientation,masculinity and uncertainty avoidance(Bakir et al 2015)[2].Some of the examples undertaken by Okazaki et al(2010)[25]have established that despite of cultural similarities between the US and the UK as measured via the Hofstede's dimensions,commercials adopted by companies in these two organisations tend to be largely different.However,there are a large number of studies have established the importance of culture in developing international communications based on the significance and influence of the Hofstede's model of culture on consumer preferences with respect to marketing communications.

Culture as discussed by Liu et al(2016)[20] and Thussu(2018)[30] has a strong impact on preferences of customers with respect to the type of communications that they prefer.

For example,countries that score high on collectivism,such as China,prefer to have communications that are directed at the masses whereas countries that score high on individualism,such as the US,tend to prefer communications that are directed at individuals instead of mass markets(Liu et al 2016)[20].The point can be definitely criticised based on the discussions by Jain(1989)[15]and Petersen et al(2015)[28],who discuss that the world is moving towards a globalised situation wherein there is growth of a standardised culture.It

has also been discussed that culture in countries like China and India are highly becoming westernised(Tsai and Men,2017)[32],which would make the importance of culture in development of international communications very low. But Khang et al(2016)[16] have argued that cultural factors also make different advertisements and underlying messages relevant or irrelevant in different markets.Khang et al(2016)[16]explain this with the help of the dimension of power distance as defined under Hofstede's model.Power distance defines the extent to which people place importance on the social status and hence customers in a high power distance are said to be more attracted towards advertisements that communicate the brand to be more unique and associates a social status with them.Similar differentiation has been presented by Middleton(2015)[23]who establish the need of adopting advertising focused on ambition,achievements etc.in a masculine culture and relationship based advertising in a feminine culture.

Thus,as these discussions establish the differences in preferences of customers in different cultures,it can be said to be important in development of international marketing communications by the firms.Okazaki et al(2010)[25] however have supported the use of global consumer culture positioning(GCCP)for marketing communications.Based on a test-based study of six different advertisements from Japan and the US that are considered to be culturally different,the authors have confirmed the adoption of GCCP theory.Okazaki et al(2010)[25]establish that despite the culture differences,there is higher preference for soft-sell advertising in both Japan and the US.This can suggest that culture does not pay a strong role in international marketing communications,but there are also examples that demonstrate failure of brands due to lack of cultural communication.KFC for example translated its famous slogan incorrectly in the Chinese market wherein the slogan"Finger-licking good"was translated as"Eat your fingers off"in China(Lu,2016)[21].As language remains an integral element of culture in any given market,it is necessary for firms to understand the culture to be able to develop suitable marketing communications strategies across different markets.Vrontis et al(2009)and Papavassiliou and Stathakopoulos(1997)[27] have however tried to find a middle way wherein companies need to integrate both standardisation and adaptation depending on market and organisational characteristics to ensure higher success.

It can be thus said that culture is definitely an important factor in development of marketing communications.While companies can keep some aspects of their communications similar across markets based on similarities,they do need to change their adopted tools,advertising strategies and messages of communications depending on the underlying culture of the customers.This is being explained further based on the example of a global company that has adopted different marketing communications across different cultures.

5. Example of Ikea

IKEA is one of the largest retailers of furniture and home décor items.Originally being a Swedish brand,the company has received massive success across the world.Though the products and underlying concepts of low-price,good quality and self-assembled furniture,remain the same across markets,IKEA has been indeed found to adapt its marketing communication strategies in different countries in order to accomplish higher success(Burt et al 2011)[4].The communications strategies of IKEA across two culturally different countries,China and the US,are being analysed here to illustrate if culture has an impact on international marketing communications in different markets or not.IKEA has achieved major success in the western country of the US,but its problems in the Chinese market started with its initial strategy and communication.IKEA for example in the US is considered to be a brand that offers low-priced furniture.But Chinese customers,who exhibit high power distance,viewed it as a western brand that would offer high-priced,unique products(Prange,2016)[29].The focus of the communications adopted by the brand in the Chinese market thus had to be on communicating this unique position to the customers wherein it had change its focus on defining it as an affordable,regular bran to a unique,high-price brand(Prange,2016)[29].In addition,to the focus of communications,the communication tools are adopted for promotions also different in the US and Chinese market.IKEA's key promotional tool in the US and in other western countries remains its catalogues.Catalogues by IKEA usually provide all information and details regarding the products along with prices and product numbers etc.The analyses by Burt et al(2011)[4] establish that the catalogue based promotion by IKEA are suitable in individualist cultures such as the US because people make their decisions individually.The company's promotions in the US do not focus on personal selling and customers are given the information and motivated to decide on their own regarding the products that they want to buy(Burt et al 2011)[4].China's culture is however different as compared to this culture in the US.It has been found that customers in China are more collectivist in nature and tend to prefer having personal assistants in the stores to help them make decisions(Giunta,2016)[13].IKEA thus had to focus more on personal and direct selling in case of China to be able to increase its sales in the country.It has also paid special attention towards adoption of strong PR practices that help it in obtaining higher publicity and creating a positive brand name in the Chinese market(Giunta,2016)[13].The influence of cultural differences on adopted marketing communications can also be explained based on different mediums of advertising as chosen by IKEA.The company focuses on catalogue based advertising in the US,but internet and micro-blogging sites like Weibo have been the key mediums as adopted in case of China.The advertisements also introduced a unique concept called IKEA Family in the Chinese market in order to cater to the collectivist needs of the customers(Johansson,2013)[14].These discussions thus reflect and confirm that the global company of IKEA has definitely managed to keep some aspects of the company and business such as products and store formats the same across the culturally different countries of US and China,it has definitely altered and changed its communications focus and strategies in these two countries to be able to attract the customers.It can be thus said that international firms do need to consider cultural differences to avoid failure due to cultural differences.

6. Conclusion

This essay confirms and establishes that culture is an extremely important factor in defining the adoption of integrated marketing communication strategies in international marketing.Integrated marketing communications are relevant and important for international marketing because these communications help in communicating the product and brand's attributes and characteristics to the target audience and also helps in making sure that higher awareness of the foreign brand is created among the potential customers.While the

adoption of integrated marketing communications is important for international marketing,the essay also leads to the conclusion that culture is one of the most important factors that affect the IMC strategies that are to be adopted by firms.There are several arguments and discussions on the subject that establish that international firms do not need to change their IMC strategies based on the culture because standardised marketing is needed in the globalised world.But the essay leads to the conclusion that even though international firms do need to adopt standardised IMC strategies,they also need to alter these strategies based on the culture for ensuring higher success.

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Research on the Superluminal Transmission of Information

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Abstract: For a pair of entangled photons, observing one will cause another quantum state to collapse instantaneously. If improvement is made based on the double-slit erasure experiment, the collapse of the quantum state caused by the observation can be found independently and instantly at the remote end. It shows that the collapse state is defined as 1 or 0, which can be used to transmit information.

Keywords: Superluminal; Quantum entanglement; Double-slit erasure

1. Technical background

According to the classical theory, the transmission of information is inseparable from matter or energy as a messenger, so that the speed of communication is limited to the speed of light, but this is not the case. For two entangled photons, the observation of one photon causes the quantum state of the other photon to collapse, and this transfer speed is considered to be much greater than the speed of light[1]. This paper believes that the quantum entanglement effect can be used to transmit information at superluminal speed.

2. The double slit erasure experiment

First, let's review the double slit erasure experiment done by S. P. Walborn et al[2]. As shown in Figure 1, the entangled photons generated by laser irradiating BBO are distributed to the p and s ends. In front of the double slit at the s end, a quarter wave plate changes the linear polarization to circular polarization. Monitoring the vertical linear polarization photons at the p end will cause the quantum state collapse of the entangled target photons at the s end, and the interference fringes of the target photons become two bright fringes.

The polarization of entangled photons generated by BBO is random in all directions, the number of background noise photons is far more than that of target photons. It is necessary to connect the p and s ends to the computer for synchronous comparative analysis, otherwise the valuable information will be submerged in the noise, so that the target photons cannot be distinguished. As shown in Figure 2. Obviously, in the experiment of S. P. Walborn et al., the computer connection with the two ends of entangled photon p and s is still limited by the speed of light.

3. Technical improvement methods

3.1 Overall approach

It is the key to break through the limit of light speed that the computer at s-end can distinguish whether the target photons form interference fringes independently and immediately without connecting to p-end. The solution is discussed below.

The superposition effect of noise interference pattern and the collapsed entangled photons in the double-slit eraser interference experiment is shown in Figure 2. Based on the improved experiment methods in this paper, the effect of separating two bright fringes of noise interference pattern and collapsed entangled photons is shown in Figure 3.

Using narrow-band light filter to filter the primary laser photons which haven't generated double photons of quantum entanglement after BBO; and move the bright fringes formed by collapsed photons to the interference dark fringes location formed by the background noise.

3.2 Three-point collinear model

Adjusting the light source, the location, size and parameters of the double-slit and the screen, the bright fringes formed by collapsed photons can be moved to the interference dark fringes formed by the background noise, and the center of the two shall overlap. so that the two particle-based bright fringes produced by collapsed photons can be displayed significantly, and the fringe effect is as shown in Figure 3.

A summary of the calculation, in one case, is as shown in Figure 4,

D refers to the distance from double-slit to the screen;

b refers to the distance between the double-slit;

L refers to the distance from the light source to the two slits;

y is from the dark fringe center formed by background noise photons to the center of screen, which is also the distance between

the center of bright fringe formed by collapsed target photons to the center of screen;

S1 refers to the light source;

θ refers to the half-angle of the light source and the double-slit.

The light source, the single slit, and the collapsed bright fringe are considered as collinear:

$$y=(L+D)tg\theta \qquad (1)$$

in which y is the collapsed target photons have formed the central position of the particle bright fringes;

$$y\approx (n+1/2)\,\lambda D/b \qquad (2)$$

in which y is the central position of the background noise dark fringes.

$$L\approx (n+1/2)\,\lambda D/btg\theta\text{-}D \qquad (3)$$

equation (3) is derived from equation (1) and (2),

Take n = 0, and get equation (4) from equation (3),

$$L\approx \lambda D/2btg\theta\text{-}D \qquad (4)$$

$$y\approx \lambda D/2b \qquad (5)$$

When equation (4) is established, at this time, in equation (5) y is the central position of the first dark fringe of the background noise, which is also the central position of the bright fringe formed by collapsed target photons.

3.3 Double diffraction model

Another case is that, the center-to-center spacing of bright fringe centers after collapse is considered equal to that of the two slits; therefore b=2y, Get equation (6) from equation (2)

$$b^2/2\approx (n+1/2)\,\lambda D \qquad (6)$$

Take n = 0 in equation (6) to get equation (7),

$$D\approx b^2/\,\lambda \qquad (7)$$

At this time, when the screen at the position of equation (7), the center of the first dark fringe of the background noise is also the central position of the main bright fringes formed by the collapsed photons.

3.4 Further approach

When observed at the P end, the s end is connected to the computer for counting (the computer is not connected to p). In the area of interference dark fringes formed by the background noise photons, there occur two bright fringes of the collapsed target photons, which is recorded as 1; when not observed at p, there are not two particle bright fringes at the s end, but only the interference pattern generated jointly by noise and target photons, which is recorded as 0.

As shown in Figure 5, L1 is far enough away, and S2 continuously distributes entangled photons to A and B ends. The observation at A end leads to the disappearance of interference fringes and the appearance of double bright fringes of target photons at B end, and the computer at B end can independently discover this quantum state collapse event. Multiple photon entanglement devices run at the same time, and can send multiple binary codes at a time; each device can set the pulse emission period, and continuously send signals to realize superluminal communication.

4. Conclusion

The scheme and calculation method proposed in this paper are to discuss the feasibility of superluminal transmission of information to guide verification experiments. The practical application or test can optimize the photon entanglement observation collapse scheme in this paper or explore a better implementation method. The core of the argument of this paper is that the superluminal transmission of information is not prohibited. It is theoretically and logically proved that the superluminal transmission of information is tenable and can be realized in experiment and application.
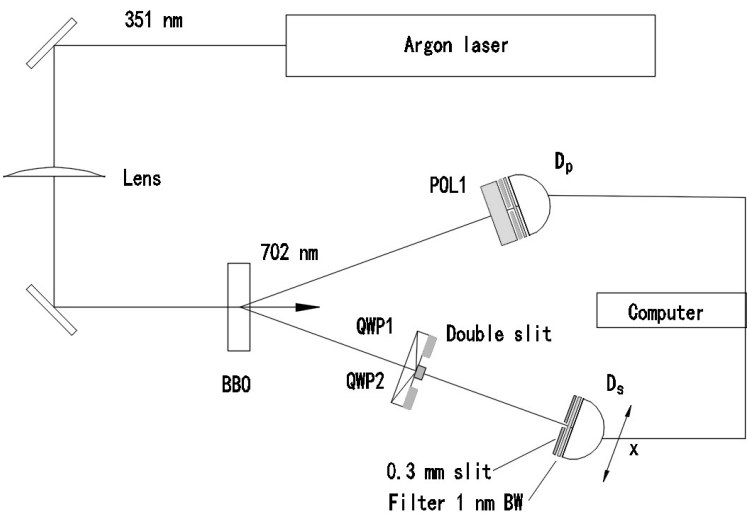
Fig. 1 The double slit quantum eraser experiment done by S. P. Walborn et al.
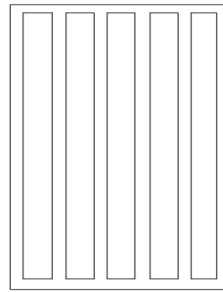
Fig. 2 The interference fringes formed on the screen without connecting the p and s ends to the computer for synchronous comparative analysis in the double slit quantum eraser experiment done by S. P. Walborn et al.
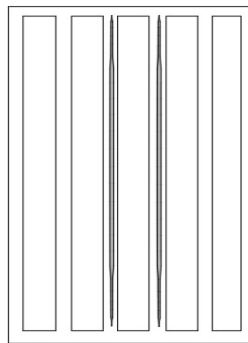
Fig. 3 The effect of separating two bright fringes of noise interference pattern and collapsed entangled photons.
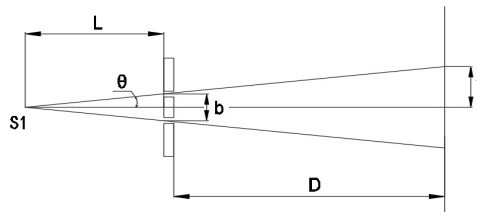
Fig. 4 The light source, the single slit, and the collapsed bright fringes are considered as collinear.
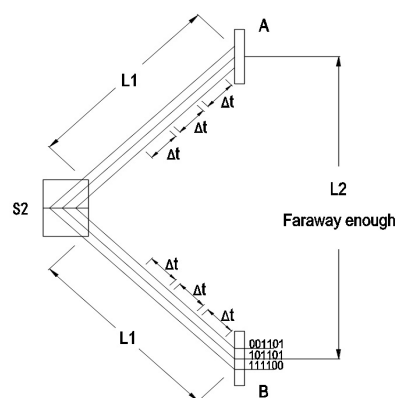
Fig. 5 Continuously send signals to realize superluminal communication.

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Comparative Analysis of Social Studies Curriculum Standards for Primary Schools in China and Korea

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Abstract: This articles will examine and evaluate the Chinese Compulsory Education Character and Society Curriculum Standards (2011 edition) and the Korean Social Studies Curriculum Standards (2007) in an attempt to provide a scientific and clear analysis of the nature of the curriculum, curriculum purpose, curriculum content, teaching and learning methods, and evaluation for future use and reference.

Keywords: Social Studies; Primary School; Curriculum Standards

1. Background of the setting of Social Studies Curriculum Standards for elementary schools in China and Korea

1.1 Background of the setting of Social Studies Curriculum Standards for elementary schools in Korea

Korea, a close neighbor of China, was established in 1948. The role of education in Korea's socio-economic development is undoubtedly significantThe most important prerequisite for the economic development of a country is the availability of well-educated human resources. [1] The seventh social education curriculum in Korea highlights the nature of social awareness and citizenship development.

1.2 Background of the setting of Social Studies Curriculum Standards for elementary schools in China

In order to meet the needs of social development and students' growth, and to strengthen the relevance, effectiveness and initiative of ideological and moral education. According to the spirit of the 16th National Congress of the Communist Party of China and the requirements of the "Outline for the Implementation of Civic Morality" issued by the Central Committee of the Communist Party of China, and according to the Ministry of Education's "Curriculum Reform Guidelines for Basic Education (for Trial Implementation)", a new curriculum standard for ideological and moral character was formulated.

2. Research literature on Social Studies Curriculum Standards for elementary schools in China and Korea

2.1 Research literature study on Social Studies Curriculum Standards in Chinese elementary schools

Zhang Maocong and Li Chengquan discussed in their study of the Compulsory Education Character and Society Curriculum Standards (Experimental Draft) that (1) the Character and Society curriculum advocates integration and synthesis. (2) "Character and Society" curriculum advocates the integration of life. The education of the social studies curriculum should originate from students' lives, be close to their lives, and guide their lives. (3) "Character and Society" curriculum advocates citizenship for the purpose of promoting the formation of good character and social development of students.[2-3]The revision of the curriculum standards also brings changes in teaching philosophy. Sun Caiyun puts forward a basic idea in the "Compulsory Education Character and Society Curriculum Standards (2011 Edition)": education should return to life and pay attention to the reality of life experienced by children. Only by paying attention to the real life of children can teaching be truly effective.[4]

2.2 Research literature study on Social Studies Curriculum Standards in Korean elementary schools

The main research work of Korean scholars is by Nguyen Jong-hai (1986), which is a comparative study of moral education based on the analysis of textbooks of both countries in 1983. But more than 30 years have passed and there is a big difference. Hye Jeong Kim's compares the comparative study between Korean moral education curriculum after the 2007 curriculum reform and Chinese ideological and moral curriculum, and Dong Min Seo's "Comparative Study of Korean and Chinese Elementary Social Studies Education Curriculum and Textbooks" (2011) compares Korean and Chinese elementary social studies.

3. A comparative study of the Chinese and Korean primary school Social Studies Curriculum Standards

3.1 Chinese character and Society Curriculum Standards

The Chinese Social Curriculum Standards Primary School Social Curriculum is highly comprehensive; this curriculum organically integrates content from multiple fields and numerous disciplines, and takes the cultivation of students' noble ideals and sentiments and the enhancement of national identity and social responsibility as the main task of the curriculum.

Introduction	Nature of the curriculum: a comprehensive curriculum based on children's social life, promoting the formation of good character and social development of students, with comprehensive, practical and open characteristics. Curriculum philosophy: the general idea of curriculum development Design ideas: based on students' lives, a main line, the combination of points, integrated cross, spiral.
Course Objectives	1.General Objective: cultivate good moral character, promote social development, to provide students with the opportunity to understand society, to participate in society, to adapt to society, and to become citizens with love, responsibility, good behavioral habits and personality qualities 2.Sub-objectives: (1) Emotion, attitude and value (2) Capabilities and Methods (3) Knowledge
Course Contents	My healthy development, my family life, our school life, our community life, our country, our common world. The curriculum content section gives the corresponding school level, (middle) for middle grades, (high) for upper grades, (middle/high) for middle and upper grades, Each lesson is followed by a suggested activity.
Teaching suggestions	Teaching suggestions, evaluation suggestions, suggestions for the development of teaching materials, suggestions for the development and use of curriculum resources

<Table 3-1> Structure of the Character and Society Curriculum Standards (2011 Edition) Framework

3.2 Korean Social Studies Curriculum Standards

The framework structure of the Korean Social Studies Curriculum Standards (2007 Edition) is divided into five parts: nature of the curriculum, curriculum objectives, curriculum content, teaching methods, and evaluation.

The nature of the curriculum	The purpose and role of the social studies curriculum is described in general terms, and then the different requirements of the social studies curriculum at the elementary, middle, and high school levels are clearly stated.
Course Goals	The general objectives of the social studies curriculum are stated in six points, which are clearly presented in a hierarchical manner
Course contents	Includes both content structure and grade level content. The content structure includes history, geography, and social science. The grade level content presents specific goals to be achieved by students in third through tenth grade.
Teaching methods	This course introduces the educational rules, learning methods, and teaching methods used in teaching the social studies curriculum in elementary and junior high schools.
Evaluation	Description of the assessment, content of the assessment, assessment methods, and use of the estimation results

<Table 3-2> Framework Structure of Korean Social Studies Curriculum Standards

4. Comparative analysis of the Social Studies Curriculum Standards for elementary schools in China and Korea

4.1 Similarities between Chinese and Korean social curriculum standards

The main contents of the framework of the social studies curriculum standards for elementary schools in China and Korea are the same, including the nature of the curriculum, curriculum goals, curriculum content, teaching suggestions and evaluation suggestions.

4.2 Differences in social curriculum standards between China and Korea

(1) Differences in the level of detail of the framework structure. The Korean elementary school social studies curriculum standards are composed of five parts: nature of the curriculum, curriculum objectives, curriculum content, teaching methods, and assessment. The content part of the curriculum is specific for different grade levels. Although the Chinese elementary school social studies curriculum standards consist of only four parts: preamble, curriculum objectives, curriculum content, and implementation suggestions, each part has numerous subheadings and covers more aspects.

(2) Differences in Curriculum Design. The design of the Chinese character and social studies curriculum is based on the idea of one main line, a combination of points and facets, an integrated crossover, and a spiral. The "one main line" is the main line of students' life development.The Korean social studies curriculum also focuses on the development of students' lives as a main line of study, incorporating the main elements of social life, learning the basic knowledge and skills of life, and developing the ability to solve personal and social problems so that we can contribute to society, our own country, and humanity as a whole. Korean Primary Social Studies Curriculum Standards Focus More on Teaching Methods and Evaluation. Korean Social Studies Curriculum Standards for Elementary Schools Pay More Attention to the Development of Curriculum Resources.

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Artificial Intelligence's Influence on Marketing Mix

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Abstract: This article talks about AI technology's influence on marketing mix.
Nowadays, the invention of artificial intelligence technology has greatly made people's life more convenient. In markets, AI can accurately judge the needs of customers, so as to provide the information and feedback they want in a short time. For example, in medicine, they can judge the disease that doctors cannot identify and provide the best treatment. AI makes life better.
Keywords: Artificial Intelligence; Marketing; Customer; Life

When it comes to Artificial Intelligence, what do you think of it? Is it a challenging technology in the future? In fact, Artificial Intelligence is applied in everywhere in the world. Language processing, intelligence parking and driverless vehicles are both applications. Artificial Intelligence not only helps people improve the life quality, but also brings considerable economic benefits to the marketing. In this essay, I will discuss about the effect of the Artificial on marketing mix includes the 3 Ps: product, price and people. The marketing can meet the needs of the population to achieve maximum benefits much better through analyzing the components of the marketing mix under the effect of AI.

First part we talk about is product. A product could satisfy the demand, expectation, needs or interests of consumers or marketers. Nowadays, AI has entered the stage of large-scale commercial use. The maximum impacts of Artificial technology on products are innovation and convenience. Because the product designers who express the same reaction to products today, there's too much stuff coming too fast. The phenomenon of rapid product renewal illustrates that people are increasingly demanding of the products to meet all kinds of goals. The problem was solved by AI. It can make products at the forefront of human needs. As we all known, companies have been favored by investors to discover computer vision and recognition technologies. As the first stepping stone of artificial intelligence, it has been widely used. However, From the top 10 companies that raised the most money last year, AI area began to diversity, such as Zymergen using AI to tap materials, the strengths of the fourth paradigm in using machine learning to do anti-fraud. It shows that future marketing's products can't separate from AI technology support. Foreseeably, under the double drives of the market demand and the technology development, AI technology products must walk to every corner of our life.

Second part we talk about is price. Although AI technology development requires a lot of investment, once successful, it will bring significant profits for marketing. On the one hand, AI technology saving the rental costs for the marketing. As we all know, the price of an unmanned intelligent self-service vending machine is only four thousand yuan and the maintenance cost are only a few hundreds of yuan. In a high rental cost society, it's only needs a few square meters of space such as shopping malls, residential areas, airfield. Crowded area always has it. As a smaller, more flexible, more convenient and more accurate channel supplement than convenience stores, it can form a differentiated competition with traditional convenience stores. AI technology's development realizes the people's dream of opening a supermarket without experience and heavy costs. On the other hand, the investment in artificial intelligence technology saves human labors. People are organization's greatest assets. Organization can save their valuable time by automating some of their responsibilities. For example, Botkeeper uses human assistance AI to handle bill payment, accounts receivable, financial reporting. This result help more than 1.2 million hours of logging for its 1000 customers. Once AI runs the time and labor-intensive processes on autopilot, the rest of the staff can focus on more important things. It is estimated that employees who worked 240 hours in M province returned $9,240 in value to their employers due to automation. Cost leading strategy is enterprise's basic strategy. Reducing product cost can promote the sustainable development of marketing and effectively improve the competitiveness of enterprises. In today's fierce market competition environment, how should the expenses be cut off through developing AI technology is an important problem that all enterprises must face and solve.

Third part we talk about is people. It is always referring to the influence of service providers on customer experience. AI technology is having benefit to developing the potential customers. You must think that the old people cannot keep up with the age of technology upgrades. However, the AI technology meets diverse customer's needs. For example, old people enjoy the convenient service and accompany brought by MIUI's "XiaoAi TongXue", it's an artificial intelligence robot that supports voice interaction, including online music, network radio, audio books, etc. It's not only can help with old people's daily activities, but also make them feel happiness. The next purpose of the artificial intelligence will help robots become more sensitive to capture human emotions. At that time, robots can help the elderly eliminate loneliness like real family members. Artificial intelligence technology has played an

unprecedented role in the fight between humans and virus during the pandemic time. For example, artificial intelligence helps develop antiviral drugs, artificial intelligence consultation system relieves doctor reception pressure, artificial rapid temperature detection. It follows that artificial intelligence has great impact on customer service in the marketing. Artificial intelligence is capable of satisfy the customer's expectations and reduce error rate caused by people because of fatigue. Besides, artificial intelligence brings more freshness to customers than traditional services.

Technology itself is not good or bad, artificial intelligence can make the world becomes a better place. AI technology will further infiltrate into marketing with technology upgrades. Although AI will replace some labor, automation produced by new AI technology will greatly improve productivity and save labor costs. At the same time, AI technology can promote market prosperity and open up wider market space by exploring the novel marketing world. The essence of artificial intelligence is to serve people. Therefore, AI could play a big role in the future marketing.

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Analysis on Singing Methods and Techniques of National Vocal Music

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Abstract: Music is magical, it can cross race and language to bring people communication and feelings. Whether popular, ethnic, jazz and so on, it has a unique charm. With the change and development of the times, music skills and methods have attracted wide attention. With the progress of people's life and the improvement of their thoughts, people's requirements for music are becoming more and more strict and more important. In recent years, the national vocal music of our country has been widely known and understood, and its singing method has also been innovated and developed, especially the singing skills have been obviously broken through and improved. The singing of national vocal music not only gives abundant emotion, but also focuses on keeping up with the trend of the development of the times. It not only improves its singing skills, but also changes its singing methods. How to improve the singing methods and skills, how to provide more practical experience for relevant personnel, this paper discusses and analyzes this.

Keywords: National vocal music; Singing methods; Singing skills

1. Introduction

With the continuous progress and rapid development of the times, the national music of our country is also inheriting and innovating, and the national music singing art is an important part of our national music[1]National folk music has a unique style of folk music and singing art, it is also in the original traditional style of continuous development to combine with modern style. Music makes the world prosperous. Today, Chinese national vocal music draws lessons from the beauty of the West. And combined with the elements of the times, therefore, China's national vocal music has a new style. These changes further improve the requirements of national vocal music singing. Chinese scholars believe that modern national vocal music is an independent professional form of singing art. Its essential characteristics are in line with the traditional national music, spiritual temperament, aesthetic habits and Chinese artistic characteristics. It inherits the essence of tradition, integrates the elements of western vocal music, and shapes a new form of singing different from tradition. The singing technique is gorgeous and rich in color, different national styles and so on[2].

In a word, it emphasizes that "national vocal music" and "modern music" absorb each other, learn from each other and merge in the process of development, so as to realize the sustainable and healthy development of our national vocal music art in keeping with the changes of the times.It not only has the general characteristics of modern national vocal music specialty, artistry and independence, but also shows the key of Chinese national vocal music from the angle of singing method.

2. An Analysis of the Singing Methods of National Vocal Music

2.1 Breath control

The important content of vocal performance and vocal singing is to control breath, and the influencing factors of its control effect are more complex, including singing posture, emotional state and so on. For example, taking singing posture as an example, it directly affects the individual's breathing frequency and breathing condition. Objectively, the relevant practitioners are required to keep their head relaxed, straighten their back, straighten their spine, straighten their chest, and regulate their breathing frequency and mood when singing vocal music[3] At the same time, during breathing control, be careful not to be too nervous, especially when breathing, completely open the mouth and throat, properly move the chin, ensure that the individual is always in a stable state of breathing, not too deep breathing, otherwise it will be possible to affect the tone of the individual, exhale to keep the voice full and round, timely exhaling carbon dioxide.

2.2 Breathing methods

Breathing method is the basic to determine the singing effect of national vocal music works, and chest and abdomen combined breathing method is a relatively easy to master breathing method, mainly through the use of abdominal muscles, diaphragm and chest to control sound breathing to breathe. At the same time, because most vocal performers have been trained in the range of volume fluctuation in the singing process, they can give full play to the function and advantages of chest and abdomen combined

breathing method. Objectively, the relevant singers are required to change the singing intensity flexibly according to the content and performance requirements of the national vocal music works, so as to ensure the rapid change of breath in a short period of time. At the same time, grasp and grasp your breathing opportunity properly, apply it to the field of national vocal music performance, mobilize the initiative of the singer's respiratory organ, increase the air content of the chest as far as possible, and give full play to the matching effect of abdominal muscle and diaphragm.

3. Exploring and analyzing singing skills of national vocal music

3.1 Analysis on Singing Skills of National Vocal Music

(1) Sounding techniques. China has a vast territory, a long history and a long history of art and culture, especially the rich types of music works and various themes, which is an excellent crystallization of the wisdom and sweat of the working people. Under the influence of the vast territory of our country, different regional habits and cultural backgrounds directly determine that the singing methods of each region have certain differences, that is, the local national vocal music singing has its own local characteristics. Focus on showing the cultural characteristics of each place, with extremely strong national color and local color.

(2) Singing and Teaching. In the past vocal music teaching methods, vocal music workers are often required to open their throats to sing. However, no one knows how to open them. This kind of vocabulary is not concretized, which is the difficulty of vocal music teaching. The vague and contradictory teaching terms and the unclear definition of basic teaching concepts are not the singing methods we need to improve the singing level of vocal music. So we have to change. During today's teaching, many words used in the past are gradually replaced by new words.For example, the word "open" really plays a good role in the long-term national vocal music teaching practice. Its function is to make the vocal music worker expand the oral space quickly, facilitate the sound to enter the resonance cavity to carry on the mixing study and the singing However, due to deliberate muscle regulation behavior, it interferes with the state of natural singing and destroys the overall balance of singing. The pressure on the root of the tongue is too great, which leads to the deformation of the singing channel and the low voice. Because the vocal cord pressure is too high, there are many problems in the mechanism, such as vocal cord edema, vocal cord protruding and so on.

3.2 Breathing Techniques

(1) Singing and breathing. Breath support singing is the most basic and important principle in vocal music singing. However, the singer's breathing style is not the same as people's daily breathing style. Because singing needs to be done in the breath, the singer's breath should be slow and calm, which requires the singer to inhale quickly and deeply in order to provide a good breath state. Therefore, breathing in singing is the transformation of consciousness into natural breathing movement.

(2) Breathing exercises. During singing, the brain basically regulates breathing, so mastering the correct breathing requires practice. Before practicing, the singer needs to land his feet naturally, keep his back straight, find a comfortable sitting position, and keep the surrounding environment quiet. Practice as follows, but be careful to avoid excessive breathing and rapid wheezing. Sit for a minute and concentrate. Breathe smoothly and naturally. Adjust the breathing rhythm and exhale twice as fast as inhale.The emotion was expressed by short breath and long breath respectively. Breathe in with your mouth and nose and hum gently during the transition between inhale and exhale. Apply this breathing style and feeling to the song.

4. Resonance Techniques

4.1 What is resonance

From the perspective of auditory aesthetics, resonance is an important standard to reflect sound quality and a unique tone color for everyone. Because sound can not be fixed, it can only rely on personal hearing and understanding to make a general statement. So vocal music workers need to sing a lot to find their own resonance point. For vocalists, they also need to find the most appropriate terms to accurately describe different timbre.

4.2 What is resonance and how it is formed.

From the acoustic point of view, any sound with good sound quality, brightness and loudness needs to expand the sound vibration in a certain space. Singing resonates when the vocal cords simply vibrate weakly and they expand the space of the body's throat and mouth; according to law, the sound of vibration spreads to 360 degrees, so it can be considered that the whole body of the vocalist is the resonance box of the sound, increasing the volume of the vocal cord, according to the length and size of the singer's throat, the sound quality and tone of the mouth, body and other cavities that resonate differently.

5. Three concluding languages

The development and process of contemporary Chinese national vocal music art, the times have given the national vocal music art many opportunities and challenges, we should seize the opportunity, technical theory and other aspects of the combination to accelerate the development of music style, To strengthen the unique music characteristics and singing style of the nation.We should continue to pursue, explore and develop the contemporary Chinese national vocal music singing art, and continue to explore and promote it in this process, gradually promote its development, and seek a more suitable way for the development of Chinese national vocal music singing art. In order to understand the significance of Chinese national vocal music singing art.

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The Explanatory Power Study of Brand Name Translation From the Perspective of Translation Aesthetics

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Absrtact: Brand name translation is an important link for an enterprise to expand its overseas market. This paper, from the perspective of translation aesthetics, illustrates the explanatory power of translation aesthetics on brand name translation through the beauty of sound, meaning and form.
Keywords: Brand name; Translation aesthetics; "Three Beauties" theory

1. Introduction

With the advancement of globalization, the world has become a global village. The imported goods are surprisingly overwhelming. Brand name plays an important role in the process of developing its market, imperceptibly guiding consumption and forming the first cause effect. Moreover, the translation quality of brand name directly affects the advertising effect. Whether an advertisement translation is "beautiful" or not, almost determines the purchase behavior of the consumers. From the perspective of translation aesthetics, this paper analyzes the explanatory power of brand name translation.

2. Review of the literature

"When reciting a word, you have got three aspects to focus: the shape, sound and meaning—oral recitation, hearing its sound, observing its shape and understanding its meaning. Only with the above three aspects, the usage of a word is acknowledged. The article,…, has three beauties: one is the beauty of meaning, another is the beauty of sound, and the beauty of form. (Lu Xun. 2014:2)

Zhu Guangqian, a famous aesthetician, put forward his unique views on literary translation. He pointed out that there are two goals in translation: one is to be faithful to the original text, the other is to be fluent and easy to read. On the relationship between thought and language, Mr. Zhu Guangqian had always stressed that "refining words is not so good as refining meaning", and advocated that the key to unclear language expression is unclear thought. The proper process of translation should be from source text to thought, and then from thought to Chinese translation.

Xia aoting (2011) thought that the excellent advertising language should be emotional and limited by studying the beauty of advertising language. We should adhere to the principle of "beauty in words, beauty in meaning and beauty in form" in order to make translation own a better publicity effect[1]

Luo Cheng (2012) analyzed the aesthetic embodiment of luxury advertising. He believed that the Chinese comment on the decoration advertisement should not only convey the meaning of the original text, but also recreate it. Consumers tend to the beautiful sound, clear meaning, and the sense of beauty, so as to having the desire to purchase.

2.1 Xu Yuanchong's "Three Beauties" theory

Translation is the art of transforming one language into another, which mainly solves the contradiction between the content of the source language and the form of the translation. In the masterpiece of The Art of Translation, Beauty of Meaning, Beauty of Sound and Beauty of Form: Three Beauties (Xu Yuanchong.2006:74), the mater put forward that "Mao Zedong's notional words are works of art with beauty of meaning, beauty of sound and beauty of form. The translation of Mao Zedong's poems should convey the "Three Beauties" of the original poem as far as possible. "But it should be explained here: among the three beauties, the beauty of meaning is the most important and resumes the first place; the beauty of sound is secondary and resumes the second; the beauty of form is more secondary and the third. On the premise of conveying the beauty of the original text … Strive to make the three beauties complete. "（Xu Yuanchong. 2006:81）"Beauty of meaning" requires the translator to achieve "similarity of meaning" first of all, not to omit translation, mistranslate, or add translation. Translators should accurately convey the meaning of the original text, on this basis of which, to create artistic conception and convey the implied meaning. Aftermath, Xu Yuanchong put forward the principle of "the kite keeps on flying". As long as the translation does not violate the original, "the kite" does not deviate from "the line". Then the addition, subtraction and the change of words can better convey "the beauty of meaning" and make the kite fly higher. The beauty of sound, means that the translation chooses rhymes similar to the original.By the usage of the skills like rhymes at the beginning or the end, two tones, rhyming binomes to show the beauty of sound, so as to make the translation and the original owning a pleasant rhythm. "Beauty

of form" mainly refers to the beauty of form in the structure of poetry, including conciseness, tidiness, sentence length, antithesis and the same side (Xu Yuanchong.1988).

2.2"Three Beauties" in brand name translation

Feng Xiuwen (2010) believes that Xu Yuanchong's "Three Beauties" theory in poetry translation is aimed at the translation of ancient Chinese poetry in literary translation, which is based on the premise of equivalence between the source language and the target [2]language; however, the three beauties of sound, meaning and form in trademark brand translation are different from the former.

"A brand name which is easy to read, sounds clear and pleasant , can give consumers the most aesthetic feeling.[3] In this sense, the most important thing in brand name translation is the beauty of sound. "As soon as you hear or see the translated name, you can have a good association. Such a brand name translation will be remembered by potential consumers. It can be seen that the beauty of meaning is in the second place, and the beauty of form is in the last(Feng Xiuwen, 2010:133)

2.3 The explanatory power study of brand name translation from the perspective of translation aesthetics

2.3.1 The beauty of sound

The beauty of sound refers to the beautiful rhythm, catchy, and having a sense of pleasure in hearing. There are four scales of tones in Chinese: Yinping, Yangping, Shangsheng and Qusheng. They are rhythmic and orderly. Xu Yuanchong (2006) proposed that "poetry should have rhythm, rhyme, smoothness and pleasure, which is the beautiful sound of poetry".When translating brand names, we often choose words with similar pronunciation, auspicious meaning and brand characteristics to stimulate potential consumers[4] desire to purchase the product. Phonetic beauty is to strengthen the aesthetic feeling of phonetics. The phonetic beauty in the source language can be transplanted to the target language to the maximum extent, so as to attract the attention of consumers.

Example 1: "tide" Translation："汰渍". Tide is a famous detergent brand of P & G, the world's leading fine daily company. It is also one of the largest detergent brands in the world, leading the development of washing technology and product trend in the world. "Tide" means "潮水、潮流".In literal translation, it cannot literally express the purpose of the product. The translator uses its pronunciation for reference and translates it as "汰渍", which seems to present a picture in front of consumers—— with tide washing powder, the dirty things on the clothes being washed like tide, and the ability of decontamination can obviously be seen.

Example 2: "Benz" Translation:"奔驰". Mercedes Benz is a German luxurious car brand. "Mercedes" means "lucky" in Spanish, and the "three star" on it symbolizes landing on water and in the air. The word "Benz" reflects the performance of the product, and it is full of dynamic and vivid images. The scene of flying fast and showing majestic posture seems to come into our eyes.

2.3.2 The beauty of meaning

The beauty of meaning is to bring positive, beautiful and associative meaning or to create a beautiful artistic conception to the audience through the transmission of meaning. A good brand name translation should not only show the functional characteristics of the product, but also contain rich connotation and beautiful artistic conception. Only in this way can the brand name move the potential consumers and arouse their aesthetic resonance. Example 3: "pampers" Translation: "帮宝适". From the brand name of a baby diapers produced by P & G, "pamper" means "宠爱，娇惯".In accordorance to this kind of good willing, the homonym is translated as "帮宝适", as if using the diapers of "pampers" can make the baby very comfortable. The brand name reflects the good function and quality of diapers, winning the trust of Chinese parents and stimulating the desire to purchase it.

2.3.3 Beauty of form

Beauty of form refers to the choice of words with beautiful and symbolic meaning. Usually, it avoids the usage of uncommonly used words, and is simple, easy to remember, so that potential consumers have the desire to purchase it.

Example 4: "Leonardo" Translation: "老人头". Leonardo is a famous brand of male shoes, originated from the name of Leonardo da Vinci. Because there is a self-portrait of Leonardo da Vinci, an old man with a big beard on the icon, the translator adopts the way of translation to highlight the distinctive feature of the old man's head, so as to meet the aesthetic needs of the target consumers. The translation is eye-catching and easy to remember, so that people can get different intuitive feelings and visual experience.

3. Conclusion

Brand name is a kind of intangible assets for an enterprise. Whether the translation of brand name is appropriate or not has a significant or even decisive effect on an enterprise or a brand.[5] From the above examples, we can see that in the translation of advertisements and trademarks, the emphasis on the beauty of sound is in the majority, which can not only give readers a kind of exotic feeling and fascination, but also give full consideration to the product positioning and potential consumer groups. It provides the readers to give full play to the imagination and make the translation shine. It is not only catchy, but also can produce a wonderful and positive association, which makes people remember and have a positive effect.

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On the Theme of Alienation in Broken Glass

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Abstract: Modernity is an important philosophical trend of thought and alienation is closely related to modernity. Broken Glass is work of Arthur Miller of his late period, and its alienation phenomenon pervades throughout the text. This paper analyzes the alienation of Broken Glass from the perspectives of personal alienation, interpersonal alienation, and social culture alienation.
Keywords: Broken Glass; Arthur Miller Alienation Modernism

1. Broken Glass is a 90's play by Arthur miller.

In the American theater of the last century, Arthur miller occupied an important position.He was "the conscience of American theater.""Broken Glass" is about a woman named Sylvia Gellburg, who suddenly loses the use of her legs.There's obviously no physical reason for this. Nonetheless, the effects are undeniable. If the cause is psychological, however, what can its source be? Admittedly, she is obsessed by the news from Germany. In particular, she is transfixed by a newspaper photograph of elderly Jews forced to scrub the sidewalks with toothbrushes. But these events are taking place thousands of miles away. She herself is, ostensibly, safe. Why, then, can she not get the images out of her head? And why is she curiously happy unless because, as Miller has said, "it is as though something has settled now. She is a cripple. There is nothing she can do". In the story, all kinds of people shine on the scene, interpersonal relationship is complex, personality conflict is fierce. Modernity and alienation can be perfectly interpreted from these characters.[1]

Modernity was originally an abstract philosophical concept, which originated from Enlightenment thinkers. After continuous evolution and improvement, it formed an ideal blueprint.Modernity tried to fight against the ignorance and darkness of the Middle Ages.It's full of passion. From its birth, it constantly sends messages of change to the world, promises rational solutions, and vows to bring humanity into a state of freedom. It can be seen that modernity and the birth of capitalism have the same origin. However, the development of capitalism did not carry the banner of rationality down. However, this historical process has greatly expanded instrumental rationality. Weber saw that in natural science, law administration and economic life, this seemingly rational but utilitarian rationality was expanding its institutional rule.[2] The prominent manifestation of modernity is paying attention to efficiency and pursuing interests, which is mainly manifested as a kind of instrumental rational behavior.Extended reason causes the self to split, resulting in the "other and I" that already exist in itself.Self gradually lost, the external constraints and pressure around people make their own alienation.[3]

2. Self-alienation

Alienation in Broken Glass pervades the whole text. The first is personal alienation. The alienation of man mainly refers to the alienation of man's essence. The so-called alienation of man's essence refers to the re-loss of man's attribute acquired by man in the process of consistent transformation from animal to man. In Broken Glass, the heroine's "not free" is a manifestation of alienation. Sylvia, as the protagonist, turns from an executive bookkeeper at the imperial steel company in long island city, New York, into a housewife. Sylvia loved her job, but after she quit her job, her professional identity was empty except for the empty title of "Mrs. Gellberg," and the love of her husband and children became the focus and value of her life.[4]

Gellberg is also a person who suffers from inner torment. As a Jew, he resented his ethnic identity. He appeared to know who he was, repeatedly correcting Dr. Hyman's wife that her name was Gellberg, not Goldberg, and stressing that it was the only name in the phone book, in an attempt to deny his Jewish identity. Because Goldberg is a Jewish name that origins from German Gold (same fancy as in English) and Berg (mountain). One of the ornamental names featured by Jews who were forced to take surnames in 18th / 19th Century Germany. Many immigrants version from Germany in the two wars to escape the havoc to America. When Dr. Hyman's wife Margaret mistakenly calls Gellberg as Goldberg, Gellberg reiterates the and patiently spells his name to its hearers, and keeps claiming that Gellberg is the only name in the phone book. Obviously, Gellberg is very nervous about the small mistake on the spell, because he does not want or he fears if anyone contacts his name with Jewish. When talking about the Jewish people who suffered a lot in German, Gellberg always indifferent.

3. The Alienation among People

In Broken Glass, interpersonal relationship is alienated. Human beings are born with the fact that communication is the basic

way of being. According to Marx, there is always a dual relationship between human and nature in the practice of human totality: the first is the relationship between human and nature, which contains the relevant structure of subject and object, showing human's reflection on the object from the symbolic level and the reshaping and creation of the object from the manipulation level. In the era of less developed rational understanding, the relationship between man and nature is more manifested as material production activities with the relationship between subject and object as the internal structure. The second is the interpersonal relationship, which contains the subject-subject structure, that is, the interaction, mutual exchange, mutual communication and mutual understanding among the living subjects, which is also the communication practice between the subjects.

The main reason of Silvia's paralysis is that no one understands her. She is very lonely. At first, she has a job which can show her worth and she is a businesswoman who will never be happy with staying at home, but her husband asks her to quit her job. Even after her paralysis, her husband doubts that she is doing this purposely so that she does not need to do the housework. And when he realizes that she is really paralyzed, he still does not understand the reason of her mental problem, but promises to her that he will help her to do the housework and he will teaches her to drive, so that she can go everywhere. He does not know that she frightens him, just like Dr. Hyman says, "You hate yourself, that's what's scaring her to death. That's my opinion. How it's possible I don't know, but I think you helped paralyze her with this "Jew, Jew, Jew" coming out of your mouth and the same time she reads it in the paper and it's coming out of the radio day and night? ". But even Dr. Hyman can not really understand Sylvia. Hyman is the only one who tries to understand Sylvia, and compared to the impotent Gelberg, Hyman is stronger, which gives Sylvia the hope of having someone who understands and helps her.She takes a step away from the bed and hysterically tries to get close to Hyman and the power he represents, but falls to the floor before Hyman can grab her.In the show, everyone thinks Sylvia is crazy, which alienates her from everyone.

4. The Alienation between People and Society

The development of the society creates conditions for human beings. But in modern society, the relationship between individuals and society is contradictory and even hostile. Capitalist society has become the limit of human development, the extreme pursuit of material interests has formed the values and social norms of modern capitalist society, and the morality, belief and education built on this basis have become the tools for rulers to suppress human nature. In modern society, the relationship between the individual and the society is contradictory, even hostile.Capitalist society has become the limit of human development, and the extreme pursuit of material interests has formed the values and social norms of modern capitalist society, and the morality, belief and education established on this basis have become the tools for rulers to suppress human nature.

In Broken Glass, the holocaust of Jewish people frightens all Jews, even people far from German. Sylvia's paralysis is after seeing a photo of old Jewish men who are forced to scrub the sidewalk with toothbrushes, and she identifies herself with those who are suffering from the persecution. She is frightened, and hopes to get help, so she cries, "This is an emergency! What if they kill those children! Where is Roosevelt! Where is England! Somebody should do something before they murder us all! (107)". But all of the world is indifferent with what is happening in Germany, and it is this kind of non-action and unsympathetic to other people's death that frightens Sylvia and causes her paralysis.[5]

5. Conclusion

Broken Glass is a play takes place in Brooklyn in the last days of November 1938, a time that America was just recovering from the Recession, and the holocaust was happening in Germany. In this time, a couple of Jews suffered from the pain of alienation from the individual, to the interpersonal relationship, and the cultural phenomena of the whole society. Having no way to escape from the power of alienation, Sylvia becomes paralyzed and his husband, Gellberg gets stroke.

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Original Research Article

What We Can Do to Help Our Children be Successful?

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Abstract: Helping our children become successful people has become a big problem to both teachers and parents. This article will talk about the history of nature and nurture and how people have changed their understanding of it over time. Understanding how nature and nurture affect human behavior and children's development will help both parents and educators change the education system to help more children be successful. Also, the way that the government supports the improvement of education will be discussed.

Keywords: Parenting; Education; Nature; Nurture

The concepts of nature and nurture have been debated within psychology since the earliest theorists. People believed that humans previously grew up through nature; today, people think that they can use nurture to develop success for children. In the following paper, readers will learn the history of nature and nurture and how people use these concepts to improve the quality of life. Readers will learn how nature and nurture will influence child development. Also, readers will read about how Asian government improve their laws to help better child development by understanding the principles of nature and nature. This paper will discuss how these concepts affect human behavior as well. The first section in this paper will talk about the process of nature and nurture and the history of these concepts. The way that knowledge of nature and nurture is used to create new technologies to make people's lives better will be included as well. In the second section, the development of children will be discussed. In this section, the process of human development, and how environment, nature, and nurture will influence children's development will be discussed as well. The next part will talk about how genetics and environment will affect human behaviors. Finally, relying on the development of children, how the policy and parenting styles are improved in Asian districts will be analyzed. Through all of the above, readers will have a better understanding about the history of nature and nurture and child development. It will help parents and educators think about how to improve children and help them reach achievement. Also, it will encourage scientists and inventors to invent more useful technologies.

1. The history and future of Nature and Nurture

Over history, humans have evolved to have different physical characteristics. Humans have debated whether or not these differences reflect differences in ability reference. It is unclear exactly when humans started noticing these physical differences and assigning meaning to them, and people have long debated whether our characteristics are innate or learned.

Gruber said that early in history, people believed that God gave them life and created a specific path that each person was destined to follow; humans did not have the ability to change this path[1]. This claim was an early form of the "nature" side of the nature versus nurture debate: if humans' paths were predetermined by God, then nothing they encountered in life would make a difference.

However, many people had a different opinion than what Gruber wrote about. For example, John Locke thought that only nurture mattered. Duschinsky states that John Locke believed that children are born unshaped and pure, and their environment would shape them differently. Also, they would have the ability to change their future path.

After centuries of debate, psychologists now know that both nature and nurture are important to a person's development, and neither can succeed without the other. Gruber states that more recently, scientists have found that everyone has the inborn ability to study new things, but each person's environment influences how this potential is used. For example, everyone has the ability to learn another language, but if we are not taught it by somebody who already knows it, this ability cannot be used because we do not have innate knowledge of the language.

Also, Plomin et al found genes play a decisive role in the development of children. Differences in genes can account for the different ways that children respond to environments. This literature has concluded that children's abilities and development depend on environment and heredity, but heredity plays a greater role in children. In general, the consensus at this point is that nature and nurture are, more or less, equally important.

People begin studying human biology in grade school. We are taught about genes and heredity and how these shape who we are as people. However, we do not learn as much about the power that our environment has over our development. In the education system, nature is focused on more than nurture, which can give people inaccurate information about how we become individuals. Galton said that while life is the product of the sperm and the egg, only family, environment, and parents' values can make humans different.

Galton's view was a more sophisticated version of John Locke's, stating that everyone is born the same but becomes different later on due to their environment.

Nowadays, people will find many reasons to justify their racial discrimination. However, they forget that everyone is born in nature and equal. Still, society has placed importance on distinguishing people based on their skin color, a practice which even young children have begun to learn.

People often say that infants are like a mirror of society, which can reflect social problems. Bar-Haim et al studied about several different months infants. They found six-month-old infants already have the ability to recognize different races by comparing their own face with that of someone of another race, and three-month-old infants can tell skin color differences among people. This shows that in the infants' world there was no difference between races beyond simply skin color. Adults use their nurture knowledge to teach children the different societal meanings that different races are correlated with. In extreme cases, this practice can lead to racism being passed down to children.

Knowing the history of nature and nurture can help people understand humans better and can also help scientists to improve our society. As our knowledge of nature and nurture has progressed, our technology has begun to incorporate these concepts. For example, according to Gruber , Siri, a general-purpose AI agent, represents nurture. It has a set amount of knowledge automatically programmed, and when it does not know an answer, it can search the internet to find this information. Google, on the other hand, is a search engine that represents nature. The results of a Google search change depending on what information is available. People are learning how to combine both nature and nurture to create useful technology.

2. How Nature and Nurture affect human behavior?

In child development, knowing the power of nature and nurture can help parents and educators to understand children and help them develop better. Different genetics and environments will shape human behaviors differently.

McGur and Bouchard found during the Vietnam era, some people would choose to join the army, some would run away to other countries, some would receive higher education, and some would decide to drop out of school[2]. Nurture played a major role in which decision a person would make, as most people took whichever path their peers also took. For example, if someone's friend wanted to become a soldier and fight in the war, that person would likely choose to join them instead of running away.

Regarding antisocial personality, nature and nurture interact in an interesting way. In Levitt's research, he found biological inheritance can influence antisocial personality and violent behavior, but problem families can affect the living environment, education, and quality of life[3]. This shows that living environment and family environment will influence both humans' personalities and cause different behaviors. The consensus between McGur and Bouchard, and Levitt is that although genetics is important to determine one's abilities, the living environment will influence behavior.

Different social classes and living environments will cause different behaviors as well. Rowe and Rodgers found that higher social class parents will lead their children to have a better IQ than lower social class families. Also, higher social class families will teach their children how to take responsibility[4]. These researchers also found that higher social class children will have less misbehaviors than the lower social class children because they learned responsibility from their families. These higher social class children tend to think more clearly about what they are capable of. Also, that is the cause of the gap between the higher social class and the lower social class.

Without a living environment, parental educational level is another influencer on the gap between different social classes and family IQ differences. Rowe et al found that although higher education level parents will not influence their children's IQ, they will create a better environment for children and they will raise the mean IQ for the whole family[5]. This study shows that a better family environment cannot raise the IQ individually, but it can improve the whole family's IQ. Also, this causes the IQ gap between social-economic groups to widen.

3. Which take an important place in child development? Nature or Nurture?

How to raise children successfully has become a major problem for both parents and educators. Wachs found that the ability of children comes from many aspects, and the development of these abilities depends on their parents. Wachs analyzed that children's abilities are nurtured, and parents' intervention will influence their development[6]. For example, parents may encourage their children to practice the piano, which will lead the child to develop their abilities. Beyond parenting differences, the environment is another important reason to influence children's intelligence. Both Steen and Kan, et al studied twins and their development. Through their studies, they found after those twins grew up, they had a 30% IQ difference by growing up in different environments. Through their studies, readers can see how the environment will affect children's intellectual development.

The environment will influence children's study ability as well. Sameroff Plug and Vijverberg had talked about how the environment affects children's development and their study abilities. For example, Plug and Vijverberg studied the relationship between parents' income and their children's academic abilities. They found that "To get an idea of the magnitude of ability and income effects, the ability elasticities range from 0.20 to 0.22. Income elasticities are much smaller and are between 0.04 and 0.05" . This data analyzed that parents' income will influence children's abilities. On another hand, this data shows that if the parents spend more money on their children's education and on improving children's study environment, then the children will be more successful.

During childhood, the classroom environment is another important factor affecting children's development. Walker and Plomin stated that teachers and pupils' relationships will influence children's learning enthusiasm. For example, if teachers are helpful, fair, and willing to listen to students' voices, students will have more desire to study. However, if teachers teach the class with a negative attitude, students will feel lonely and unhappy during studying. Psychologists and educators spend a lot of time debating whether nature or nurture will work better on education. Through different data, they found they cannot compare which one is better. Zaky said that the nativists believed everything relies on biology and that the environmentalists believed that the environment causes the

different nurture development that makes children develop differently[7]. In the nativists' minds, they trust that biological factors have played a decisive role. Environmentalists think the power of nurture will influence childhood development. However, today people still cannot figure out which education system is better for children.

Raising children in nature or nurture has the advantage and disadvantage for children's development. At this time, educating a child becomes a gamble, will they succeed or not? For example, although nature can let children's abilities show earlier than others, parents will focus on the specific abilities and not discover new things, which limits their future opportunities. On another hand, if they raise children by nurture the children will receive both influences from their inborn abilities and the environments; meanwhile, this education system usually takes a long time. Children will either become successful or unsuccessful.

For example, Dai and Colemen studied several gifted kids, they found nature genetics affect the nurture conditions, but the natural abilities will emerge through nurture education. Dai and Colemen suggested to the parents and educators, which is although nature is very powerful, nurture education will limit how many natural abilities they can use.

4. Nature and Nurture in Asia

Nature and nurture education systems come from past ideas. For example, in ancient China, the early Confucian moral education already talked about how important it is to teach and to develop people through nature and nurture. Murray said that early Confucians believed everyone was born intelligent. Moral education is the most important thing for everyone[8]. Through Confucian teachings, people can see that in ancient China people believed that moral education is the only way to lead a person to be successful. For example, Confucius believed that everyone is equal, and everyone has the power to become an emperor. But a good emperor needs a good moral to win people's trust. Having moral education can help people know how to become successful.

Today, people and the government understand how important it is to use both nature and nurture education systems to develop children. Dodge found in order to identify the weakness and strengths of children, practitioners have to assess both children's study abilities and learning environment in order to help educators to find the best education systems for children. In the United States, children can apply the IEP (Individual Education Program) to receive special education. Knowing students' studying abilities can help a teacher to plan their classes differently to the benefit of their students. This also creates a different study environment that can lead students to reach achievement easily. A good study environment can help students focus better, feel more comfortable, and provide the education they need as well. Heuser et al analyzed how the Japanese government gives more and more attention to having a strong STEM education system (educating students on sciences, technology, engineering, and mathematics). The government analyzed that nature education was not good enough to let their children improve. They gave more competitive power to children let them improve themselves, even the gifted kids. Today, more and more people know nature education cannot lead them to be successful, so using nurture power to influence children can let them know there is no end to study, and as they study more, the more they will succeed.

5. Conclusion

According to all of the above, readers can see the history of nature and nurture and how people think about them differently from the past to today. In the past, people believed that human beings are born a blank slate: either they would not have the abilities to change their lives, or nurture and education could change them. However, today, people find a balance between those two theories. People believed that everyone is born with natural abilities, but nurture can help inspire the ability. Both human behavior and children's development are connected to genetics and the environment. Parents' genes will influence children's study abilities, and the environment will influence both the development of children and their future. A better home environment can lead to a better personality, higher study interests, and less misbehaviors. knowing how nature and nurture work with children will help the government understand living environments and improve laws and national policies over time. Understanding the principle of nature and nurture will lead parents to understand children's development better and create a better environment for the children. Also, comprehending the theory of nature and nurture will encourage educators to change and improve their education systems to help their children reach these achievements. Overall, understanding what children are born with and the power of nurture can help children become successful people in the future. Finally, this understanding can help parents and educators to think about what they can do to help children discover their abilities.

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Analyse the Development of Women's Status By Using Western Feminist Theory

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Abstract : This dissertation that is based on feminist theory and female film theory carries out textual analysis of the image of female figures, female themes and film narration to reveal the distinct female consciousness. Additionally, this research tries to use Western feminist theory to analyze the gender phenomenon throughout the history of western film could provide more insight for this research. This method of concept analysis study is suitable for this research as it allows a deep understanding of feminist theory and film theory to support the subsequent arguments.
Keywords: Female; Feminist theory; Male gaze

1. Feminist Movement Background

The first-wave feminist movement was initiated in the West in the 19th and early 20th centuries. The main appeal of the feminist movement was to strive for equal political rights between women and men, while various organisations for women's rights were established internationally to make sure women had equal employment opportunities (Rowbotham, 1992: 8)[1]. The second-wave feminism movement originated in the 1960s; this movement had a wider range of influences than its predecessor, resulting in the emergence of well-known feminists like Simone de Beauvoir, Betty Friedan and Sheila Rowbotham. The purpose of feminism was to explore the rights distribution and psychological mechanisms of a patriarchal society, and ultimately to change the social relationship of gender (Segal, 1999: 7)[2]

In the second half of the 20th century, the political consciousness of women turned a critical eye towards the film industry under the impetus of a worldwide women's movement; scholars of feminism began to link feminism to film as an area for criticism (Hollows, 2000: 40)[3]. Moreover, China has gradually diverged from the past feudal patriarchal society, and this has been followed by a gradual relaxation of art regulations, spawning many filmmakers. It is undeniable that there is still a series of problems: the portrayal of women in Chinese films is under the influence of male desires and most film industry workers are male. Therefore, this essay analyses the feminine characteristics of the Chinese film industry using Western feminist theory.

The aim of this research is to study Western feminist theories and feminist film theories, and through these theories to analyse the social status and image of women in Chinese film. In particular, the films of contemporary Chinese male directors after the 1990s are explored, analysing how they express female characters and images and whether they are progressive in shaping female images. Additionally, feminist theory is used to consider problems from a female perspective, exploring shots, scenes and plots involving women in films and gaining a better understanding of female characteristics in male-directed films.

2. The Feminist Theory at Different Times

The focus of this literature review is on feminist theory, which is mainly about the theories of female writers and female film theorists in the second-wave feminist movement. This movement is not only wide in scope but also has led to the emergence of many well-respected feminist theorists. Additionally, using the method of concept analysis to interpret Western feminist theory, the similarities and differences between different feminist theories can be compared, as well as how feminist theories relate to the notion of feminist film. The literature review is divided into two parts. The feminist theories of de Beauvoir, Friedan and Rowbotham are discussed and compared with Mulvey's feminist film theory. An explanation is then given for why their theories are useful for the analysis of female characteristics in the Chinese film industry and how they can help to reach a solution to this research problem.

2.1 De Beauvoir

An advocate for second-wave feminism, de Beauvoir was a French writer who approached writing more from a personal psychological point of view. De Beauvoir wrote the book *The Second Sex* (1949) in which sex and gender are regarded as different; a person is born with a biological sex, but gender is the result of a social construct that can be changed (Moi, 1994: 164)[4]. A female body does not necessarily represent the biological sex a person is born with but is a gendered identity which is affected by the social environment and cultural construction; it is a formed concept of self-awareness. It is a more individual kind of reflection around

gender and relations; the concept of gender is the result of social impositions and distortions.

For de Beauvoir, a woman's body is always associated with negativity. For instance, every adult woman has a menstrual cycle every month, which makes women feel abdominal discomfort and pain. Furthermore, they not only experience the processes of pregnancy and childbirth but also undertake the maternal role of taking care of their children (Moi, 1994: 165). This unique physiological aspect makes the female body puts a burden on the female body. De Beauvoir stated that if women want to change their status in the face of gender inequality, they must rid themselves of their biological physical burdens. Transcendence of the body was regarded as a method of emancipation (Adams, 2007: 205)[5]. So, de Beauvoir emphasised that the liberation of women should involve accepting physiological differences with men and controlling their bodies while working outside the home and being paid (Adams, 2007: 205). From the above, if women chose to work and emancipate themselves from the bounds of gender and maternal responsibility and transcend their bodies' limits, they could improve their social status and achieve gender equality. It is also known that female characters in film often work and earn their own money, which is an improvement of the female consciousness. The publication of de Beauvoir's feminist theory had a great impact in America.

2.2 Friedan

Friedan's *The Feminine Mystique* (1963) analyses psychology and culture to explore the sociological dilemmas of American women at the time. She was a very important feminist and writer in the United States who realised that family is important in the pursuit of equal rights and full personality in the feminist movement. Therefore, it is necessary to pay attention to the family to break the shackles of traditional gender views and to build a harmonious relationship between the sexes. Her thoughts broke through previous feminist ideas and provided a theoretical basis for solving America's gender issues (Friedan, 2010: 294)[6]. Friedan discussed the impact of the second-wave feminist movement on American society, especially on housewives. She encouraged women to treat education and family problems seriously and to aim to become more educated in order to become independent women and realise their value.

The Feminine Mystique is also a discussion of women's self-positioning as housewives. Friedan stated that women who were housewives often passed on the realisation of their own values to others through caring for their husbands and children (Horowitz, 1996: 19)[7]. However, the spiritual sustenance of women at the expense of self-sacrifice could lead to the destruction of their individuality and even the elimination of self-humanity. Therefore, Friedan denounced the idea of women being accessories to men, whilst she demanded that women have the same rights as men in education, work and politics. Additionally, Friedan focused on the economic aspect of women's work.

Capitalism broke down the old form of social relation both at work and between men and women in the family. The consequences were, however, different for the working class than for the middle class. Middle-class women found themselves cut off from production and economically dependent on a man: working-class women were forced into the factory and became wage-labourers (Rowbotham, 1973: 55).

Friedan admitted that women who wanted to abandon the female mystery to achieve personal fulfilment would have to withstand societal pressures, but as long as they were still striving for fulfilment, they would feel happy and satisfied. Friedan's theory inspired American women to question the patriarchal social consciousness and to challenge the gender culture of American society at that time, breaking the myth that society set women in the 'happy housewife' role to scream for the American women who were comfortable with the status quo or suffering to promote the awakening of a new generation of American women. It greatly promoted the development of the American women's liberation movement in the 1960s and 1970s. However, Friedan's theory only analysed the social problems faced by white women in the middle class and ignored the lower classes and black women.

Friedan's feminist theory has important implications for the construction of feminist theory in contemporary Chinese society. With the development of China's social economy, everyone has more choices, especially if more women choose to be working women. At the same time, it reminds people that under the premise of truly understanding the social roles, happiness can be found in the progress brought by economic prosperity. Friedan's theory can assist this research in leading to an understanding of female workers in the film industry and female characters on screen. Many Chinese films reinforce the idea of only women contributing to the family and self-sacrificing to focus on and care for the family. It is worth noting that if women in society can choose to work to gain economic independence, why are women on the screen still restricted? Can it be said that the image of women in film culture is not as quick to change as social acceptance?

2.3 Rowbotham

In the 1970s, the goal of awakening the female consciousness was revolutionary and critical. Rowbotham is a feminist representative of the United Kingdom who wrote *Hidden from History* (1973), combining Marxist and feminist ideas to criticise capitalism not only for its oppression of the working class but also of women (Blackwelder and Rowbotham, 2000: 681).[8] Rowbotham's theory complements the issues in the female working class that Friedan ignored. Rowbotham believes that the oppression of women is not only caused by the patriarchal system but also the capitalist and class-division systems. She claims that the gender characteristics of the restored class while comprehensively considers the relationship between men and women and explores how the consciousness of working-class women can be established or awakened.

2.4 Mulvey

Feminism as a social movement has also had a tremendous impact on film theory and creation and has emerged as an independent feminist film theory. British feminist film theorist Mulvey states that film is representative of the male gaze in *Visual Pleasure and Narrative Cinema* (1975),[9] which became an important document in early feminist film theory. Mulvey's theories are close to de Beauvoir's work; they are based on persona rather than class or colonial ideas. De Beauvoir discussed how to use literary means to express and explain female representation and to criticise gender freedom in literature from literary perspectives, while Mulvey's

theory criticises the portrayal of women on screen from cinematic perspectives:

Not only did it provide a way of understanding how the image of women on the screen served the needs of men, but it was also important in making a debate about gender and spectatorship central within feminist film criticism (Hollows, 2000: 46).

Mulvey analysed the cinematic dominance of fetishism:

fetishism turns a woman into an image that is safe, enjoyable and unthreatening by turning some part of her body into a fetish- that is, by focusing on some aspect of her that can be made pleasurable in itself- for example, the leg or the hair (Hollows, 2000: 47).

Further analysis was made on voyeurism: 'by activating these modes of looking in the male spectator cinematic structures make a woman as an image a source of male pleasure rather than a threat' (Hollows, 2000: 47). Undeniably, the gender distribution of visual pleasure is unbalanced as men's visual delight is active but women's is passive; Berger (1972: 47) stated: 'men look at women. Women watch themselves being looked at. This determines not only most relations between men and women but also the relation of women to themselves'. Both Berger and Mulvey are considering the relationship between seeing and being seen in men and women. They both think that men dominate the right to see the woman.

Through the male gaze, their fantasies are projected onto the female body; cover girls and strippers are examples of products that cater to male desires. In Hollywood films, women are often objects of sexual desire in the film narrative to attract the viewer's attention; this is called 'male desire' (Mulvey, 1975: 8). Some critics argue that despite there being strong female characters in American films, such as *The Hunger Games* (2008) and *Avatar* (2009), these female characters still cannot control the camera's gaze, or the male gaze. Therefore, economic and political power do not change the way that men control women as objects in movies, even if women play very powerful roles (Simmons, 2016: 1)[10]. Mulvey discusses a specific cinematographic structure where a film will cut from a shot of a man to look to what he sees next. Essentially, he controls the shot and the camera since the next shot is his point of view (Mulvey, 1975: 10). Even films with women playing stronger roles are not usually driven by the female gaze and what she sees. In films dominated by the patriarchal form, not only the autonomy of female characters is lacking, but also the autonomy of female audiences. Mulvey's theory focuses on the discussion of male perspectives and male audiences while Mulvey's theory ignores this the visual pleasure of female audiences. Therefore, the study of male-directed Chinese films should not only analyse the perspectives of men in the films as in Mulvey's analysis of Hollywood films but also talk about whether there are lenses that can show the female gaze and whether the structure of the male gaze remains unchanged.

Generally speaking, the aforementioned feminist theorists are not advocating for a radical society where females overtake males to obtain power. Their purpose is simply to eliminate social prejudices towards women and build a fair platform for women. Besides, these Western feminist ideas and critical concepts can be used to analyse the characteristics of female characters in films and the status of women in the film industry and consider whether this feminist theory has changed the way people treat films. At the same time, Mulvey's feminist film theory can assist in the next step, which is to understand male desires in film and analyse shooting angles in male-directed films, as well as how female images and characteristics are presented on screen.

The theories of de Beauvoir, Friedan and Rowbotham became part of the second-wave feminist movement and women's liberation movement in the 1960s and 1970s. They analyse women's issues from different contexts and extend women's issues from social movements for women's rights to social and cultural levels, to evoke a collective female consciousness that would establish a feminist ideology. Therefore, this study will help the author to better outline feminist theory and be more critical when choosing a film. This also made me more aware of the existence of gender ideology in film, and to criticise directors' shaping of the female image. It can be more aware of the existence of gender ideology in the film and can better criticise the female images in male directors' films.

3. Conclusion

From de Beauvoir's *The Second Sex* to Mulvey's *Visual Pleasure and Narrative Cinema*, feminist research has continually progressed and has received increasing public attention. Meanwhile, women in film are still typical of male culture. In this research, it is found that male directors have shown insight into the female thinking and they have worked hard to reduce gender roles and stereotypes by showing the damage caused by patriarchal society on women and creating positive female roles. The studied directors' works reflect the courage and responsibility for the social life that women have, and they develop female consciousness through constant self-resistance in social. This can help people better understand the current survival and development of women, and further understand the confusion that women encounter off screen.

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Critical Reflection on a Specific Teaching Context——Explicit Instruction of Non-Verbal Communication

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Abstract: Non-verbal communication has played a vital role in English learning and teaching. The essay includes both-sides debates, complicated issues in different cultures and countries and constructive recommendations related to the specific learning and teaching contexts. Although non-verbal communication has some problems to apply, there are still more constructive recommendations to benefit language learning greatly in the future.
Keywords: Non-verbal communication; Both-sides debates; Teaching issues; Multi-cultural background

1. Introduction

Once upon a time, in the world there is no language communication, human beings can understand each other through the non-verbal communication methods. As different cultures develop, different non-verbal language has different understandings and meanings. Nowadays, more and more people from different countries and different cultures plan to study aboard or work abroad. To go abroad, they need to learn English as a foreign language or an additional language. And in English learning context, non-verbal language account for a vital part to some extent. Non-verbal communication have a great effect on learning and teaching.[1] The essay consists of both-sides debates, complicated issues in different cultures and countries and constructive recommendations related to the teaching and learning contexts. Thus, the essay will argue that even though non-verbal communication has some problems to apply, there are still more constructive recommendations to benefit the students' learning and the teachers' teaching greatly in the future.

2. Debates

Non-verbal communication can always promote interaction and understanding in certain context even though in different cultures. Bambaeeroo and Shokrpour (2017) suggest that non-verbal communication is equal to sign language, or the language of silence. According to Dinica (2014), Through non-verbal language, people can perceive over 55% effective information. Meanwhile, Varner and Beamer (2005) demonstrate that almost 93% of spoken information is obtained by non-verbal communication. In daily life, everyone will use non-verbal language. According to Islam(2016), in the nursing contexts, the patient may not speak English, and non-verbal communication is the only method to interact. For example, the patient want to a wheelchair to sit in, he can make a wheel gesture and sitting action, then the nurse understand what he wants. In the nursing or hospital contexts, the cultural difference is becoming little and non-verbal communication is like universal. Especially in a surgery, non-verbal communication plays an extremely important role (Moore et al. 2010). According to Frankel et al. (2016), there are usually highly professional problems which are necessary to interact effectively with patients[2] Face to face communication such as mutual eye contact, body language, voice tone, has a more effective interaction (Frankel et al. 2016). For instance, a patient can obtain the negative feelings and information by the doctor's eyes and voice, in the same time, the doctor gets the attitudes and emotions by the facial expression or gestures like smiling, frowning. Even in different cultural background, the foreign patient can make an effective communication like the domestic patient. In regards of learning English context, non-verbal communication is also play a significant role. For example, if the student cannot speak English, the communication with teachers will depend on the non-verbal language, without verbal language, the communication still can exist and continue. There is an extreme close relationship between teachers' non-verbal language and students learning results (Bambaeeroo & Shokrpour 2017) Thus, non-verbal communication can always promote interaction in certain context even though different cultures.

However, in most contexts, non-verbal communication like gestures need to depend on the cultural context and then will be helpful for English learning. According to Constantin B. and Constantin (2014), the appropriate context should connect to the non-verbal communication and it will make a successful interpretation[3] For instance, non-verbal communication includes eye contact, gestures, facial expressions and so on. In different cultures, different gesture has different meaning. A lower head gesture usually means an acceptance of the hierarchy in Japanese culture, but in Western cultures, that often means uncertain feelings and aggressive attitudes (Varner & Beamer 2005). According to Varner and Beamer (2005), non-verbal communication is influenced by cultural

background. Here is another example supporting the opinion. In Western cultures, eye contact means honesty, sincere. But in many Asian cultures, eye contact means rude. Therefore, non-verbal communication has distinct meanings in different cultural background.

Without non-verbal communication, some learning courses will not take place. Dinica (2014) believes that non-verbal communication's role is underestimated. Non-verbal language are key component for some course such as music, dance and drama(Zalar, Kordes & Kafol 2015). Body language, gestures are very essential for these subjects. Learners practice some professional gestures in each class. According to Constantin B. and Constantin (2014), verbal communication is based on non-verbal communication. If there is no non-verbal communication, learners cannot obtain language knowledge and skills. For instance, in music class, musical language and practice is a part of non-verbal communication, like playing fingering. Music learning practice means to use body, fingers to play instruments sometimes. Teachers' non-verbal ability can determine and influence the level of students' music expressivity (Rahim 2014). Dancing learning use non-verbal communication to make each gesture and complete the whole performance.

Non-verbal communication is a part of learning process, but in the same time, verbal communication is also important. Without verbal communication, the non-verbal communication cannot be meaningful. Dinica (2014) demonstrates that non-verbal communication is only a component of language communication. Society gives the non-verbal communication like 'Thumb up' the language meanings and functions, to some extent, non-verbal is a kind of special language. Gestures like facial expression could express many different meanings and can promote language communications. For example, when a teacher says to the students 'You need to study harder', if the teacher is smiling, he maybe means the student is studying hard now, he is praising the students; if the teacher is frowning, he maybe means that the students play too much game, he is criticizing the students. That's the different meanings in the same language contexts. In the classroom, teachers can encourage and motivate students to take active part in the learning interaction by eye contact. The facial expressions, eye contact, gestures and so forth are dispensable part for the verbal communication.

3. Issues

In teaching process, non-verbal communication make a great effect on the process. In the video clip 4, it is about a no-language teaching and learning activity to tune the students in to mathematics. The teachers want to remove any confusion for EAL/D students, generated by language. Because of different cultural background, the students may not speak and understand what the teacher and classmates talked about. So the teacher just let the students use fingers to draw numbers and pictures to learn the math knowledge. Gestures, eye contact and facial expressions are also helpful for the math learning process. This no language activity focuses on language difference and makes all students silence to learn and share their opinions. It is a very good method to share and communicate knowledge for EAL/D. The teacher tries her best to minimize the cultural and linguistic confusion and problems.

In my teaching experience, non-verbal communication is often used to assist the learning process. Butt and Shafiq (2013) believe that non-verbal communication is a vital teaching method and strategy and can make a great impact on the new knowledge understanding and absorbing.[4] For example, one student from Japan cannot speak English fluently , when he pronounced one word incorrectly, he would show a nervous expression and made an eye contact to me nervously. This non-verbal communication was obvious, and showed his unconfident about his pronunciation. Therefore, when he answered my questions, I would give him a smiling facial expression and encouraging eye contact. Gradually he relaxed and made a progress of pronunciation. Appearance can also send the different meanings. Students who once lives in America often dress casually and often wear slippers in the classroom. In Chinese high school, it is a limitation to wear slippers for students, this appearance usually shows disrespect. Therefore, I talked to the students in private, expressed my understanding and respect to his culture. I told him what the requirement of school is and asked him to change his slippers. It's a happy communication for us, he changed his appearance and adapted to the Chinese school culture.

As an English teacher, dressing up properly is necessary requirement from school and parents. Appearance can also be a way of interaction (Varner & Beamer 2005). The headmaster of school asked all teachers to wear properly, without heavy makeup, slippers, short skirts and so on. Some parents require teachers not to praying perfume. These requirements about teachers appearance demonstrate the importance of non-verbal language. When a teacher spray perfume or have a heavy makeup, most people think they will distract the students attention. Students who have an appropriate dressing usually take active part in the communication with teachers. But what is the appropriate dressing? It depends on different cultures and different countries. In China, the mainstream requirement for students' appearance is clean and simple. Even makeup is the sign of distraction from learning. It is a strict cultural background for teachers and students.

The factor which influence non-verbal communication is gender. In the classroom, most girls tend to be shy and be silence, boys are willing to express themselves and communicate with teachers. Due to traditional Chinese culture, also in most Asian countries, female students is usually required to behave quietly. If a girl has too much body-language, body movement, she may be criticized to the parents. The parents might say 'Be like a girl'. But what is like a girl? In the English classroom, teachers should encourage female students to talk more and behave actively. In the group learning activities, mix girls and boys into the same group, let them interact and learn each other.

Most Chinese students are silence, they are shy and not willing to answer the teacher's question. According to Varner and Beamer (2005), silence is varying from country to country, there are two level context culture to interpret silence. Moreover, in English class, students' silence has different, even opposite meanings. For instance, when he understands what the teacher is talking about, the student is silence with a direct eye contact with the teacher , or with smiling. As a teacher, I know he got the point by his smile. When I ask him a question, he is silence with frowning , or no eye contact with me. I know he didn't understand the learning content. So non-verbal facial expression is really helpful for teachers to identify students' situations.

The space language is also existing in the English classroom. According to Amaoka et al. (2011), the comfort feeling of a person need an appropriate space with others. In the English classroom, if the teacher wants to encourage the student, the distance between them should be close and have a relax smile. Moreover, the appropriate distance will make the students feel comfortable. When I

taught English in a very big classroom, the distance between students and me is large. I thought the distance seemed the relationship of teacher-student is not good. After class, I'd like to go into the students, sitting in the middle of them and talking to them. We are sitting very close, gradually they are familiar with me, and often ask me the English question. However, I still kept an appropriate space with boys because of gender.

In regards of touching, different countries and cultures owns different, even opposite non-verbal communication. The teacher needs to learn some rigid rules such as touching. Albardiaz, Stokell and Gavriel (2015) suggest that touching is only taking place in families, lovers, hairdressers and health care professionals. Shaking hands in certain cultures such as French is soft, however, in Asian countries, it seems rude if you touch someone at first meeting. As an English teacher, touching the students should be avoided in China. In China especially a male teacher teaches a female student, the students' parents prefer changing a female teacher due to some negative new in the society.

In my past teaching experience, some teachers usually have some problems to use non-verbal communication. For instance, some teachers don't think body language is important, maybe don't realize his problem about itching and rubbing body. They think that only teaching methods and content is important, verbal communication is the key, non-verbal communication is not necessary. Butt and Shafiq (2017) demonstrate that if teachers don't use non-verbal communication in the learning process, they will not encourage the students to study hard and effectively.[5] Non-verbal language cannot be separated from the English learning and teaching. In our school, the teachers were asked to make a meeting to talk about functions and influences of the body language and facial expression. The headmaster requires all teachers to change the wrong minds and practice the appropriate body language and facial expression. To make the non-verbal communication a helpful method to promote communication between students and teachers.

4. Recommendations

As an English teacher, to realize the importance of the non-verbal communication from different cultures is the first step to promote communication and interaction. Eastern and western cultural difference can reflect from the facial expression and body language (Tognetti et al. 2018).According to Butt and Shafiq (2017), teachers can change the surroundings of learning of the classroom through non-verbal language such as eye contact, facial expressions, body language, space and so on. Therefore, as an English teacher, to learn how to use the non-verbal communication is necessary. The school's headmaster should organize regular meetings and trainings about non-verbal communication to learn the professional non-verbal communication knowledge. Through these researches, the teachers can be gradually aware of importance of non-verbal communication.

Role play is a practical method to learn non-verbal communication. One teacher plays the student's role, the other teacher separately use smile, frown, arms in front of the body and other non-verbal language to interact. The activity will help teachers understand what're the students feelings when the teacher use such non-verbal language. In the meanwhile, it will also help teachers practicing non-verbal language. Practice is important for teachers. Because many teacher have common mistakes about body-language or facial expressions(Butt & Shafiq 2017). For example, some teachers like frowning unconsciously, or don't like make an eye contact with others. These proper non-verbal body language all need to practice many times. According to Shams et al. (2016), all teachers should use non-verbal communication because when teachers use noon-verbal language to teach, the students will become confident and active in the learning process.

Proper appearance is beneficial to promote the learning process. The normal appearance demonstrate the respect for learning and teaching. The teachers should wear appropriately like no heavy makeup, no tight clothes. Because now the school and parents in China require the students and teachers to focus on the learning and teaching. Additional distraction will be criticized. However, when appearance means different culture or religion, it need to be respected. In our school, there were a female Indonesian teacher with a headscarf. The different appearance is due to her religion. All of students and teachers respected her dressing and habits.

Due to silence of most Chinese students, teachers need to clear if the students understand the learning content. Teachers need to make the students relaxed and active, maybe the students will interact more with teachers. To encourage students to talk more, teachers can sit a close place to show interesting about what students talk. Silence with confidence and smile usually means that the students understand the learning content, so teachers can ask them questions. About the confused silence, by asking them display questions to know which part needs to teach again.

In the English course, teacher may teach what the non-verbal communication is and how to use it appropriately. It is also important for students to know different body language or facial expression from different cultures. For example, one Asian student would like to be confused when he goes abroad and see strangers smiling to him. If he knows it is just different non-verbal communication, Western people like to smile to strangers in public, he will not be confused. To learn non-verbal language is vital, because it is also a component of language. To learn non-verbal language in Western cultures and countries is equal to learning a component of English.

Body language can promote learning activity and make students take active part in learning. According to Haneef et al. (2014), if teachers like to use body language or facial expression to active the classroom atmosphere, like to use non-verbal communication to express, the students learning will be motivated and promoted. If students distract from the teachers' words, teachers can use different tones or movement to attract their attention. Using different kinds of non-verbal language especially smiling and positive emotional body movements, may relax the learning environment. Relaxed environment will beneficial for the students' learning. If there is a strict atmosphere in the classroom, it is hard for students. Obviously, the students learn more quickly in the relaxed classroom than non-relaxed classroom (Haneef et al. 2014). In another hand, teachers should have a good behavior style and non-verbal communication , because the students will intimate the teachers' actions and attitudes (Haneef et al. 2014). The teachers have a great effect on the students, not only teaching knowledge, but also shaping their mind and value. Good teachers is equal to good parents, the teachers should own a high level of respect for themselves career. The teachers should notice their non-verbal communication, but non-verbal communication is hard to change immediately. Therefore, to practice and learn non-verbal communication is difficult, but important.

5. Conclusion

In conclusion, non-verbal communication is an important component of English learning and can promote the students' learning process. Non-verbal communication include body language, facial expressions, appearance, silence and so forth. Although there are some complex issue not to be solved, many useful recommendations can be practiced and applied. Therefore, with the development of non-verbal communication system, it will become mature gradually and play a more important role in the English learning than before.

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On the Applicability of Film and Television Works in the Practice of Information-based Teaching Chinese as a Foreign Language at Intermediate and Advanced Levels Taking " A Little Reunion " as an Example

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Abstract: With the advancement of information technology, the teaching forms and methods of teaching Chinese as a foreign language should also keep pace with the times, using the existing English classroom teaching film-assisted methods as a reference, which can also be used in foreign Chinese classrooms to help learners understand and practice Chinese, as a means of information education. Film and television works based on the theoretical basis of teaching Chinese as a foreign language, according to the selection principle of film and television works, this paper takes the film "A Little Reunion" as an example, designs a teaching plan, and analyzes its advantages and limitations, which aims to provide better teaching ideas for teaching Chinese as a foreign language to achieve information education.

Keywords: Teaching Chinese as a foreign language; Film and television works; Information Education

1. Theoretical basis

1.1 Subject foundation

Culture is a part of the content of teaching Chinese as a foreign language, and teaching Chinese as a foreign language can't be separated from culture teaching[1]. Learners learning Chinese are not only to master a language skill but also to understand relevant Chinese culture. On the basis of straightening out the lines of the characters, students can understand the Chinese cultural characteristics and the general psychology of the people reflected in the film and television works through the in-depth exploration of the plot, environment and character relationships, grasp the Chinese cultural characteristics under the combined effect of Chinese traditional culture and the features of the times and learn China deeper, more comprehensive, and specific. And understanding vocabulary and grammar from the perspective of Chinese thinking can make Chinese learning more in line with the general laws of language learning.

From the point of linguistics, first of all, film and television works is one of the typical infomations that show social language and take an oral expression as the main form of expression. The application of it is helpful for learners to integrate the Chinese language environment during the practice of middle and high-level teaching Chinese as a foreign language, which mainly guides them to improve their Chinese ability implicitly from the perspective of oral language, relieve the learning pressure and psychological burden. Secondly, students can be exposed to more specific speech phenomena and more intuitively master speech skills. Therefore, it is also necessary for learners to master the systematic knowledge of phonetics, vocabulary and grammar by summarizing a large number of linguistic facts into certain linguistic laws. In addition, the teaching of cultural factors closely related to Chinese is an indispensable content for it. Excellent film and television works embody Chinese culture in all aspects, show the unique thinking mode and cultural psychology of the Chinese. Applying them to teaching Chinese as a foreign language, can help students to understand Chinese culture in examples and try to use the Chinese way of thinking to learn Chinese.

From the angle of pedagogy, the first is the teaching process, its models mainly include the teaching method, the discovery method, and the development method. Applying the film and television works to the teaching Chinese as a foreign language is a teaching mode combined with the discovery method and development method. In this process, they not only solve all the new words, but also understand the language characteristics of the characters in a specific context, including the mental journey, emotional experience, and the cultural background and social psychology embodied in, and learn Chinese language and culture spontaneously throughout the process. Then from the perspective of teaching principles, it will promote the development of students' individuality in Chinese learning, and realize the combination between foreign Chinese teaching knowledge's teaching and intelligent development. Students can learn Chinese in actual situations by learning to imitate the relevant plots of film and television works, realizing the combination of integrating

theory with practice and theoretical knowledge, the leading factor. By this typical cultivating-based teaching, students can learn and consolidate Chinese knowledge by watching, imitating, and performing relevant video clips, and learn Chinese imperceptibly in specific situations. Thirdly, from the point of view of teaching methods, the film and television works are a kind of information. The application of Information Technology in teaching not only meets the requirements of the development of modern information technology, but also can make education individualized and humanistic, to develop students' ability to access, learn and use information in the Chinese language and to promote innovation in the Chinese as a foreign language.

2. Material applicability principle

2.1 Theme

Pertinence: In the selection of film and television works, it is necessary to take the learning level and needs of students into account and make targeted choices of different difficulties for students at different levels, realize the informationization of teaching mode[2]. For beginners of the Chinese language, you can choose to infiltrate works with Chinese cultural factors, which are more appropriate to use daily life, communication scenes, and dialogues, instead of too complicated. For example, " Home With Kids " is based on life scenes, popular and common, among which scenes and conversations such as eating and going to school are also the content that foreign students need to learn at the beginning.

For middle-level international students, they can choose film and television works that reflect China's national conditions, such as " Romance of Our Parents ". The theme is taken from life and reflects a series of social changes after the founding of the People's Republic of China. Every period of Chinese society is reflected in the film. Another example is " All is Well ", the theme directly hits the current contradictions in all aspects of the Chinese family. Students who have reached an advanced level of study can further select works with professional cultural content, such as " A Dream of Red Mansions " and other films with profound traditional Chinese cultural connotations. Through the selection of information materials to achieve the educational environment of information, to create a variety of information environment.

2.2 Content

2.2.1 Normalization:

The ultimate purpose of the film as teaching material is to serve language explanation and learning. Therefore, when selecting film and television works, whether the pronunciation is standard and whether the used words are proper should be considered, which will directly affect students' studying of pronunciation and language learning. The film dialogue should be mainly in Mandarin, avoid slang, dialects, acronyms and professional terms, so as not to aggravate students' doubts and cause misunderstandings. There are also films that focus on special effects, music, and pictures, such as " Big Fish & Begonia ". Although they can achieve audiovisual effects, they have fewer dialogues and texts and are not completely coherent. Instead, special effects and pictures increase the difficulty of students' understanding.

2.2.2 Interestingness:

On the basis of ensuring standardization, the Interestingness of the film should also be considered to practice language in a more relaxed way and get an immersive experience. Some films, such as documentaries about Chinese history, are naturally more standardized than other types of films, but for international students who do not fully understand Chinese history, they are too boring and lack practicality. In contrast, food documentaries like " A Bite of China " are more interesting to students. In considering the interestingness of the film, some scholars also pointed out that adult classrooms should add interesting things covered in children's teaching, "infantilizing" the adults to make the film more interesting.

Interestingness does not only mean that the content of the film contains jokes or humorous plots. Learners feel a sense of achievement, which is helpful to make them feel interested in film and television works when they apply the flexibility and diversification of language and the vocabulary use scenes in the film to daily life.

2.3 Culture

2.3.1 Internationalization:

When selecting works, the learner's acceptance should be considered. If the Chinese culture presented in a film is too difficult for the learner to substitute. In order to be better accepted by students, we can choose films that are well-known internationally, such as the " Raise the Red Lantern " and so on. Or works with international elements in the content that can reflect the integration of Chinese and foreign cultures. For example, " Pushing Hands " directed by Ang Lee reflects the differences between Chinese and American cultures, which is more cordial to language learners from the United States, and can resonate. Furthermore, the internationalization of the film can also be reflected in the internationally renowned Chinese elements, such as pandas, bamboos, lanterns, the Spring Festival, and so on, those distinctive Chinese cultural symbols are familiar to learners and are therefore easier to accept.

2.3.2 Objectivity:

When considering the cultural factors of the film, it is indispensable to consider objectivity. The film must not carry too much national sentiment. For example, some anti-Japanese war films indispensably will show hatred against Japan and contain the Japanese invasion of China. All kinds of crimes of burning, killing, and looting, although these are indelible factsthe excessive national consciousness shown in the film will cause resistance from Japanese learners even cultural conflicts in the classroom, which deviated from the original intention of learning language and culture. Therefore, when choosing a film, we should fully consider the cultural background of different students and the degree of acceptance of cultural conflicts in the film. Try to choose films that are less controversial, less ethnically biased, and more objective.

3. Teaching-plan design

3.1 Introduction of works

" A Little Reunion " is an urban emotional drama, which mainly tells the story of Fang family, Ji family and Qiao family at the year of college entrance examination. With the idea of " Exams decide all your life ", the three families are all in an extremely anxious state of preparation, and the problems caused by this have also followed.

3.2 Analysis of teaching effect

Two foreign students' classes with the same capacity of 15 students, one in regular class and the other in video teaching, were selected to carry out the same content teaching five times respectively. Through the comparison of the results of the classroom tests, we can see that the students' grammar and reading comprehension have been improved, and their dialogue ability has also been improved.

Table: Contrast the effect of video teaching and traditional teaching

question types	Average accuracy(%)	
	Regular class	Use video class
Spelling of Chinese characters	86.34	84.58
Fill in the blanks with the grammar	61.72	75.62
dialogue	70.53	72.98
Reading comprehension	73.51	80.76

Data source: In-class test

3.3 The current situation of film and television works in the practice of teaching Chinese as a foreign language.

As mentioned in the previous article, many scholars have analyzed and even practiced how to use film and television works in Chinese as a foreign language. There is no shortage of Chinese textbooks such as the " Chinese Audiovisual Listening and Speaking Course- Home With Kids " published in 2009. It can be said that the exploration and application of Chinese film and television works are of great benefit to the development of teaching Chinese as a foreign language. The immersive teaching method of film and television works has also been recognized by many scholars. Next, this article will explain the current situation of film and television works in the practice of teaching Chinese as a foreign language from two aspects of function and limitation.

4. Function

4.1 Mobilize the enthusiasm of students

Compared with the text materials used in traditional classrooms, film and television works are undoubtedly more attractive to students. The combination of sound and picture of them are intuitive and vivid. In the practical experience of teaching Chinese as a foreign language, film and television works can express a lot of abstract content, and the immersive teaching experience it brings can drive the senses and emotions of students, and even arouse empathy[3]. For classroom teaching, it can give full play to the effectiveness of teaching, fully mobilize learners' enthusiasm for learning, and stimulate interest.

Also, the practice forms of this information-based teaching method are relatively diversified. Taking the " A Little Reunion " teaching-plan as an example, the simulated dialogue, scriptwriting, and plot interpretation can increase the participation of students in the classroom, and classroom interaction is also get promoted. Film and television works involve all aspects of life, including food culture, will also be shown in the video. For example, the rich dishes with Beijing characteristics in the drama " A Little Reunion " are often featured. When students see what they are interested in, they will naturally be more focused and enthusiastic.

4.2 Create a real Chinese information environment

According to the selection principle mentioned above, the film and television works that can be used in the practice of teaching Chinese as a foreign language must be close to real life. In language teaching, it is very important to create a target language environment, especially for students who study languages in non-target language countries, they need a three-dimensional and true target language environment. In the case that most students can only rely on Chinese classrooms and traditional textbooks to learn Chinese, film and television works can provide them with a Chinese environment that is relatively closer to real life.

To emphasizes the role of language situations, constructing a learning theory is needed. If you want to learn a language well, you must experience it in a realistic language environment and conduct practical and communicative activities. Film and television works provide an immersive language environment, as well as a variety and real-life scenes, which can effectively improve students' language level and oral communication skills. The teaching of Chinese as a foreign language emphasizes communicativeness, the use of parts of speech, grammar, and many nonverbal communication methods that are often used in real life. It is difficult for students to exercise in traditional classrooms, but can be brought about by film and television works. Immersive teaching for learning will do more with less, to obtain the most concrete, true, and perceptual experience.

4.3 Improve students' language skills

The center of the foreign Chinese teaching classroom is skill training. The rational use of film and television works can improve students' language skills of " listening, speaking, reading, and writing ". In film and television works, the appearance of a large

number of vocabulary can help learners gradually improve their vocabulary, and life-oriented oral language allows them to imitate the intonation and tone of different contexts.

The most important thing is that the standard spoken language of film and television works can help students better master the tones of Chinese. The imitation and interpretation of scripts in the design of the teaching-plan can exercise students' language expression skills and correct voice mistakes. In addition, polyphonic characters are one of the important content of Chinese phonetic learning. Using film and television works, students will more easily understand and learn how to use polyphonic characters. Moreover, since most of the selected film and television works are life dramas, they are very approachable in terms of expression of words and sentences, and can also correct grammatical errors for students and learn life-oriented usage that is not available in traditional textbooks.

4.4 Expose more Chinese culture

Every language has an inseparable relationship with the culture behind it, and Chinese is the same. In the teaching of Chinese as a foreign language, cultural content teaching is a part that cannot be ignored. The Chinese culture has a history of thousands of years, contains rich content, and has various forms of expression. In real life, it is difficult for students to experience and feel one by one. The use of multi-media teaching of film and television works creates conditions for students to experience different scenes and focus, creates a rich environment of cultural information, even can learn relevant historical knowledge through film and television works, and the cultural characteristics of the period. For example, in " A Little Reunion ", students can understand the family and school education aspects of current Chinese social life, even ordinary families' religious beliefs, which allow them to have a more comprehensive understanding of China.

5. Limitations

The first is the limitation of the selection of works. Film and television works carry the task of teaching oral Chinese to students, so it is necessary to select works in standard Mandarin for teaching. It is also necessary to pay attention to the background of the times and cultural indications. Besides, it is also inappropriate to speak too fast or the works of the whole ancient essays are not suitable. For details, please refer to the previous section " . material application principle ".

Secondly, this form has higher requirements for teacher and information equipment. Selecting suitable film and television works and intercepting clips to process the materials in an information way will test the information level of Teachers' educational quality. In the classroom, teachers also need to keep an eye on students' responses and provide timely language assistance. This kind of teaching mode cannot be separated from the assistance of information equipment, and in some countries' foreign Chinese teaching classrooms, multimedia equipment is not equipped at all, which makes it difficult to carry out teaching.

Finally, the adaptability of different students needs to be considered in practice. Different students have different cognitive styles and personalities. There may also be situations where students cannot accept the introduction of film and television works into the classroom, or some students are good at reading and writing but weaker than listening and speaking. Then they will find it difficult to practice in the classroom, and even produce fear, which hinders them from learning Chinese.

6. Conclusion

Film and television works are rich in content and lively in form. They have significant advantages in teaching. A reasonable selection of works can improve students' learning efficiency. According to the theoretical foundation and existing precedents, the information-based teaching of film and television works is feasible and popular, but it is still in the exploratory stage and still needs to be practiced and improved continuously.

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Education Policy and Politics of Education——Globalization and ELT Policy in Japan

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Abstract: In order to be more competitive in global job market, many countries, such as Japan, have adjusted the education policies for preparing capable talents for globalization. English Language Teaching (ELT) policy in Japan is used as an example of contemporary education policy to illustrate the influence of globalization in education field within a country. The aim of this essay is using the ELT policy in Japan as an example to critically analyze how globalization has influenced the development of current education policy. Positivism has been used to guide the policy-making process.
Keywords: Education policy; Globalization; ELT policy; Japan

1. Introduction

Much has been said that globalization has brought significant influence on education (Altbach, 2004). As a result,[1] the Japanese government makes huge changes in the nation's English education policy. As a strong economic entity, Japan should play a crucial role in global trade market. The education policy has effectively improved the English proficiency of Japanese.

2. Globalization and Knowledge-based economy

Many scholars illustrate their understanding of globalization. According to Scott (2000) says globalization is a confusing phenomenon that not only transcends but also ignores national boundaries. Under the influence of globalization,[2] frequent international communication is becoming more common. However, most Japanese students study English only for the paper-based exam rather than for the purpose of communication. Thus, higher requirements from global job markets become the first main reason for MEXT to implement new ELT policy.

Additionally, Knowledge-based Economy (KBE) has become a prominent social development in 21st century. Cooke and Leydesdorff (2006) define the term "knowledge-based economy" as schemes that contain technological courses and intellectual property is regarded as a new form of capital in KBE. According to Cooke and Leydesdorff (2006), [3]the Organization for Economic Co-operation and Development (OECD) is considered as a production of KBE. Japan joined OECD in 1964. Thus, in order to prepare more competitive talents for the global job market in knowledge-based economy, the Japanese Ministry of Education (MEXT) implemented a series of international education policies in Japan (Aspinall, 2012).

3. The social context and role of English in Japan

Located in Asia Pacific area, Japan's main economic type is to import and export. This economic type decides that Japan cannot be excluded from the economic globalization (Johansson and Nonaka, 1983). As a result of that, the majority of Japanese students still have inconsistent abilities of writing and communicating with other people in English.

From an international perspective, globalization changes the status of English language. According to Nunan (2003), English at least has become a global language in global economy and academic context. Thus,[4] in order to prepare Japanese students capable for worldwide job market and suitable for being a global citizen,[10] Japanese MEXT decided to make the change, "a five-year policy called a Action Plan to Cultivate 'Japanese with English Abilities'".

4. The content of '2003 Action Plan' and its preliminary outcome and critiques

In order to reform Japan's ELT practice, "a five-year policy called a Strategic Plan to Cultivate 'Japanese with English Abilities'" ("The 2003 Action Plan" here after) has been established. A set of goals, such as "Cultivate Japanese with English Abilities" has been scheduled to achieve by 2008. Meanwhile, Japanese students' ability of communication is evaluated through a test named the Society for Testing English Proficiency (STEP) (Mext.go.jp, 2015). As for college graduates, they are supposed to use English in their work, which is the first level of STEP.

After the implementation of the 2003 Action Plan, students gradually form the awareness of communicating in English rather than just take it as a foreign language. Since 2003,[5] there are gradually more schools that offer activities for practicing in English. Nevertheless, there is room for improvement of the 2003 Action Plan. Firstly, the old teaching methodology: grammar-translation is

still dominant, [6]which slows the achieving of communication in English. Secondly, several ideas from West are questioned as 'too innovative' or 'not professional'. On the other hand, in the ALTs, all the English-speaking assistants are required to learn Japanese and understand their culture (Aspinall, 2012), which also suggests the protection and provision of Japanese local culture and national identity.

5. Conclusion

In this essay, the definition of globalization and its economic influence and the Knowledge-based economy has been discussed. In the second part, discussion mainly focuses on the social and historical background of Japan. After that, the English Language Teaching policy in Japan, [7]'the 2003 Action Plan' has been elaborated. There are also some effects of the 2003 Action Plan and the advantages, disadvantages and innovative parts are demonstrated. After that, some further issues about globalization and its influence on education policy and policy making are discussed. The paradigm of the 2003 Action Plan is also analyzed, such as positivism.

To sum up, countries,[8] such as Japan, make adjustments to cope with globalization. Meanwhile, globalizing trends should undergo a process of 'localization', which means the combination of global trend and local context. After the implementation of this 2003 Action Plan,[9] the English proficiency of Japanese has improved and further adjustment or amendments have been added to this action. Japanese style of ELT and many innovative actions have been adopted by many other Asian countries and also make the convergence of globalization (Liddicoat, 2007).

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Consumer Behavior Analysis of McDonald's

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Abstract: McDonald's has a large share of the global market in fast-food industry. It has more than 36000 restaurants in over 100 countries, which is biggest supplier all over the world[5] (Corporate.mcdonalds.com, 2020). The market management, staff management and support strategies of McDonald's are the guarantee of the strong competitiveness.

Keywords: McDonlad's；Consumer behavior；Consumer culture

This essay will analysis McDonald's through market strategy, consumer culture, formation of customer groups and management and communication.

1. Market strategy

Whether in the United States or other countries, the original purpose of fast-food industry is to bring convenience to people's lives. Few people will pay attention to whether fast food can bring the nutrition that people need in life. In the fast-food industry, there was a big increase of 194 billion dollars from 1970 to 2015 in America. One of the reasons for the rapid growth is the convenience and simplicity of fast food. However, customers pay more attention to the health and taste of the food in modern society, they want to know more about the ingredients of the food, whether it is healthy, it is good for them, it is in line with their appetite or not[3] (Carden et al. 2017). Therefore, this poses a huge threat to the fast-food industry, even McDonald's, which has the largest share in the world, must find a way to overcome this difficulty. In order to solve this problem, McDonald's make a market strategy. McDonald's offers more healthy food combinations to consumers, such as replacing high calorie fried foods with healthier vegetables and fruits, and labeling the calories of each food on the menu to provide reference for consumers. At the same time, in order to satisfied with most customers, McDonald's also provide high calorie food for consumers to choose[4] (Carden et al. 2017).

Those changes were helpful for McDonald's, which could help it keep the consumers. However, I think there is a good choice for McDonald's to keep the competitive in the future. In recent years, consumers are paying more and more attention to food safety and they are willing pay more to get it[9] (Gagliardi, 2015). Consumers are concerned about what they eat, where the food comes from, whether it is nutritious or not. In this situation, McDonald's can add a link behind the different products on the menu. After opening the link, consumers could see the food quality inspection report, year of production, and transportation links. So that consumers can clear know about the food production process from the source and really feel at ease about the food they want to eat. According to CDC's report, the number of people who choose fast food increases with income[1] (abcactionnews.com, 2018). Since consumers' love for fast food will not decrease, I believe this strategy can not only ensure the number of consumers, but also eliminate consumers' concerns about food safety and nutrition. So that McDonald's can ensure the loyalty of its customers in this way.

2. Consumer culture

Consumer culture always influenced by cultural customs and hobbies. In America, fast food has become a main part of the American diet. The data from the USA National Center for Health Statistics mentioned that, more 37% of adults of American ate fast food everyday between 2013 and 2016 (abcactionnews.com, 2018). In African American culture, they prefer fried food because of the former colonial culture's influence[2] (Belle, 2009). Therefore, there are plenty of fast-food restaurants around the area where African Americans live. McDonald's put more than 50% advertising to television shows, which are African Americans watch more just in 2010[10] (Silvestri, 2016). In addition, it's not difficult to find that there are many children in McDonald's restaurants, who are fond of toys and cartoons at their age. Therefore, McDonald's put more than 25% advertises of the whole fast-food industry to children. Focus on children, McDonald's launched a new set meal-Happy Meal. McDonald's would provide popular toys, which are Disney cartoon characters, in each Happy Meal[8] (Howard, 2015). After that, I think McDonald's can expand its store and improve its decoration. It not only has children's activity area, but also can increase places for leisure and entertainment, so that consumers can memory McDonald's at the first time. In this way, it can increase the flow of people in the restaurant and increase sales.

3. Formation of Customer Groups

The target consumers of McDonald's are children, young people and family. McDonald's can provide Happy Meal for children with a toy, which is popular with children and the toys are the most popular movie or cartoon characters at that time (Howard, 2015).

Children would like these movie characters very much, so it can be said that they went to McDonald's because of the toys provided by McDonald's. What's more, there are arcade games and some indoor games in some McDonald's restaurant, which also makes McDonald's an interesting place. The relax and happy environment of McDonald's also absorbed young people and family, they can use the free WIFI and enjoy the service and safety food in McDonald's. and the environment and the soft music and relaxed background of the restaurant highlight McDonald's promise of comfort. This is the main group of McDonald's target consumers-age group. The reason for classification by age is that McDonald's has corresponding marketing points for customers of different ages, and these customers are willing to choose McDonald's for consumption. According to statistics, there are 13486 McDonald's restaurants in the United States, 3383 in China and 2909 in Japan [9] (Ross, 2020). In American culture, Americans have taken fast food as their staple food, and there and take a place to relax and 44.9% of adults aged 20 to 39 eat fast food every day in America (abcactionnews. com, 2018). It can be seen that McDonald's still regards the United States as its main market. This is the geographic group of McDonald's. Although the number of McDonald's restaurants varies greatly in different countries, the main groups of McDonald's are divided by age, because McDonald's is aimed at the global market.

4. Management and Communication

It is worth mentioning that McDonald's manages and supports its employees. First of all, McDonald's work culture is diverse and inclusive, and supports employees' ideas fairly and provides them with help. Secondly, in order to solve the feedback of employees and customers, McDonald's set up a global advisory committee to support and promote the company's better development [6] (Corporate. mcdonalds.com, 2020). In terms of employee development, McDonald's employee business network promotes an inclusive work environment, promotes interpersonal relationships, supports career development opportunities, and helps businesses grow. Specifically, McDonald's will provide mentors to support employee development and provide them with information about senior leadership, career strategies and promotion opportunities. In order to support career and personal development, McDonald's provides targeted education and development plans, McDonald's provide more opportunities to help employees progress, so as to ensure that different talents can give full play to their potential in their own positions [7] (Corporate.mcdonalds.com, 2020). McDonald's always adheres to its social responsibility. That is committed to solving the problem of youth unemployment by implementing the youth opportunity program to provide pre-employment training and support for young people entering the workplace.

Conclusion

McDonald's current global status and the inclusiveness of different cultures make the company have great development potential. McDonald's excellent marketing strategy, accurate customer positioning and good cultural adaptability have attracted a large number of loyal consumers. The strong staff management and support system has promoted the growth of the company. Besides, adhering to the determination and attitude of putting customers first, McDonald's has a strong market share and service ability.

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The Problems in the Protection of Personal Information of Citizens and the Regulation of Criminal Law

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Abstract: With the rapid development of network and technology, more and more places for citizens' personal information registration are needed. At the same time, the spread speed and scope of personal information are fast and the scope of personal information is wide, which also brings about the problem of personal information disclosure, which causes the widespread worry of the public. This paper starts from the point of the protection of criminal law, and puts forward a series of relevant measures and Thoughts on the protection of personal information criminal law.

Keywords: Personal information; Criminal law protection; Criminal law regulation

The rapid development of information technology has accelerated the progress of social information data in China. The provision of personal information and real name system in Internet surfing also makes the collection of information more important, but also poses potential risks to the social stability. How to protect personal information of citizens through criminal law deserves our discussion.

1. The definition of personal information in criminal law

As for the concept of citizen's personal information, the current criminal law of our country has no clear provisions, and the legal theorists hold different views on it. The concept of personal information is not unified, which is not conducive to judicial practice. To this end, the Supreme People's court and the Supreme People's Procuratorate issued the interpretation on Several Issues concerning the application of law in handling criminal cases of infringing citizens' personal information (hereinafter referred to as the interpretation) on May 8, 2017, in which the definition of citizens' personal information is clearly defined. If it is recorded by electronic or other means, the record can identify special information alone or in combination with other information All kinds of information that includes natural person's identity or specific natural person's activities, including name, ID number, contact method, address, password, property status, whereabouts, etc.

2. Problems in the criminal law protection of citizens' personal information

In recent years, China has actively taken measures to improve the relevant laws and regulations on the protection of citizens' personal information, but there are still problems and loopholes, such as the lack of the concept of citizens' personal information, the lack of pre-existing laws and so on. The protection of citizens' personal information still has a long way to go.

2.1 The lack of the concept of citizens' personal information

Although in 2017, the "two high" issued a judicial interpretation to define the concept of personal information, adding information about life socialization to the concept of personal information, such as track of tracks, property status, etc. Compared with the past, the definition of citizen's personal information is more perfect, but it should be noted that with the development of science and technology, new things are increasing, and new personal information is constantly emerging. Once the new personal information is not clearly defined in the legal sense, it may bring trouble to judicial practice.

2.2 The lack of pre-existing laws

Personal information protection in the criminal law is lack of the corresponding pre law, according to Article 253 of the criminal law According to the article, the premise of selling, providing and illegally obtaining citizens' personal information to constitute a crime is "violating the relevant provisions of the state". However, it is not clear where the relevant provisions in "violating the relevant provisions of the state" point to. There is no specific legal content about citizens' personal information in the current criminal law, and its provisions are scattered in different legal documents, For example, in the civil code, the e-commerce law and the ID card law, the lack of a unified and specialized prepositional law will lead to many problems, such as confusion of basis and different penalties. These problems will have a certain impact in judicial practice, and even lead to the phenomenon of different judgments for the same case, which is contrary to the maintenance of judicial credibility. Therefore, it is necessary to establish the prepositive law.

2.3 The lack of criminal behavior to regulate personal information

According to the current criminal law, the infringement of citizens' personal information is mainly in the form of illegal acquisition,

theft, provision and sale On this basis, the "two highs" published information on social platforms or used it for exchange, acceptance, purchase and other ways, which enriched the way to identify the infringement of citizens' personal information. However, we learned from real life that illegal embezzlement, illegal use and illegal destruction of citizens' personal information are also quite common, and these behaviors are not reflected in the criminal law When citizens' personal information is illegally infringed, they may face the situation of no legal basis.

3. Measures and thoughts on criminal law protection of citizens' personal information

For the above problems in the criminal law protection of citizens' personal information, the author puts forward the measures and thinking of the criminal law protection of citizens' personal information, such as the definition of the concept of citizens' personal information, adding the "personal information protection law" as soon as possible, adding the way of conviction, etc. Specific measures and thinking are mainly expressed in the following points[1]

3.1 Defining the concept of citizens' personal information

The foundation of criminal law protection of citizen personal information is that it needs to be clearly defined in the concept of personal information. In the definition of personal information, we can consider adding new personal information of the new era into judicial interpretation, so that the protection scope of personal information of citizens can be covered comprehensively.

3.2 Enact personal information protection laws

It is necessary to introduce the prepositive law to protect and maintain citizens' personal information. In recent years, the appeal for the promulgation of the "personal information protection law" in China's legal theory circles is growing. The State Council announced the "personal information protection law (Draft)" in March 2017, which makes more detailed provisions on the concept of personal information, legislative principles, personal information rights and other contents. However, the provisions of the draft are still neglected, such as the lack of classification of personal information, insufficient legal liability and punishment, and the absence of supervision and management system. In this regard, the author suggests that China should further modify and improve the provisions of the draft, and introduce the "personal information protection law" as soon as possible, so as to provide practical protection for the protection of citizens' personal information through the "criminal law".[2]

3.3 Adding the way of convictio

In the judicial interpretation, there are still limitations in the protection of citizens' personal information, especially in the form of personal information crime. For example, there is no new way of incriminating behavior in the criminal law. In the judicial interpretation, only the existing provisions of the criminal law are detailed, so it is difficult to restrict the new behavior by law. It is necessary to take supplementary measures to add the new way of incriminating behavior to the criminal law At the same time, we should pay attention to the setting of the disclosure clause, which can play a significant role in the prevention of citizens' personal information crime. With the development of network and the change of social production mode, the way of citizens' personal information being infringed becomes more and more strange. Therefore, the criminal law protection of citizens' personal information should add new explanation on the way of incriminating behavior.

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Analysis of Brand Ecological Limiting Factor and Brand Development Strategy——Take Tianjin City as an Example

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Abstract: Brand ecology is a system of interaction between brands and the ecological environment they are attached to. Brand ecological factors are environmental factors that affect the survival and development of brands, including economic ecological factors, social ecological factors, enterprise ecological factors and other ecological factors. Based on the analysis of ecological factors, this paper identifies the leading factors. The empirical results show that technological innovation factors, material market factors, labor market factors, passenger transport factors, consumer market factors have a significant impact on brand value. After eliminating multicollinearity by stepwise regression, it is concluded that technological innovation is the dominant factor affecting brand value of Tianjin.

Keywords: Brand ecology; Ecological factor; Technological innovation factor

1. Problem proposed

Brand is the core competitiveness of a region and a positive factor to promote regional progress. Although Tianjin has always attached importance to brand economy, its development is always weak compared with Beijing, Guangdong and Shanghai. A total of 133 Chinese companies are listed on Brand Finance's "Top 500 Global Brands by Value 2020" list, but Tianjin has no place in the list. There are only 7 enterprises in Tianjin in the list of "Top 500 Chinese Brands in 2020". The main problems are as follows: First, lack of awareness of big brands; Second, product homogeneity is serious, innovation is serious insufficient; Third, brand management is not sound, and brand construction is not systematic, consistent and long-term [1]. Therefore, this paper starts with the ecological factors that affect the brand development, analyzes the leading factors, and solves the problems existing in the brand development.

2. Variable Design

Generally speaking, economic ecological factors include consumer market, capital market, material market, labor market and industrial structure factor. Social ecological factors include political environment, culture, education, social system and policy; Enterprise ecological factors include enterprise culture, marketing management, technological innovation and quality management; Other ecological factors include natural resources, logistics, information and media, etc. [2]. Based on these influencing factors, this paper uses factor analysis method of State software to discuss the influence of leading factors on Tianjin brands.

In this paper, the brand value in "China's 500 Most Valuable Brands" by World Brand Lab 2020 was selected as the dependent variable, and the data were authoritative and accurate. In order to ensure the accuracy and measurability of the acquisition of explanatory variables, the dependent variables in this paper are consumer market factor, material market factor, industrial structure factor, education factor, technological innovation factor, quality management factor and logistics factor. The symbols and definitions are shown in Table 2.1.

Table 2.1 Symbols and definitions of related variables

variable	symbol	Definition	description
The dependent variable	brand value	brand	The brand value
Explain variable	consumer market	consumption	consumption Expenditure in Tianjin
	materials market	materials	total assets of retail and wholesale enterprises in Tianjin
	labor market	labor	average Wage of Tianjin
	industrial structure	structure	ratio of the proportion of secondary industry to tertiary industry
	education	education	education Funds of Tianjin
	technology innovation	innovation	Tianjin technology market turnover
	quality management	quality	qualification rate of spot check in Tianjin
	logistics	passengers	passenger volume of Tianjin
	freight	freight	Tianjin cargo volume

3 Empirical Analysis

Table 2.2 Table of Phase Relation Numbers

	brand value	consumer market	materials market	labor market	industrial structure	education	technology innovation	quality management	logistics	freight
brand value	1.000	.575	.873	.7763	-.549	.279	.991	.271	.341	-.024
consumer market	.677	.993	.822	.433	-.456	.537	.706	.296	.288	.201
materials market	.903	.855	.994	.578	.462	.549	.861	.175	.494	.073
labor market	.311	.403	.732	-.309	.545	.604	.211	.489	.098	.081
industrial structure	-.779	-.445	-.490	-.201	1.000	.165	-.693	-.017	.143	.567
education	.399	.348	.528	.471	.192	1.000	.162	-.362	.787	.658
technology innovation	1.000	.783	.906	.879	-.643	.135	1.000	.208	.175	-.039
quality management	.248	.271	.136	.421	-.056	-.115	.378	1.000	-.093	-.107
logistics	.224	.223	.501	.264	.119	.807	.332	-.073	1.000	.603
freight	-.031	.127	.173	.545	.488	.708	-.039	-.124	.812	1.000

As can be seen from Table 2.2, except for the freight volume factor, other variables are highly correlated with brands.

Table 2.3 Table of Coefficients

model	Non-standardized regression coefficient		Beta	Check value t	Sig
	B	standard deviation			
Constant	721.957	1332.857		.541	.517
consumption	-.126	.077	-.242	-.268	.024
materials	.469	.153	.509	2.935	.001
labor	.000	.088	.450	.137	.004
structure	16.496	669.104	.021	.033	.949
education	.044	.000	-.089	-1.765	.140
innovation	.000	.000	.558	5.040	.000
quality	1411.990	1538.073	.065	.553	.721
passengers	.006	.002	.198	2.880	.015
freight	-.012	.008	-.054	-.873	.320

The above table shows that on the basis of $\alpha=0.05$, technology, material, labor, passenger transport and consumer market factors have a significant impact on brand value. In order to find the leading factor, the data were further regression, and the complex correlation coefficient was R=0.987. The overall correlation of this equation was high. F=286.764 ($\alpha=0.05$), indicating that the regression equation is significant at the level of $\alpha=0.05$. After eliminating multicollinearity by stepwise regression, the T value of technological innovation factor is 28.762, and the T value of labor market factor is 10.604. By calculating the Beta coefficient of all variables, it can be seen that the Beta coefficient of technological innovation factor is 0.977, and the Beta coefficient of labor market is 0.433. Therefore, technological innovation is the dominant factor affecting the brand value of Tianjin.

4. Suggestions on brand development strategy of Tianjin

4.1 Improve the technological innovation capability of regional enterprises

Technological innovation is the decisive leading factor that affects Tianjin's brand value to stagnate. The government should integrate production, education and research, and allocate special funds to enterprises with good brand building foundation. Unifies the universities, establishes the "production, education and research integration economy", the university cooperates with the enterprise to solve the problem.

4.2 Give play to the government's advantages

Tianjin should establish a working mechanism of brand construction, which is promoted by the government, taken the initiative by enterprises, organized and coordinated by chambers of commerce and trade associations, improve the brand ecological environment, and coordinate the mutual relations among the economy, politics, culture and natural environment of the brand.

4.3 Relying on industrial clusters

Tianjin should learn from the experience of regions with developed brands, develop supporting industries and upstream and downstream industries, change the pillar industry of machinery manufacturing industry into leading industry, and change the single product into industrial cluster. In addition, the enterprises should communicate with each other, with well-known enterprises to drive the well-known enterprises, strong enterprises to pull the weak enterprises.

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Patience and Interested Thinking in Piano Education

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Abstract: along with the promotion of quality education, music is more and more attention by our parents, the piano is as the beginning of the students music enlightenment, learning to play the piano on the comprehensive development of the students devote a lot of benefits, not only can improve their intelligence, exercise their response ability and the coordinated ability, has also helped to develop the students' overall qualities, and learning the piano can exercise their patience and confidence. However, due to the influence of parents and social ethos, students often lack of patience and interest in the process of learning the piano. The following paper will focus on the interest and patience of Chinese students in piano learning, and explain how to cultivate their patience and interest in the piano education in China.

Keywords: Piano education; Patience; Interested in sex

Introduction: So if we want to cultivate real produced quality piano art talent, first should be based on accurate and current status of the situation of influence learners' interest in learning the piano, and how can they do have perseverance to learn piano, and through these characteristics change, determine the future direction of piano art education overall development strategy, thus effectively make up for the education of Chinese piano art and the current development of some of the defects, to constantly improve the development of piano art education enterprise in our country and the piano education teaching quality.

1. The current situation of students' patience and interest in the course of piano education

1.1 Blind pursuit of efficiency and neglect of learners' interests

Piano as a direct import from abroad to a foreign instrument in China, and combined with China's piano music culture is weak, so there will be due to the lack of correct piano teachers and parents education teaching theory, so will be blind to pursue the piano distinction, let many parents leave their children by the so-called "series" real piano level of distinction as a child of inspection, but completely ignored the children learning any subject is inseparable from the interest, also forgot to let learners learn Chinese piano was originally a purpose, the blind to pursue the distinction as a result, it is parents and the piano teachers lack of correct understanding of piano education, That is to say, learning piano is a result that requires patience and interest, and the lack of such awareness often fails to achieve good educational results.

1.2 Excessive emphasis on technology neglects the long-term nature of learning

As a traditional instrument directly introduced into China from abroad, piano finger education in foreign countries is often from a finger training basis, and then gradually improve bit by bit to achieve a professional finger training. Piano teaching content and the form of more abundant, also has a more emphasis on to keep the international students in the actual process of learning piano in various personalized and creation, and piano teachers abroad are usually in the student in the class according to the different international students need to set up the reasonable teaching personalized curriculum, the idea of their foreign piano art classes but they want to learn by using foreign piano to culture cultivates the mind as well as by training the students' spirit temperament and cultural qualities.

2. Factors affecting piano education due to interest and patience

2.1 The age of students is limited, easy to lack of patience

Because most of the young parents generally think children through the opportunity of learning the piano can let their children become more intelligent in the future, so more and more young parents began to hopes to win each of their children in a the starting line, to lead each of his children started on the road to learning the piano professional learning. We can see such a common phenomenon that some parents start to learn to play the piano by themselves when their children are about two years old. But it completely ignores the piano children in the whole process of continuous learning to play the piano for specific perception ability to respond to things around, it is directly decided by the psychological age structure of the piano children, due to the natural physiological environment limits, the pianist in some hard finger movement in the process of teaching is likely to be directly cause deformation of the muscles of the fingers in children, although the piano at this age of children should be listening and practice the piano training a best period of piano music, but mainly in a variety of motivational best interest is given priority to, otherwise will be wasted effort, unable to guide

the students to learn the piano for a long time, For piano children of this special age, we can lead them to experience classical music together.

2.2 Some teachers are not professional enough to improve the fun of the class

Through our market survey and analysis, we know that the overall professional quality of piano teachers in China's piano professional education and training market is not balanced. Although there is a part of the piano professional teachers also have rich experience in the piano teaching practice, but they lack the diversity of teaching methods, easy to cause the piano teaching of boring, so should pay attention to how to cultivate and arouse children's interest in the piano, in constant pursuit of distinction competition and promote the distinction of success on the road,Pay attention to the training of children's basic piano function and practice.[1]

3. Strategies to improve learners' patience and interest in the piano

3.1 Intersperse the classroom with multiple elements to enhance students' patience and interest

Confucius said, "He who knows is not as good as he who is good, and he who is good is not as good as he who is happy. The same is true in piano learning. Only when learners become interested in piano learning, they will take the initiative to accept and learn piano. Generally speaking, learners are curious at the beginning of learning new things. However, if they fail to transform these curiosity into learning motivation in time, with the increase of learning difficulty, they will gradually reduce their patience for piano learning and give up. Therefore, cultivating students' interest in piano learning plays a key role. The cultivation of interest is an important factor that can not be reduced and should be maintained for a long time.[2]

In the stage of music enlightenment, osmosis is popular and easy for students to accept. It has been proved that osmosis is one of the most effective teaching methods, which plays an imperceptible effect in music learning, and is very necessary for teachers to apply it in teaching. Form a "look" and "will see will hear" good habits, teachers can in teaching can be appropriate to add some short songs, teacher accompanied the students sang the lyrics, or give students some simple rhymes to let them play while singing, this is more popular with the students in practical teaching, and can exercise and exercise their intonation. In addition, teachers can play more videos about piano performance, so that students can feel the atmosphere of music after watching some games or performances, which is helpful for children to have a strong interest in piano learning.[3]

3.2 Enrich teaching methods to enhance students' patience and interest

Nowadays, most piano teaching methods are given priority to by teachers or art training departments. Most of them adopt the one-to-one teaching mode, which has both advantages and disadvantages. The one-to-one teaching can make the teacher clearly understand the individual differences of each learner. In piano teaching, the teacher can also intuitively point out their hand shape, strength, music processing and other aspects of the problem. The teaching content is relatively specific. One advantage of using a larger class is that it speeds up the process and gives students an experience they would not otherwise have in a one-on-one classroom. For example, professional students can learn and communicate with each other, and learn to inspire each other. For those who are studying hard and have the same professional level, it is also very easy to help them make progress in their professional level. It is very helpful to progress on your own level. However, if a piano teacher can with other piano learning course teaching content is not the same other students regularly together, take turns performing, will bring many benefits, so that learners can get in addition to the guidance of the teacher, also can check missing each other and other learners, communication and discussion, summed up their own deficiency in interactive and fully arouse their learning motivation. Summarize your shortcomings in communication and motivate you to learn.

Conclusion:

To sum up, the current study of piano art is still exist many problems, though, the hot wave of learning piano art has gradually deep into the country, with the rapid economic prosperity and development in China are doing everything they can to contact, but, on the one hand, the phenomenon of "hot" piano performance, we still can see clearly that it caused the people to the spirit of yearning and pursuit. On the other hand, the performance of "piano fever" also reflects some problems in its practice, and it also reflects the blindness and utilitarian of piano classroom learning to some extent. In the piano teaching of children, the interaction between the roles of parents, teachers and children can not be ignored.

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Study on Rural Revitalization Strategy Based on Agricultural Economics

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Abstract：In 2018, the No. 1 document of the CPC Central Committee proposed the comprehensive implementation of rural revitalization strategy, which is an important top-level design for comprehensively planning rural revitalization in the new era after the 19th CPC National Congress.Rural revitalization is a new systematic project and an important institutional guarantee for the healthy development of agricultural economy in the new era.One of the primary bases of rural revitalization is that agriculture becomes a promising industry. It is of great practical significance to comprehensively explain the rural revitalization strategy from the perspective of agricultural economics.

Keywords : Rural revitalization strategy; Agricultural economics

1. The important connotation of rural revitalization strategy

"Rural Revitalization Strategy" is a completely new and systematic expression of the concept of "rural revitalization" at the 19th National Congress of the People's Republic of China. It contains many new ideas, new theories and new concepts, which together constitute the important connotation of rural revitalization strategy.

1.1 Three important signs of "rural revitalization" are put forward

In the strategy of rejuvenating "country" clearly put forward the comprehensive implementation country plays an important role in the revitalization of the three, namely "make agriculture have look forward industry, farmers become attractive career, make rural live beautiful homes", the three important symbol is with one to one correspondence of the "three rural issues", including developing agriculture and rural economy has become the most important foundation, which fully meet the universal law of the development of modern economics.Agricultural economy and agro-industry are the important basis for solving the problems of "agriculture, rural areas and farmers", as well as the important guarantee for accelerating rural construction and farmers' happy life.In order to turn agriculture into a forward-looking industry, we need to enable its practitioners to have dignity and gain benefits, both in material terms and in the general respect and recognition of the society.From this perspective, agriculture in the future will become a good profession generally recognized by the society with a good rate of return on investment. Through the basic allocation of resources by the market, more high-quality social resources and outstanding talents can be attracted to invest in it.

1.2 Five new requirements for "rural revitalization" were put forward

Strategy of rejuvenation "country" is proposed to promote rural revitalization of the five requirements of "new", namely "to the prosperous industry focusing on improving the quality of agricultural development to foster new kinetic energy, rural development with ecological livable rural as the key to promote green development create the human and the nature harmonious coexistence and development of new pattern, local custom civilization as a new-look prosper rural culture with local custom civilization, on the basis of effective governance to strengthen the rural grassroots foundation work to build new rural governance system, rich in life, as fundamental to improve rural people's livelihood security level shape beautiful country new style", etc.Among them, "new drivers", "new pattern" and "new outlook" are directly related to the speed and level of agricultural economic development, while "new atmosphere" and "new system" are also based on agricultural economic development.It should be said that the overall development degree and level of agricultural economy are the important premise of whether the "five new requirements" can be realized.Only when the agricultural economy is fully developed, can the rural industrial structure be more reasonable, the rural economic development speed be faster, the rural social civilization level be continuously improved, the new social governance structure be truly established, and finally can bring the farmers a happier life.

1.3 Make a list of "forbidden" behaviors explicit

In the strategy of rejuvenating "country", also made clear a series of "no", "strictly forbidden" and other words, it not only reflects the importance of the party central committee to do a good job of "three agriculture" determination, but also for any organization or individual cannot touch the policy of "red line", many of which are prohibitive behavior is closely related to the agricultural economy.For example, the "strategy" clearly stated that "the transfer of industrial and urban pollution to agriculture and rural areas",

"strictly prohibit the use of rural homesteads in the countryside to build villas and courtyards and private clubhouses".Although on the surface, these prohibited behaviors are in line with the previous policies, but from a deeper analysis, behind these provisions contain the inevitable requirements for the healthy development of modern agricultural economy.It is an inevitable requirement for ecological and environmental governance and an important safeguard measure for optimizing agricultural economic development to prevent industrial and urban pollution from transferring to agriculture and rural areas.Agricultural economy and urban economy are the same as an important part of social economy, must not appear the phenomenon of favoritization, the countryside can no longer for the negative benefits of urban economic development "pay the bill", more can not become the victim of urban economic development.However, the development pattern of urban and rural economic integration has been formed, and all kinds of short-sighted behaviors and practices should be strictly prohibited.In addition, it is strictly prohibited to use rural homestead to build villas and clubs, which is not only the requirement of comprehensively strictly governing the party and building a clean and honest government, but also the requirement of promoting the optimization of agricultural economic structure and ensuring the healthy development.Using rural homestead to build villas and clubs can only bring short-term benefits to the countryside, but it is extremely disadvantageous to the fundamental optimization and adjustment of agricultural structure and the healthy and sustainable development of agricultural economy.In the overall layout of rural revitalization in the new era, the efforts to promote the fundamental adjustment and transformation of the agricultural economic structure are unprecedented, and the agricultural economy is more closely linked with the rural social governance system, ecological environmental protection and cultural construction.

2. Implementing the important significance of rural revitalization strategy

From the perspective of developing agricultural economy, the implementation of "rural revitalization strategy" at this stage has the following practical functions and significance:

2.1 Implementing rural revitalization strategy is the inevitable requirement of optimizing agricultural economic structure and implementing the adjustment of agricultural industrial structure

As mentioned above, there are many reasons for the unreasonable layout of the industrial structure of China's agricultural economy.It is very necessary to carry out the "rural revitalization strategy" to adjust the industrial structure of agricultural economy and optimize the industrial layout.In the overall layout of "Rural Revitalization Strategy", it is a basic premise to drive the overall rural revitalization through the development of modern agricultural economy, and it has become a general consensus of the whole society that rural revitalization economy should go first.The comprehensive readjustment of agricultural industrial organization and layout will not only bring great potential to the development of agricultural economy, but also promote the comprehensive and coordinated development of rural politics, economy, society, culture and ecology, which is the real sense of the comprehensive revitalization of rural areas.

2.2 Implementing rural revitalization strategy is an effective measure to solve the problem of rural economic development

The rural revitalization strategy is a comprehensive and systematic project, involving all aspects of "agriculture, rural areas and farmers".While the agricultural economy development is the important precondition for rural revitalization, but through implement the strategy of rejuvenating the country, "three rural" every aspect and the agricultural economy realize the organic combination and mutual promotion, it not only has provided a broad space for the agricultural economy development and huge market, but also for the birth and development of new agricultural economy model provides greater innovation space, thus effectively solved the problem of the current lack of staying power of development of rural economy.

3. To view rural revitalization strategy from the perspective of agricultural economics

First of all, we must respect the laws of the market, give play to the role of the market in resource allocation, adjust agricultural institutions and agricultural industries in strict accordance with the principles of market competition, and must conform to the law of market development. Secondly, we must introduce the new economic forms of business into the rural production and life, to the rural economic construction into a new batch of blood.With the development of economy, some emerging industries have emerged in rural areas. However, due to the restriction of past ideas, these emerging industries have not developed rapidly.Therefore, it is necessary to promote the convergent development of emerging industries and maintain this batch of emerging industries. The Internet, big data and artificial intelligence should be combined with the rural economy through continuous evolution and integration.

Conclusion

To sum up, the party central committee has mapped out the strategy of rejuvenating the country full of grand blueprint, believe that by 2020, our country will build a well-off society in an all-round way, in the near future, you will see after rural comprehensive revitalization of the beautiful countryside, believe that through continuous efforts of all parties concerned, the rural economy is bound to happen a qualitative leap, in order to achieve this grand blueprint, the social all parties need to work together to lay solid foundation for the great rejuvenation of the Chinese nation, contribute more power.

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VR Film Technology and Language Research Under the Background of "Internet +"

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Abstract: When the global "Fourth Industrial Revolution" is gradually approaching, various emerging technologies have brought unprecedented impact and influence on the creation and development of the film industry. Especially in the context of "Internet +", VR technology has unprecedentedly revolutionized the recording capabilities and forms of any previous imaging technology. The emergence and development of VR movies has carried out a subversive reconstruction of the narrative of traditional images, and at the same time broke The audio-visual order accumulated by the film industry over a century, the language of film is currently in the midst of the greatest innovation and subversion since the birth of film.

Keywords: "Internet +"; VR (virtual reality) technology; Film language research

1. Introduction

In recent years, the Internet has been strongly integrated into the film industry and has greatly affected the innovation and development of the film industry, especially film technology. Internet thinking has transformed the past "work thinking" and "art first" concepts into "product thinking" and "user first" concepts; BAT It also integrates resources, participates in various operations of traditional film and television companies through investment, cooperation and other means, builds a platform for the Chinese film industry, and also contributes to the upgrading of the film industry, especially the development of VR (virtual reality) technology. VR technology has brought a huge impact to traditional movie viewing in terms of immersive and interactive experience, and has a strong sense of substitution and participation. The article examines the use of VR (virtual reality) technology to innovate various paradigms of traditional film language, and at the same time makes philosophical speculations on the paradox of VR (virtual reality technology) in the development of the film industry, and explores the "Internet +" perspective Under the VR (virtual reality) film technology development model and trend.

2. The technical connotation and era extension of VR movies under "Internet+"

"Internet +" comprehensively subverts the entire film industry chain, especially the form of digital film technology, and at the same time provides useful supplements to traditional films. In this context, exploring the technical connotation and era extension of VR technology, and at the same time, examining its epochal influence in the film industry is of historical and epochal significance.

In the context of "Internet plus" technology, virtual reality technology should be a modern computer technology, but this technology is not a new concept born in the Internet age. As early as the 1980s, Jaron Lanier, one of the pioneers of VR technology development, first invented the term "virtual reality" and popularized it. However, VR is related to AR, Mr, Sr and so on and used in aggregation. From its technical connotation, it is not only mutually related and different in characteristics. About VR, it is also known as "artificial reality Reality is a virtual image that can be experienced by devices in the virtual space constructed by computer. It can build a perfect digital environment isolated from the real world. From this point of view, it is different from "AR"; in terms of its not only viewing, but also interactivity, it is different from 3D movies. As for AR, augmented reality , also known as hybrid VR, is based on GPS technology, which overlaps the real image with the three dimensional imaginary image and relies on an image display technology. In addition, MR, known as "merged reality" or "mixed reality", combines the advantages of AR interaction with reality and VR can enhance immersion. Without other equipment, it can achieve the effect of multiple people experiencing the same experience at the same time. Finally, with regard to SR, "alternative reality:SR" refers to the technology that distorts human cognition and emotion, which makes the experience in the virtual world known as a real technology, which enables people to set the opposite situation as the actual experience. The experiment of the treatment of post-traumatic stress disorder and depression is in progress, but it has not yet entered the practical stage.

In the current era of "Internet +" technology, the development of film art has derived the academic theory of "digital mirage". The "virtual shadow, sound and painting art" proposed by this theory has become an important form of expression of film art nowadays,

thereby providing audiences Brings new cognition and thinking of the future movie audiovisual world .[1]

Compared with the exploration in the expression of traditional movies, VR technology has brought a huge impact to the viewing of traditional movies in terms of immersive and interactive experience. In the immersive experience, although the current VR technology will not reconstruct the narrative like the refactoring language of movies with flashbacks, editing, etc., its immersive experience makes the audience's exploration and game instincts more satisfied. , So that the audience can get pleasure and even stimulation in the unprecedented visual impact, and let the audience get the greatest emotional catharsis in the instinct of watching. It is true that VR technology transfers the power of viewing to the viewer, and the viewer has changed from passive viewing to the subject of choosing to watch, and the viewer gains a kind of freedom in viewing. [2]This kind of freedom is just a kind of joking "reconciliation" between "technological supremacy" and "entertainment to death", which is quite the inner filling and selfish satisfaction that the audience wants to pursue.

3. The characteristics of VR technology under "Internet+" and its innovation in movie language

"Internet +" technology will continue to reshape the process of film production, film culture and dissemination. It can be said that the production and development of VR (virtual reality) technology has carried out a subversive exploration and reconstruction of the image narrative of traditional movies. VR movies bring a sense of presence through immersive experience, allowing the audience to participate in the plot through interaction; its narrative empowering feature breaks through the limitations of the film's "fourth wall", and the weight conversion of time-space narrative changes the structure of the film and guides attention Become the editing method of VR movies .[3]

In VR movies based on 360° image shooting, in order to combine VR image technology with movie art, it is necessary to better understand the shooting environment of existing movies and analyze the technical factors of lens activities. There are obvious differences between VR movies and existing 2D movies. The 360° reproduction expands the non-visual field into the visual field. In the emotional assimilation achieved by the emotions of the characters on the scene, the indirect experience will be maximized. Dramatic participation is expanded, and the main audience can be "present." At the core of this change, there is the perspective freedom given to the audience by VR movies, which is the first time the audience has obtained the subjectivity of the line of sight since the birth of the movie. The subjectivity of the line of sight has already subverted the film language and film grammar that only conveys the selected line of sight.

The narrative method of the film is the communication method obtained by the film language and film grammar after the film is born. In terms of the univocality of emotion and meaning caused by the choice of a fixed audience perspective, classic movies can be said to be a non-democratic and backward communication method. Movies have made many attempts to break away from this restriction. In the 1920s, under the influence of Dadaism and Surrealism, film experiments and avant-garde films made a variety of attempts were representative examples. In addition, the film should also answer the question of whether it could become a modern art. As a result, beginning in the late 1950s, ushered in the era of new wave and modernist films. However, it is still unclear whether this can be used as another way to emphasize to the audience that the communication method of the film is loud. At the moment, in the era of "Internet +", the use of VR technology has made various innovations in film language and film grammar, and has caused changes in storytelling, whether it is from the perspective of photography, scene scheduling, editing, and viewpoints, etc. All aspects have been innovated and even subverted.

4. Conclusion

Under the background of the full advent of "Internet +" technology, the innovation of VR (virtual reality) technology has changed the relationship between virtual reality, reality and the subject, greatly innovated film language and film grammar, and brought new art to art. Creative opportunities, however, the one-sided development of VR technology may also cause new technical paradox problems. In the face of new technologies, not only must the traditional film aesthetics be redefined, but also a subjective problem arising from technical rationality. The great challenge of the crisis. For the general public, the era of "comprehensive memories" may come gradually.

Indeed, from the perspective of "Internet +" technology, the creative aesthetics of VR (virtual reality) film narration has the artistic characteristics of "divergence" and "cohesion", and the audience's Reception aesthetics has the artistic characteristics of "autonomy" and "consciousness". It is true that the interactive nature of VR movies and the passive acceptance mode of traditional movies are fading away, and it can be predicted that when they are no longer regarded as movies, VR movies can really become VR movies. [4]Although the investigation and exploration of VR (virtual reality) film technology under the "Internet +" vision is a preliminary exploration, it may add some intentional contributions to VR (virtual reality) technology and the entire film industry.

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The Influence of Culture on Business English Translation

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Abstract: Business English Translation is a Interlingual conversion. It not only includes the conversion of linguistic signs, but also involves communication between the different commercial cultural. International Business English translation must pay special attention to cultural differences, must find a relevant point between foreign culture and national culture.
Keywords: Business English translation; Cultural differences; Mode Of thinking

1. Introduction

For Business English, culture can not be ignored in the translation factors in different ethnic groups who have different historical backgrounds, customs, customs, cultural traditions, therefore, people engaged in international business must understand the translation of a foreign country and the national cultural differences and try to make these differences disappear in the interpretation process, while in the target language to find the exact words, so that different cultures in the target language in the reproduction.

2. The factors that lead to cultural differences

2.1 Images in Western culture effects the translation.

Cultural image is concentrated in the various ethnic groups. Such as in Chinese culture, "dragon" is highly respected, and the tortoise, phoenix, unicorn are recorded imperial symbols.while westerners think dragon is a symbol of evil, that the dragon is a cruel epidemic human animals, should be eliminated. It can be seen, dragon people in the English-speaking countries caused by association with the Chinese "Dragon" is completely different, so the translation must be very cautious.

2.2 Different ways of thinking have impact on translation.

We usually regard Chinese culture as the culture center, is a human culture, that is people-centered to observe, analyze, reasoning and thinking about ways of thinking. Western culture places this material is subject to nature-based. more emphasis on research and observation of the object, the Chinese people are accustomed to thinking of the body, describe or record the action or event occurred or the process of evolution, the observation or narrative point of view tend to fall on the issue of movement persons, and to the action as the issue of who the subject of the sentence, so the Chinese frequently used in the active voice, while Westerners are accustomed to thinking of the object of observation or narrative often to the point of view on the behavior of those who bear the result of the action or on , and as a subject of the sentence, so English is widely used in the passive voice, translation, should be based on semantic change or add a logical subject of the sentence, the sentence voice adjusted to meet the Chinese language of expression, such as: (they) married six years, no son, but his wife was a surprise to her husband gave birth to twins. Translated into English as: After six years of married childlessness, the father was suddenly presented by his wife with a pair of twins. 2.3 Ethnic groups of different religious beliefs have impact on the translation of English-speaking culture, appeared mainly in the Christian culture, "the Bible in the formation and development of Western civilization played an invaluable role.In our country with the corresponding effects of the profound Buddhist culture.In the two cultures, the habit of thinking, language forms, vocabulary, imagery and meaning, all have their own characteristics, so the translation should be with particular attention,

3. How to overcome cultural differences and strive for cultural information

Business English is a language translation of inter-conversion and it includes not only the conversion of linguistic signs, but also involves communication between different business cultures. Transmission of cultural information is entirely possible, mainly through the translator to understand his country culture and cultural information.

3.1 To explore the terms of the historical, social and historical context and culture to accurate grasp the cultural information.

Cultural translation is not only to consider the historical, social background, but also pay attention to which have the different, similar, same in different words, the translator to keep a clear mind, they must pay attention to the deep culture contains not only to understand the surface meaning of the language similarities and differences.

3.2 Not to "foreigners" wearing "long robe" authentic reflection of culture.

In Mr. Lu Xun's translation, with particular emphasis on attention to the exotic, which is the so-called Western style. Here, "Western style" is preserved in its original language inherent in the exotic culture, not to say to bring the unique Chinese English colors.

3.3 In the proper use of Chinese language idioms and norms is the best way to show as cultural information.

The process of cultural translation practices can be said that the original language text and cultural content for in-depth analysis, obtaining justice, enlightenment of their God , and then use the target language text temper had expressed its process. target language not only to maintain the previously mentioned "traditional" and if necessary, with "local flavor" that the use of standard Chinese and the Chinese people accepted habits of expression, otherwise the same can not be achieved.

4. Conclusion

In summary, to be translated accurately, we must consider three factors: different language domains of national cultural traditions, cultural content and cultural psychology. Each nation has its own unique culture. East and West have different philosophical, cultural traditions, therefore, cultural differences must exist. In addition, the reasons for the differences lies in the East and West national geography, history, customs and so different. It is these The existence of cultural differences can make the translation of cultural translation is restricted. conduct of international business must pay special attention to English translation of these differences must be in a foreign culture and their own culture to find a sensible point. If the relevant point is a blend of two cultures, that is the best .

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Principles of Chinese Character Teaching——Based on the Difference Between Chinese Character and Alphabetic Writing

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Abstract: Because of the difference between Chinese character and alphabetic writing, the paper pointed out relative principles of Chinese Character teaching. From the perspective of teaching objects, learners should learn Hanzi theory. From the aspect of teaching materials, the learners have better to start with strokes and pay attention to stroke order. From the aspect of teaching methods, the learners should be inspired and associated with characters.

Keywords: Chinese character teaching; Teaching objects; Teaching materials; Teaching methods

1. Introduction

Nowadays, Chinese have made a huge influence in the world, undoubtedly, her culture including the language. There are increasing need of Chinese language talented people in the world. At the very beginning, characters' teaching was ignored and undeveloped. For those learners in non-Chinese cultural circle, they suffer the most from learning chinese characters and feel hard to recognize, memorize and write down. Why? The most answers they get are that there are huge differences between Chinese characters and alphabetic writing, and there exists several wrong ways in teaching Chinese characters[1]. Wu pointed out "characters teaching is one of the important and difficult part in Chinese language teaching"[2]. Without learning of characters, without learning of Chinese. Then, a focus of researches turns from language itself to principles and theories in learning the characters and to set up the appropriate characters teaching principles.

2. Literature Review

Chinese speak characters language and Indo-European speak alphabetic language. Both have the communicative function, while there are huge difference between them in addition to language itself. A physician vividly described both as one-dimensional space and two dimensional space. The kind of Chinese characters is the latter one for learners have to understand one more critical and complex relationship between characters and its meaning, not spell out its meaning in alphabetic writing. Some research said that ideogram can be used to decrease the reading problems, because kids would not have a lot of reading problems in China compared with USA. It found out the same result that lots of kids can read out the given passage without understanding of its' meaning or the real understanding level would be decreased two grades, which was regarded as a problem and called "deslexia". While in China, few students would have deslexia problem. From 1985, researcher try to compare the reading ability among China, America and Japan. It proved that Chinese have earned significant higher marks than American in the lower grades, while not that much significant in higher grades. Overall, Chinese kids can get an excellent understanding of the text meaning than American. And it proves that the difference between Chinese characters and English letter is the most important factor. Some researchers also did the compared experiment between characters and Hanyu Pinyin. They are two different kind of symbolic system and both can be used to described the same meaning. The results shows that normally grade one students recognize the characters better than Pinyin, character with less strokes faster than character with more strokes, Pinyin with less alphabets better than Pinyin with more alphabets. It has almost the same proves that characters can have its advantage in recognizing the meaning of the words. The language teachers[3] are asked to keep a distance from alphabetic writing and set up a helpful learning model to Chinese characters, based on the real understanding about the nature of Chinese characters. The difference between Chinese characters and alphabetic writing could be roughly divide into four parts, the neural, the thinking way, the formation and the basic unit difference. To wonderfully avoid their bad influence in characters learning, principles in teaching objects, teaching materials and teaching methods should be well considered.

3. Principles in Teaching Objects

3.1 Learning of Hanzi theory

Because Chinses characters and alphabetic writing have totally different script ideas and knowledge skills, characters' teaching should pay attentions on Hanzi theory learning. Hanzi theory contain the formative principles, the basic unit of the characters, the

relationship between Hanyu and Hanzi, ideogram and phonogram etc. to avoid the misused of their alphabetic writing. In other words, the learners should have the knowledge about the reason of writing foundation and the difference between the Chinese characters and alphabetic writing. Teacher gives explanation about the shape, meaning and   to support Chinese character learning, instead of forcing learner to treat it as a picture. Take "安" as an example, teacher describes it as a house and a woman, which means its meaning of security. What's more, teacher would introduce "炎" as two same characters of fire to extend its understanding of hottest. In addition to introduce those relative historical, natural knowledge, case study would be a direct and effective way to explore at the beginning.

4. Principles in Teaching Materials

Chinese characters are made up of many strokes. The points and lines constitute the minimum continuous unit of the Chinese character glyph. According to Zhang's analysis, there are six basic pen shapes and twenty five compound stroke shapes[4]. The name of the stroke is too cumbersome for international students who are new to Chinese characters to remember. Therefore, it is unrealistic and inefficient for them to remember the name of each stroke. So from the teaching practice, teacher could let students remember the five basic stroke names, namely horizontal, vertical, point, and fold. In the basic strokes, there are no circular and curved strokes commonly found in the phonetic characters. Therefore, some students who are not in the Chinese character culture circle would not pay attention to the writing rules of strokes. Therefore, it is necessary to start from the strokes and let the students practice and get familiar with the basic writing of the strokes in Chinese characters and thus, lay a good foundation for the writing of Chinese characters. In the process of writing Chinese characters, in addition to basic strokes, stroke order is also very important. Stroke order is the order in which Chinese characters are written. The basic rules of Chinese strokes are the horizontal and then vertical, from top to bottom, from left to right, from outside to inside and from the outside and inside to outside closed etc.. These stroke order rules basically cover the basic rules of most Chinese characters.

5. Principles in Teaching Methods

Compared with the intensive training from stimulus and response to intensive stimulus, intensive response and intensive memory, inspiration and association can make good use of learners initiation creativity and induction and abstract thinking ability. At the earliest stage, Chinese characters use the glyphs to describe things to record language. However, the means of pictographic methods are too restrictive. Therefore, a large number of methods are used. The result is the confusion of homophones. Therefore, ideograms are added to the fake words, and they are alive. Adding a phonetic symbol to the pictograph, the result is that the phonetic word appears in large numbers. Learners who learn Chinese as a second language always have no ideas about the beginning, logical way and logical methods of the characters and have the original impulse to explore the same ideas with their mother language have. The inspiration and association methods would be helpful. Take "马" as an example. On the one hand, it can be a phonetic symbol."□" pronounce "ma", and is a Pictogram in ancient China. After thousand years of evolution, the shape of "马" gradually changes into a symbol with several lines and strokes. And at the same time, "马" have a firm relationship with the phonetic symbol "ma" and differentiate into "吗", "码", "蚂", "骂" and "犸" by adding morpheme. On the other hand, it can be a ideographic symbol. "驶", "驹", "驾" and "骗" have made use of the meaning of character "马". Learners would have a clear idea about the character beginning of "马" and "ma" after the above explanation.

6. Conclusion

In conclusion, the paper makes a deeper analysis about the difference between Chinese character and alphabetic writing from two different perspective, cognitive and literal one. Because of these difference mentioned above, the paper gives out relative principles from the aspects of teaching objects, teaching materials and teaching methods to decrease the bad influence from their existed alphabetic writing. From the aspect of teaching objects, learners should learn Hanzi theory; From the aspect of teaching materials, the learners have better to start with strokes and pay more attention to stroke order,; From the aspect of teaching methods, the learners should be inspired and associated with characters.

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Original Research Article

Research on Existing Problems in Urban Sewage Treatment and Solutions

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Abstract: In recent years, my country's cities and towns have developed rapidly, the level of modernization has become higher and higher, municipal infrastructure has gradually improved, and people's requirements for the quality of life have become higher and higher. In cities, sewage treatment has always been a major and difficult issue, which directly affects the urban environment and the quality of residents' living. Although my country already has a relatively sound sewage treatment system at this stage, in the course of practice, there are still some problems that need to be solved urgently. In this article, the author discussed in detail the problems in urban sewage treatment and proposed corresponding solutions to promote urban development and ensure ecological harmony.
Keywords: Urban sewage treatment; Problems; Solutions; Research

With the continuous acceleration of urbanization, my country's urban population continues to grow, and the demand for urban fresh water is rapidly increasing. In the process of water use, the amount of sewage treatment projects has continued to increase. Urban sewage treatment is directly related to the ecological environment of the city, and has very important practical significance for the development of the city. In the process of sewage treatment, it is necessary to be scientific and rigorous, to do a good job of preventive work, to resist problems that may arise at any time, to improve the efficiency of sewage treatment, and to ensure the quality of life of urban residents.

1. Problems in the process of urban sewage treatment

1.1 Lack of advanced sewage treatment technology

As most cities now have independent sewage treatment plants, but their processes are immature and need to be improved. For a long time, our country has been drawing lessons from the wastewater treatment technology of Western countries, and it lacks technical independence and advancement [1]. Although my country's sewage treatment model has matured in recent years, technological breakthroughs have also been made. However, compared with western developed countries, it is still lagging behind. High resource consumption, low efficiency, and high maintenance costs are common problems in sewage treatment plants.

1.2 Lack of reliable funds

The existence of sewage treatment plants is to effectively save water resources, avoid water pollution, and ensure ecological balance. Therefore, a strong investment is needed to ensure the orderly development of the sewage treatment plant. However, because my country is in the stage of socialist development, investment in sewage treatment is relatively small, and there are limitations in sewage treatment methods [2]. Although almost every city now has a sewage treatment plant, its work efficiency is far lower than that in developed countries. Even many sewage treatment plants had to declare bankruptcy due to lack of funds.

1.3 Lack of scientific management system

At present, most sewage treatment plants in our country lack advanced management systems and advanced technologies. As a result, in the actual work process, some workers cannot meet the production needs, which restricts the healthy development of sewage treatment plants, resulting in empty sewage treatment plants in cities, but they cannot exert their true effects [3].

2. Research on countermeasures for urban sewage treatment

2.1 Improve the sewage treatment management system

To ensure the efficiency of sewage treatment, the prerequisite is to improve the sewage treatment management system. For all staff involved in sewage treatment, it is necessary to combine their work nature, clearly divide labor, assign responsibilities to their posts, implement incentive rewards and punishment systems, and enhance their enthusiasm for work. As a government agency, it is necessary to set up relevant supervisors according to the city's sewage treatment situation. The existence of supervisory personnel can better supervise and inspect investment businesses, avoid cutting corners, and breaking laws and disciplines. For staff with high work motivation and high performance, financial rewards should be provided. Conversely, staff with lazy work and poor professional ability should be punished appropriately. As a result, the professionalism of the staff has been improved, the business ability has been enhanced, and the sewage treatment work can be carried out smoothly.

2.2 Strengthen investment

Only a reliable funding base can improve the sewage treatment process and promote the smooth development of sewage treatment work. At present, the source of funds for sewage treatment plants in my country generally comes from government agencies. However, the limited funds of government agencies have restricted the healthy development of sewage treatment plants to a certain extent. Therefore, in order to be able to operate in a more orderly manner, the sewage treatment plant must receive more capital injection. First, it can raise social funds from within the community and seek help from local enterprises or social organizations. Build a sound sewage treatment system I to reduce the difficulty of sewage treatment and reduce treatment costs. To achieve a win-win situation with local enterprises; second, seek social help, seek help from groups with high social benefits, and temporarily relieve financial pressure; third, government agencies must pay attention to urban sewage treatment, and strengthen investment in accordance with the actual situation of the city. The multi-pronged approach ensures the reliability of funds and injects a steady stream of vitality into the sewage treatment plant, thereby ensuring the smooth development of the sewage treatment plant's work.

2.3 Optimize the water supply and drainage system

The operating efficiency of the water supply and drainage system directly affects the quality of urban sewage treatment. my country is a populous country with overpopulation in cities, high water pressure, and high production of sewage. Obviously, it has been unable to meet the needs of the society by blindly following the diversion and centralized treatment technology of the past. In recent years, the speed of urbanization in our country has been accelerating, and cities must continue to optimize their water supply and drainage systems, and innovate and adjust in light of the actual local conditions. If it is a southern city with a lot of precipitation, when the sewage is treated, it can be treated by means of interception, so as to avoid excessive rainfall and increase the task of sewage treatment. In the treatment of septic tanks, the method of diversion is generally used. In this process, new methods and equipment can be introduced to improve the working efficiency of the water supply and drainage system in an all-round way and enhance the quality of sewage treatment.

2.4 Optimize sewage treatment methods

Nowadays, sewage treatment plants in our country are generally constructed by direct capital injection from government agencies, and their overall operation is similar to that of public institutions. Therefore, in the process of carrying out actual work, sewage treatment plants often exhibit the characteristics of slow work and low efficiency. If you want to improve the efficiency of urban sewage treatment and meet the needs of the city, the author believes that it is necessary to optimize the sewage treatment methods based on the actual situation. Government departments must continue to reflect, adjust their operating models, and enhance the efficiency of sewage treatment plants. Only in this way can the core competitiveness of the sewage treatment plant be improved and the rapid development of the city can be promoted.

2.5 Reduce the cost of water resources development

Nature's resources are limited, especially water resources. Over the years, my country's freshwater resources have been decreasing at a rate visible to the naked eye, resulting in a continuous decline in the utilization rate of water resources. In this context, the cost of developing water resources has gradually increased, restricting the speed of urban development. If urban sewage treatment plants can treat sewage into water quality that meets relevant standards, then it can effectively guarantee water resources and reduce water resources development costs. In this way, the reuse of sewage can be realized, the utilization rate of sewage can be enhanced, and the pressure on my country's water resources can be alleviated.

Concluding remarks:

With the acceleration of urbanization, the society's requirements for sewage treatment plants are increasing. In order to provide urban residents with a better living environment, the sewage treatment plant must continuously optimize its own treatment technology, build a sound management system, improve the utilization rate of sewage, actively seek help from social forces, absorb reliable funds, and take a multi-pronged approach to improve The efficiency of sewage treatment meets the needs of social development.

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Views on Educational Equity

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Abstract: This paper reviews the research topic "educational equity" to explore the reasons for the choice of higher education and education in China. This issue includes two main parts: the educational phenomenon in China and several measures to solve it.
Keywords: Higher education; Education equality; Chinese students

1. Introduction

Education equity is the full embodiment of social equity. From a broad perspective, I think the core of education equity is resource equity.

First of all, the reasonable norms or principles on which the state allocates educational resources. Secondly, resources and funds refer to educational resources and funds. Thirdly, the main contradiction of educational equity is the objective difference of resources. We can't separate the relationship between funds and resources, they influence each other. Funds must be transformed into material forms, such as personnel, equipment and other resources in order to directly affect education. Resource equity has a more direct impact on education equity. Education is the cornerstone of social progress, and educational equity is a very important social equity.

2. The phenomenon of educational equality

The inequity of China's education lies in the imbalance of resources. In some big cities, educational resources are too concentrated; in some relatively remote areas, resources are too scarce. [1]The problem of education, in essence, is a problem of social equity, which has both the starting point and the process of equity, which will trigger in-depth social analysis in the college entrance examination season every year. From the results of the analysis, the main problem is how to balance social education resources. Obviously, this is the main problem at this stage.

According to the analysis of guangming.com, (attachment 1) for a long time, the economic development of poor areas is relatively backward, the financial revenue is also low, the investment in the construction of educational hardware facilities is limited, and the overall teaching level of the teaching staff is not high, which leads to the lag of education in poor areas, so that some children from poor families cannot receive good education, and the number of years of education for people in poor areas is relatively short, There are few opportunities to continue learning and training, which leads to their own development ability is slow. Of course, in Chinese cities, there is also the problem of educational equity. Generally speaking, children with good family economic conditions receive better education from childhood to adulthood, including all kinds of education inside and outside school, than children with poor family economic conditions. Generally speaking, the current social problems of unfair education in China are manifested in all aspects, but the most prominent ones are found in the vast rural areas, especially in the children in poor areas. As a result, when they grow up, they will become workers with low cultural quality and low income.

3. Actions should be paid attention to

3.1 It is a widely accepted view that education resources in big cities should be distributed in remote areas as balanced as possible, so that children in remote areas will no longer be anxious about going to school, parents there will no longer be hesitating about not going to a good school, children will feel fair at the starting point, and parents will feel fair in the process.

From the perspective of intergenerational transmission of poverty, the level of human capital of parents is an important factor for their families to obtain income. The human capital and social capital owned by the previous generation may affect the next generation through intergenerational transmission. Education makes it possible for the poor people in poor areas to realize vertical mobility and block intergenerational transmission.[2]Many children of poor families have broken the vicious circle of poverty by trying to improve their education level and obtain higher accumulation of human capital and social capital.

3.2 Among the social actions to eliminate or reduce educational inequity, there is an educational poverty alleviation project (Appendix 2) to implement financial aid measures for students in poor areas:

(1)We should promote the nutrition improvement plan for rural compulsory education students, gradually improve the nutrition standards for young people, establish a nutrition monitoring network for students, and speed up the construction of living supporting facilities such as kitchens or canteens in rural compulsory education schools.

(2)As for the subsidy policy for the living expenses of boarding students from rural compulsory education families with financial difficulties, colleges and universities will give priority to subsidizing students from rural families with financial difficulties.

(3)We should improve the subsidy policy for vocational education. We should implement the policy of tuition free and financial aid for secondary vocational education, and give preferential treatment to the students from rural families with financial difficulties who are involved in agriculture, hard work and lack of majors in Higher Vocational Colleges in terms of national scholarship and financial aid.

In terms of the impact of education information on the development of education in poor areas, one is to speed up the construction of school information infrastructure. The second is to share high-quality education resources through satellite, television, Internet and other distance education platforms. The continuing education institutions of open universities and colleges should develop education resources suitable for the area, strengthen the training of educational information technology application ability of schools in the area, and give priority to the allocation of digital high-quality education resources for village primary schools and teaching sites. Third, give priority to the implementation of "national education management information system construction" related projects in the area. It is necessary to carry out information management ability training for district education administrative cadres, and strengthen the application of important basic information management systems such as student status and financial aid.

Based on the data obtained from the questionnaire survey and individual visits to the poor rural areas of Xinhua and Lianyuan counties and cities in Hunan Province, some scholars take education as an important variable of human capital, and investigate its impact on the farmers in the poor rural areas of the surveyed counties and cities (Appendix 3), Education has no significant effect on increasing farmers' income, but for workers with high school (secondary vocational) and above education level, education is the key factor affecting their income, especially secondary vocational education, which has significant effect on increasing farmers' income in poor areas. In Xinhua, Lianyuan and other poverty-stricken counties and cities at the national and provincial levels, education plays a decisive role in helping farmers get rid of poverty as soon as possible. Therefore, to develop education in poverty-stricken areas, we must raise it to the senior high school level as soon as possible on the basis of nine-year compulsory education. All these are practical actions to solve the problem of unfair education.

Continue to solve or reduce the expectation of education inequity and in-depth thinking: on September 9, 2016, Taizhou Daily reported: Recently, 63 teachers in our city successively went to Xinjiang to support education, which is the largest scale and largest number in Taizhou history. When they leave their hometown to support education and go to the frontier, they are faced with "villages, humble houses, children; poor, hard-working, poor families". Intellectual aid has more "hematopoietic function" than material aid. As of July 2007, there are 62898 "hope primary schools" donated by people from all walks of life to backward provinces, counties, cities, towns and other places in China.[3] Since 2009, the first hope primary school sponsored by Hong Kong artist Gutianle has been built. It has been nine years since the founding of 100 hope primary schools. P & G sponsored about 145 schools, Haier donated 46 schools, and the National Youth Foundation system assisted the construction of more than 13000 hope primary schools.

4. Conclusion

The above reports, whether educators go to rural areas to support education, or people from all walks of life and organizations to donate to build hope primary schools, can be understood as an action of the people to help the poor and reduce education injustice. In the policy support at the national level and the conscious action of the people, we can see that the whole society has the same understanding of the phenomenon of unfair education and has made a difference. However, at the same time, the phenomenon of unfair education is still a big problem. This tells us that the task of solving or reducing unfair education is long-term and arduous, and we should have a clear understanding of it.

It should be ensured that everyone has equal rights and obligations to receive education and to provide relatively equal opportunities and conditions for receiving education and achieve relatively equal opportunities and effects of education. Generally, these three levels are summarized as fairness in starting point, fairness in process and fairness in result.

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Exploration of the Integration Path of Cultural Industry and Tourism Industry

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Abstract: With the continuous promotion and popularization of the concept of industrial integration, my country's industrial boundaries have become more blurred, and even the phenomenon of elimination of industrial boundaries has occurred, which has enabled the effective integration of various industries. In order to comply with the development trend of industry integration, we are now starting from three aspects: strengthening the top-level design of the integration of culture and tourism industry, doing a good job of carrier integration and deepening the integration of culture and tourism industry, and establishing a talent support system for the integration of culture and tourism industry. The in-depth integration of the tourism industry puts forward constructive suggestions. It is hoped that this research will provide effective reference and reference for relevant departments.

Keywords: Cultural industry; Tourism industry; Integration path

The cultural industry is an industry that produces various spiritual products to enrich people's spiritual and cultural experience. The tourism industry is an industry that provides people with tourism products and meets people's tourism needs by making use of tourism resources. The full integration of the two industries can not only form a variety of cultural tourism products, make tourism products rich in cultural heritage, but also ensure that the cultural tourism industry has regional characteristics, and play an important role in promoting the healthy and sustainable development of the cultural tourism industry. effect.. Therefore, how to scientifically integrate the cultural industry with the tourism industry is a problem that relevant departments must think about and solve.

1. Strengthen the top-level design of the integration of culture and tourism industry

The top-level design is the basis and guarantee for the effective integration of the cultural industry and the tourism industry. Therefore, in order to ensure the true integration of the cultural industry and the tourism industry, relevant departments must strengthen the top-level design [1]. First of all, the local government must determine the strategic goal of industrial integration and give full play to its leading role. In the specific implementation, the local government should continue to reform and innovate the property rights system, and promptly remove obstacles that affect the integration of the cultural industry and the tourism industry. At the same time, the local government should also play its own regulatory and leading functions[2] to encourage cultural enterprises and tourism. Enterprises actively cooperate to have a positive impact on the effective integration of the cultural industry and the tourism industry. Secondly, the relevant departments should strengthen the construction and application of the integration mechanism of the cultural and tourism industries to ensure that the integration of the cultural industry and the tourism industry is based on evidence and rules to follow. Finally, in order to achieve the effective integration of the cultural industry and the tourism industry, relevant departments must adopt a regional integration approach to scientifically plan and integrate these two different industries. At the same time, they must also formulate and improve industrial integration plans and programs to continuously improve the industry. Integrate quality and efficiency to complete the creation and popularization of cultural tourism products.

2. Carrier integration to deepen the integration of culture and tourism industry

In order to further improve the integration of the cultural industry and the tourism industry, relevant departments must ensure that the carrier integration work is in place. First of all, relevant departments must strengthen technological integration. Technology integration is an important means to improve the utilization rate of industrial resources, and it plays an important role in promoting the deep integration of the cultural industry. For example: a certain tourist attraction contains rich cultural connotations[3]. When optimizing tourism products and tourism service experience, through the use of technology integration methods, the quality of tourism products and service levels can be maximized to ensure that the tourism industry is modernized, The direction of civilization continues to develop. Secondly, relevant departments should pay attention to product integration. Product integration mainly refers to the deep integration of cultural products and tourism products through the use of recombination. For example: through the development and application of tourist souvenirs with regional and cultural characteristics, the in-depth integration of cultural products and tourism products can be realized; through the exhibition of various cultural souvenirs to tourists [4], the true integration of cultural products and tourism products can be realized. Finally, it is necessary to continuously strengthen the integration of marketing to ensure that the

marketing concepts, marketing resources, and marketing methods of the cultural industry and the tourism industry are fully integrated, so as to form a diversified and diversified marketing model to better promote and popularize cultural products and tourism. product.

3. Establish a talent support system for the integration of culture and tourism industry

As the main executor and implementer of the integration of cultural industry and tourism industry, talents occupy a pivotal position in improving the efficiency and effect of industrial integration. Therefore, relevant departments should pay attention to the formulation and improvement of the industry integration talent support system, so as to cultivate high-capacity, high-quality, and high-quality applied innovative talents. First of all, relevant departments must constantly revise, optimize and improve the talent management system according to the needs of industrial integration. At the same time, they must build a team of innovative talents proficient in management, and give them full respect, understanding and support, so as to Effectively stimulate their enthusiasm for work to promote the effective integration and coordinated development of the cultural industry and the tourism industry. Secondly, it is necessary to construct and improve the talent training mechanism to ensure that talent training is implemented in order to achieve the goal of improving the quality of talent training, to ensure that they use their own professional skills to give full play to the key role of the market in promoting industrial integration, and to achieve The in-depth integration and coordinated development of industry and tourism industry lay a solid foundation for talents.

Concluding remarks:

To sum up, in the context of the application of the concept of industrial integration, the cultural industry and the tourism industry merge and penetrate each other, and form a new and advanced industrial model, in order to realize the redistribution of different industrial resources and improve The utilization of resources in different industries has laid a solid foundation. Therefore, the relevant departments have established the idea of industrial integration, fully integrated the cultural industry and the tourism industry, and provided a strong guarantee for the promotion of the innovation and stable development of the cultural tourism industry and the overall improvement of my country's social and economic level.

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A Comparative Study of Art Education in China and Britain

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Abstract: With the development of Economy and society, the international community is paying more and more attention to Chinese art education. Some courses, such as the internationalization of art education in China, have been paid more attention in the west. At present, both China and Britain have made great progress in art education. The core topic is the internationalization of curriculum design and teaching. We need to explore the most cutting-edge international academic achievements and dynamic learning concept. British higher education is the most advanced in the field of world education. This article considers the educational philosophy of the Royal College of Music, discusses and analyzes the teaching modes and methods of the art curriculum in the two countries, and compares their respective advantages.

Keywords: Art Education; Higher Education; Curriculum; Teaching system

1. Introduction

1.1 Research Background

There are many domestic art education papers, discussing the internationalization of curriculum design is the focus of current art education curriculum development. Paying attention to the most cutting-edge academic achievements in the world and learning advanced Western education models are very important for Chinese art courses. In China's college art design, we have not applied the way of cultivating artists to train students[1] Every student can perceive art, but lacks the practicality of art curriculum and rarely discusses the internationalization of art education. The primary and secondary art courses in our country are mainly art and music. These two courses are not very important and will not be included in the college entrance examination for cultural courses. In the course setting principle, three points are emphasized: the first is to set up a balanced course; the second is to strengthen the comprehensiveness of the course; the third is to strengthen the selectivity of the course. The types of subjects offered in the art courses of primary and secondary schools in the UK are not only music and art courses, but include various forms of art subjects and groups such as vision, art, dance, drama, performance, chamber music choir. Extensive hardware support for music skills to promote the development of corresponding knowledge.[2]

1.2 Research Significance

Our country's art education faculty can ensure high-quality art teaching experience for all students. Most art education teachers can develop an independent evaluation mechanism. The British Ministry of Education has set up a broader art education center through the Arts Committee: the art education center and the school will jointly determine the quality of local art education and will be responsible for it; the art education center can raise questions and support the school's reform of the music curriculum.[3] Students experience and participate in music production through live music. Art education teachers in domestic primary and middle schools should rely on higher education institutions. In areas and schools where there are insufficient full-time art teachers, teachers and administrators with artistic expertise can serve as art teachers. [4]

1.3 Research Status

Searching the keyword "art education" on China Knowledge Network found 45612 journals and 5020 master and doctoral dissertations. Searching for the keyword "Art Education in China and Britain" found 4 master and doctoral dissertations and 4 journals. It is not difficult to find that there are many papers in the field of art education in recent years. [5]

2. Arts Education Policy

2.1 Course Setup and Hardware

In China, students are basically orderly and quietly attending classes, and the classroom is the most important place for preaching and teaching. They measure the quality of students by their grades. Once you go deeper, you will find that the school's classroom is completely different from China. The management of the classroom in their small class studio is more like a discussion venue. Sometimes teachers and students will not communicate directly, but students will discuss in groups. The classroom atmosphere is relaxed and active, and after a period of discussion, there will be a tea break. Classes in the UK focus on practice and communication, rather than teaching. [6]In the British art teaching model, from the perspective of art design majors, academic exchanges are very

important, especially international academic exchanges between students. At the University of the Arts in the UK, during the ten-week class, there are many opportunities for academic exchanges between teachers and students. China is a country with a long education tradition, and they have their own unique teaching systems.

3. The Teaching Mechanism in the UK- Taking the Royal College of Music as an example

3.1 Enrollment of the RCM in China

Take the enrollment of the RCM in China as an example: they pass the design of the admissions committee and pass three rounds of screening: preliminary selection of resume materials; final interviews and professional examinations; examiners face-to-face oral examinations. Chinese students have to pass this exam, and there is an interview in addition to the written exam, and the performance must also meet the requirements of English in order to be admitted successfully. RCM also accepted applications from Chinese students, but the difference is that students need to prepare their own audio and video materials and corresponding transcripts and send them to the UK for review. The fine tradition of Chinese students is to study hard and practice hard. Chinese teenagers who have won awards in various international music competitions can have more confidence in the admissions examinations of the Royal College of Music. British music schools generally adopt a teaching method that combines lectures, seminars, and individual tutoring. In domestic universities, teachers mainly teaching, and they rarely discuss technical topics in class but discuss them with students. The content taught by professors in Chinese universities still involves a lot of art topics. Chinese universities focus on teaching, while British universities focus on communication.

3.2 The system and characteristics of the Royal Academy of Music

The Royal College of Music have been established for more than 100 years and has become a top conservatory in the UK and even Europe. As a country with the world's best higher education resources, its standardized education system and enrollment, which require advanced educational concepts and academic resources, have been widely recognized by the world. A diversified and multi-level higher education has gradually attracted many Chinese students to study in the UK. British teachers always pay special attention to inspiring students to think actively, and the teaching mechanism is more like a kind of communication. In British university education, they will also adopt a different examination system from China. In terms of results, the calculation is based on the accumulation of the usual scores, concert scores, and oral test scores. It is obviously different from the domestic final exam to get a score to determine student performance. Normally, the mid-term and final exams are completed in the form of concertos and concerts, students will be more rigorous and dare not relax, because it is very common for students to spend a long time practicing every day.

4. Characteristics of Chinese art schools

4.1 Flexible Teaching Methods

In terms of teaching methods, Chinese art colleges pay more attention to the cultivation of students' educational knowledge. Traditional Chinese teaching is from duck-filling teaching training to new curriculum teaching. Therefore, under the reform of the national new curriculum teaching model, it is still a way of teaching and learning to train students. The advantage of this teaching concept is that it can more directly and practically help teachers enhance the effect and quality of teaching. But this kind of teacher-oriented way of teaching is easy to ignore the student's dominant position. In the process of seeking the uniqueness of British education, we need to perceive the advantages of this model of British society. At the same time, we must realize that the Chinese teaching model has its own special background. They have derived such a teaching model, which is not necessarily used in Chinese society, because we are a large-class teaching model, and we attach great importance to the basic quality education of students.

4.2 Extensive course management

We should start from ourselves and use reasonable methods and means to innovate educational management models. In the process of education and management of art colleges, the practical role of art courses should be brought into play. Innovate the content of education management and strengthen the ability of education management. Conduct in-depth research on the education and management of music and art colleges to meet the special needs of talent training in art colleges. If talent training, selection, and human capital management theories are in teaching quality evaluation and information management, etc.

5. Conclusion

We compared art education in China and Britain. We did not analyze the advantages and disadvantages of art education in China and Britain. Instead, we emphasized the differences between China and Britain's respective training models, and analyzed the advantages of the Royal College of Music. The art education curriculum in China and Britain is based on the current situation of art education in primary and secondary schools in our country, as well as related ideas and experience. Great efforts should be made to promote the internationalization of art education to help university teachers and students identify themselves.

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Criminal Legal Risks of P2P Online Loan and Preventive Measures

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Abstract: With the development of science and technology, the Internet and mobile terminals have become popular, which has played a very important role in the development of all aspects. Compared with traditional bank lending, the advantages of P2P online lending are low thresholds and convenient operation. The criminal legal risks presented are mainly illegal money laundering, credit fraud, and illegal fundraising. The main purpose of this article is to explore the criminal legal risks of P2P online lending from multiple perspectives and combine Our own practical experience puts forward corresponding preventive measures, hoping to have certain reference significance for the orderly and healthy development of P2P online lending in my country.

Keywords: P2P online loan; Criminal; Legal risk; Preventive measures

In recent years, the national economy has achieved leap-forward development, especially with the popularization of the Internet and mobile terminals, private lending has gradually adopted network platforms and has been rapidly spread, such as the emerging online lending service platform P2P lending platform. The platform is mainly an interactive platform built for lenders with financial needs and borrowers with capital needs. The platform obtains the lender's credit loan funds for self-holding after passing the credit evaluation. This method is relatively perfect in developed countries such as the United States and the United Kingdom. The development time in our country is relatively short, but the rapid development in recent years has also brought about many problems, and more and more potential risks have even caused a huge impact on social stability.

1. P2P network lending process

In the "Guiding Opinions on Promoting the Healthy Development of Internet Finance" released in 2015, the concept of Internet finance was defined, which is a new type of financial business model that combines information and communication technology with Internet technology. after passing the review, the loan information will be published on the website, and the borrower will automatically generate electronic vouchers through bidding for the relevant loan information, which forms a creditor's right and debt relationship, and finally repays the loan according to the set date.

2. Development status of P2P online loan

According to the 2016 P2P online lending industry annual report, there are more than 1,600 normal platforms in Genting, a year-on-year decrease of 15.4%. The cumulative transaction volume is 336 million yuan, with close to 10 million active investors and 5.72 million borrowers. This is also the current high point of illegal fundraising induced by online lending. For many small and medium-sized enterprises, the problem of financing difficulties is more serious, and some enterprises will choose P2P online lending platforms because P2P online lending is less difficult, convenient to operate, and quick to lend. However, in recent years, the phenomenon of runaway incidents and capital chain ruptures have occurred from time to time, such as the major risk incidents of Dajia Group and e-zubao, which have also caused the regulatory authorities to intensify the rectification of P2P online loans. With the widespread concern of the society, the criminal legal risks caused by P2P online lending platforms have also received more and more attention from all parties, and the formulation of effective preventive measures has reached an imminent moment.

3. Definition of the legal nature of P2P online lending

3.1 P2P belongs to private finance

P2P online lending is to provide borrowers with funding needs through the fundraising of social idle funds. In essence, P2P online lending belongs to online private financial lending. And private finance is not regulated by the government in financial behaviors and financial organizations, such as lending behavior between individual enterprises, between enterprises and between individuals.

3.2 Features of P2P online loan

P2P online lending uses the Internet platform to further innovate the form of private financial lending, and P2P online lending is not restricted by time and location, so it can hide the identity of the borrower. P2P online loan is a kind of usury to investors, which can obtain benefits through higher interest income. P2P online lending is a private lending behavior and is not subject to legal control. This is also the reason that P2P online lending has great flexibility and can borrow in diversified modes, such as the debt transfer model, the Bandai model that provides guarantees, and the information intermediary model.

4. Types of criminal legal risks in P2P online lending

4.1 Illegal fundraising

As a private financial platform, P2P online lending is not standardized and poorly managed during actual operation, which will trigger criminal legal risks. For example, the most common and typical is illegal fundraising. The borrower submits an application through the platform, and the investor pays the funds to the borrower after review. During the review period, the third-party payment platform will form a deposit of funds. For more convenience, some intermediary platforms did not establish a cooperative relationship with the third-party payment platform, and conducted illegal fund-raising on the platform, resulting in P2P online lending. The criminal legal risk of the country has increased significantly.

4.2 Risk of money laundering crime

Some P2P online loan platforms will set up an intermediate transfer account, which will control the stranded funds on the platform and realize the extracorporeal circulation of funds. P2P online loan platform operators can illegally cash out the deposited funds through virtual accounts, leading to the risk of money laundering crime.

4.3 Credit lack risk

P2P online lending lacks external supervision and legal constraints, leading to more and more crimes caused by lack of credit. The information supervision system of P2P online lending is imperfect, and the phenomenon of borrowers overdue or non-payment is very common, which will lead to criminal cases such as illegal detention and violent collection. This phenomenon is very common in our daily life. Many borrowers are students who have weak repayment ability. When defaults occur, the lender uses public nude photos and contacts with the borrower's parents to coerce the borrower to repay. On September 7, 2017, China Business Daily reported that Zhu Yudi, a 21-year-old sophomore in Shaanxi, took a loan of more than 200,000 yuan for classmate dinners and repayment of loans. When he was unable to repay, he committed suicide by jumping in the river.

5. Suggestions for perfecting P2P online lending laws

5.1 Reasonable use of criminal penalties

At present, the government and various localities have launched special operations against illegal fund-raising, especially P2P online lending financial criminal crimes. Although very significant results have been achieved in the past two years, they have also had a certain impact on financial freedom.

5.2 mprove the supervision system

P2P online lending should strengthen cooperation with banks, and learn from the bank's fund management system and depository system. Platform funds can also be directly deposited in the bank to avoid the occurrence of criminal offences such as absconding of funds and illegal fundraising, and also ensure The legitimate rights and interests of investors are not harmed. P2P online loans can be directly connected to the bank, and the bank is centrally supervised. The platform has no right to use the funds, so that the security of the funds can be effectively guaranteed. In addition, the P2P online loan platform must file the fund transaction contract with the bank, and reject the loan application that does not meet the loan requirements.

5.3 Improve judicial interpretations involving crimes

The criminal charges involved in P2P online lending mainly include the crime of illegally absorbing public deposits, the crime of misappropriating funds, the crime of fundraising fraud, and the crime of illegal business operations. In practice and theory, this type of crime is not included in the category of financial crimes and needs to be explained through judicial interpretation. It even introduced amendments to the Criminal Law to clarify Internet financial crimes.

Concluding remarks

All in all, in the current new era, Internet finance has achieved rapid development, and it has also played a very important role in social development. However, in the process of the development of P2P online lending, crimes such as money laundering and illegal fund-raising are not uncommon. The government has also formulated a series of prevention and control measures for the prevention of risks in Internet finance, and clearly proposed measures to be taken at the Fifth Plenary Session of the 18th Central Committee. Internet finance is regulated. At present, the problem that needs to be solved urgently is the positioning of information intermediaries of online lending institutions, to prevent self-financing and self-insurance, setting up capital pools, and issuing loans, especially the thorough investigation and handling of the problem of "loan usury". Regulatory agencies should further strengthen the rectification of P2P online lending platforms, and integrate multiple forces to form a multi-in-one comprehensive governance system, covering a more scientific and complete governance system covering social supervision, government supervision, and legal regulation. Provide important support for the orderly and healthy development of our economy.

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A New Daily Teaching Mode of Analytical Chemistry Course Based on the Higher Vocational College Skill Competition

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Abstract: By introducing the standard of vocational college skill competition into the daily teaching of analytical chemistry course in higher vocational college, a more reasonable teaching mode is constructed to improve the enthusiasm of the students on analytical chemistry, and to improve the operational standardization of analytical experiments and accuracy of analytical results.
Keywords: Analytical chemistry; Skill competition; Teaching mode

Since the Ministry of education began to organize the vocational college skills competition in 2006, the vocational college skills competition of various events has been carried out in full swing. Among them, the industrial analysis and inspection skills competition is one of the most extensive competitions in the field of industry including chemical industry, petroleum, medicine, health, inspection and quarantine, biology, agriculture and forestry and other industries [1].

The competition of industrial analysis and inspection is set up to improve the practical operation ability of students, based on demand of the teaching reform and development of majors relative to industrial analysis and inspection in higher vocational education. The competition questions usually include three parts: the first part is the theoretical and simulation assessment items (the score accounts for about 30%), in which the theoretical questions assess the theoretical part of analytical chemistry, and the simulation questions assess the combination of gas chromatography and mass spectrometry; the second part is the chemical analysis operation item (the score accounts for about 35%), that commonly means the assessment of titration analysis operation; the third part is the instrumental analysis operation item (the score accounts for about 30%), in which Ultraviolet visible spectrometer is generally tested. The contents of the above three parts mostly come from the the analytical chemistry course that is a general course of the college students who major in chemical engineering or related majors. In order to achieve good results in the skill competition, the daily teaching mode of analytical chemistry can be changed and improved.

1. The enlightenment of skill competition on Analytical Chemistry Teaching

1.1 Proportion of practice is more important than theoretical learning

For the students of higher vocational colleges, it is not wise to compare the theoretical knowledge with the students of universities, because they are not so good at book learning compared with the latter. They should focus more on the experimental operation skills, pay more attention to the standardization of operation and the accuracy of analyzing results, and work really hard on the operation details. This opinion can also be verified by the items assessment of the industrial analysis and inspection competition. The proportion of practical operation scores which takes bout 70% is much higher than the theoretical knowledge score which takes bout 30%. Therefore, in the daily teaching, we should highlight the cultivation of students' experimental operation skills.

1.2 Team spirit cultivation is necessary

The professional skills competition is entered in the form of teams, and each team is composed of two contestants. Each contestant must take part in the theoretical and simulation examination, chemical analysis operation examination and instrumental analysis operation examination. The final score of the team is the sum of the two contestants' scores. In other words, the players need to reach a good tacit understanding in the usual training, be able to effectively communicate and share information, and form a win-win relationship in order to achieve good competition results. Therefore, during the daily teaching of analytical chemistry course , we need to consciously cultivate the students' ability and habit of teamwork.

1.3 More attention should be paid to the standardization of experimental operation

The standardization of chemical experiment operation is the prerequisite to ensure the accuracy and reliability

of the experimental data. In the scoring standard of the industrial analysis and inspection skill competition, the operation process score accounts for about 30% ~ 40% of the total score of the experiment. The scoring rules of the competition make strict and detailed requirements for the standardization of each experimental operation step, for example, whether the glass instruments is correctly leak tested before the operation begin, whether the volumetric flask is shaken when the solution is diluted to the two-thirds of the volume with water, whether the liquid level is accurately tangent to the mark line, and whether the color of titration ending point is controlled properly, etc. [2]. In addition, the standardization of the experimental operation will also affect the precision of the parallel experiments, which accounts for 20% ~ 35% of the total experimental score [3].

2. The exploration and practice of the daily teaching mode of Analytical Chemistry Course

2.1 Reset the contents of analytical chemistry and construct a teaching system containing theory and practice

Based on the professional skills competition, we revised the content of analytical chemistry course based on the actual production of local chemical enterprises. Taking the analysis and inspection tasks of enterprises in actual production as the main line, we the integrated the chemical analysis knowledge and the instrument analysis knowledge into different analysis and inspection production tasks. The theoretical teaching contents are arranged according to real enterprise production tasks. The six learning units of teaching material are composed of theoretical knowledge, in-school training, out-of-school practice teaching and after-school learning. The theoretical knowledge involved in these six learning units is closely related to the necessary operation skills, and the theory and practice are closely linked to form a complete teaching system with the purpose of taking the practical skills training as the principal thing.

2.2 Reform of the evaluation system to improve overall teaching effectiveness

The traditional examination mode of a test paper is eliminated, and the final score is evaluated by theory and operation. The quantitative table of students' final general evaluation is shown in Table 1.

Table 1   Quantification of The Final Term General Evaluation

Project	Form of assessment	Project Full score	Assessment content	Project Percentage share	Score	Student's Final Total
Theoretical assessment	Final Closed-book Exam	100	Theoretical knowledge of analytical chemistry course	40%		
Experimental exercises Assessment	Check at ordinary times, teachers score 60%, students score 40%	600	Acid-base titration, coordination titration, redox titration, precipitation titration, gravimetric analysis, UV-Vis spectrophotometry	50%		
Civilized operations	Check at ordinary times	100	During the course of the experiment, the table surface is neat, the instrument is orderly, and there is no major negligence such as breaking the instrument	10%		

3. Conclusion

Vocational college skill contest is the booster of vocational education reform and development. It is the need of social development and the necessity of social development. In the daily teaching of analytical chemistry courses, we can introduce the model and scoring standard of the skill contest, start with the course content setting, the improvement of teaching methods and means, the innovation of evaluation mechanism, build a more efficient and reasonable daily teaching mode of analytical chemistry course based on the skill contest, improve the enthusiasm of higher vocational students to study analytical chemistry course, in order to transport more high-quality contestants for vocational skill contest, and reserve a large number of high-skilled talents of industrial analysis and test technology for the society.

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A Stylistic Analysis of Joseph Biden's Inaugural Address

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Abstract: Inaugural speech is a kind of unique and important practical style with wide influence and great significance. By analyzing the language features of the speech, profound meanings can be dug out. This paper analyzes Joseph Biden's Inaugural Address from the perspective of stylistics. And it gives an analysis of phonetics, words, semantics and rhetoric devices upon this speech with the aim to provide relatively comprehensive insights into the this speech.
Keywords: Joseph Biden; Inaugural address; Stylistic analysis; Comprehensive insights

1. Introduction

Public speech in a broad sense can include many subcategories, such as religious sermons, lectures by university teachers, speeches at public meetings and so on. Different types of speech will have different styles due to the influence of different factors(Zhang Xue,2011). Public speech is done before live audiences, thus it is limited to a specific time and place. It has played an important role in education, government and business. Words have the power to inform, persuade, educate and so on. And in some cases, the spoken words can be even more powerful than the written form. The style of public speech is usually formal and it often applies rhetorical devices at the same time. The Inaugural Address is an important part of the inauguration ceremony. During the Inaugural Address, the presidents announce their policies and persuade the public to accept and support them.

Joseph Biden is the 46th president of the United States as well as the eldest one in the American history. He faces many challenges as he assumes office. In his speech, he persuades Americans to end the "uncivilized war" which has divided the country and advocates people to be a unity and defeat the COVID-19 together. When delivering his speech, Biden also employs many rhetorical devices. This paper will analyze it from the aspects of phonetics, vocabulary, semantics and rhetoric.

2. Features of phonetics

Speech is a kind of colloquial style and speakers always use many phonetic devices like alliteration to enhance its effect.[1] Alliteration is an expression form, the conspicuous repetition of identical initial consonant sounds in successive or closely associated syllables within a group of words. The function of alliteration in speeches is to be both attention getting and memorable.

Grabbing an audience's attention is the first purpose of alliteration in speeches. No matter where the alliteration is placed, the repeated sounds can wake up an audience, especially if delivered with subtle emphasis. At the beginning of Biden's Inaugural speech, he uses alliteration device to attract the audiences attention in his speech. "It is a day of history and hope, of renewal and resolve." The repeated consonants "h" and "r" act as a wake-up call for the audience. And he also emphasizes the significance of this special day. Another example in this speech is that " we have much to do in this winter of peril and possibility". Biden here chooses the words "peril" and "possibility" to form an alliteration in order to get the audience known the challenges that now they are facing, the pandemic, the violence and so on. But he also gives them confidence that the new government has the ability to lead the American people to solve the predicament. Another purpose of alliteration in speeches is to make a concept more memorable. Here are some examples, "Yet hear me clearly: Disagreement must not lead to disunion". The use of alliteration makes an effect of strengthening the tone. Biden wants the audience to know disagreement should be acceptable and respected. "We can do this if we open our souls instead of hardening our hearts." Biden calls for the American people to be tolerant and embrace the difference. Alliteration makes his idea more memorable for the audiences.

3. Features of vocabulary

Inaugural speech is a formal event, thus the words chosen for it is very important. In Biden's Address, he uses many "big words" to show the audiences that it is a very formal speech. And his choice of words also expresses his ideas and hopes to the Americans. In addition, in order to enhance the effect of speech and shorten the distance between the speaker and audience, the speakers usually use the first person pronouns more often than other personal pronouns. This fact manifests obviously in Biden's Address.

3.1 Use of Big words

To show the formality of the Inaugural Address, Biden uses many formal words. For example, he chooses the word "liberty" in stead of "free", and the word " dignity" rather the word " proud", as well as the word " security" not "safe". He also employs the word"

heed" to replace the phrase"pay attention to". As a president, he delivers his speech from the role of the leader of the whole country, thus the words he chooses here are very formal and big and creates a solemn atmosphere for the audience.[2]

3.2 Use of personal pronouns

Nerd points out that politicians and their speech writers have taken great care to deal with the use of personal pronouns in speeches. By using them, politicians achieve the aim of expressing the their intentions to the public and make the audience more easily to accept their points.[3] In his Inaugural Address, Biden uses the first person singular "I" or "me" 52 times. The function of the first person singular is to express his views and options upon the current situations of the America and his solutions to meet the facing challenges. And the most frequently used personal pronouns is the first person plural "we", "us", "our" for 149 times, which accounts for 53 percent of the total number of personal pronouns. The extensive use of the first person plural in a speech can shorten the distance with the audience, integrate the speaker and the audience. At the same time, it can stimulate the audience's sense of identity, arouse the resonance of the audience, and make the speech highly inflammatory. confidence in the new government. "Must" and "can" are used 24 times, which not only stresses the Americans' obligation and responsibility but also encourages them to act together and reshape the unity spirit of the United States .

4. Features of sentences

Sentence patterns of speech language are also different from other literature styles, speakers usually use simple sentence structures to get the audience understood their ideas.[4]

4.1 Variation in sentence length

Biden speaks in slightly shorter sentences. And the shortest ones only consist of three words. Examples are as follows:
Bringing America together.   Uniting our people.   Hear one another.
The short sentences are easily to attract the audience attention and make them easily to get the idea of the speaker. They also highlight the important points speakers want to express.

4.2 Various sentence types

Most of sentences in Biden's speech are simple. Complex sentences are few. There are also inverted sentences, imperative sentences and questions. The inverted sentence like " Here we stand..." is used to emphasize the information after the word "stand". The imperative sentences like "Uniting to fight the foes we face ." "Let us add our own work....." are used to call for the audience to do these things. The form "Let us..." shows that Biden works with the American people together. It creates an equal and trust relationship with the audience. Questions in the speech like "What are the common objects we as American love that defines us as Americans ?" "Will we master this rare and difficult hour?"are employed to grab their attention and raise their thinking. Meanwhile, questions enhance interaction between the speaker and audience.

5. Features of rhetoric devices

5.1 Use of Repetition

Repetition, especially anaphora is a kind of Biblical style which is emulated by the American Presidents in their Inaugural Address.[5]Biden also used this device in his speech. In the following example, "We can..." is used for eight times.
We can put people to work in good jobs. We can teach our children in safe schools. We can overcome this deadly virus.
The repetition helps to achieve the function of coherence in discourse and the function of reinforcement in mood and emotion. Here Biden emphasizes the importance of unity. His words also reveal the urgency to unite people together and his ambition to revive the United States.

5.2 Use of Metaphor

Metaphor is used to the similarities between the two things though they are basically different. It is usually used by speakers in order to make the speech more vivid and lively. And the figurative meaning comes from the literal meaning of the metaphorical object. Biden also used metaphor in his speech, for example, "And over the centuries through storm and strife, in peace and in war..." Biden compares the difficulties American people experienced to the "storm", creates a picture in audience's mind and made his words easy to understand.

6. Conclusion

This paper analyzes Biden's Inaugural Address from the aspects of phonetic, vocabulary, sentence features and figures of speech. It not only illustrates the stylistic characteristics of public speech but also explored the purpose that the speaker want to achieve. The language of the public speech is not only attractive but also informative. Nevertheless, complex sentence patterns should be less used so as to make the audience easily understood the ideas and views of the speakers. From analyzing this speech, we should learn some skills and features when making public speech.

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Research on Influencing Factors of Stigma in Inpatients With Depression

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Abstract: Objective: to evaluate the influence of psychosocial factors on stigma of patients with depression.**Methods:** A total of 110 inpatients with depression were investigated by Stigma Scales by Link ,Self Rating Depression Scale(SDS), Social Support Rating Scale(SSRS), Simple Coping Style Questionnaire and Rosenberg Self-esteem Scale(RSES).**Results:** 1.Moderate depression group and severe depression group had higher stigma than non depression group; severe depression group and moderate depression group had higher stigma than mild depression group.2.The stigma of depression patients was negatively correlated with social support, positive response and self-esteem, and positively correlated with depression degree and negative response. **Conclusion:**The lower the severity of depression, the better the social support, the more positive coping, the higher the level of self-esteem, the lower stigma in patients with depression, and vice versa.

Keywords: Depressive disorder; Stigma; Influencing factors

Major depressive disorder (MMD) is a common chronic mental disorder. According to the global burden of disease project, by 2030, depression will become the third largest global burden of disease besides AIDS and ischemic heart disease. Compared with the economic burden brought by depression, the lack of recognition and treatment of depression is the main reason for the disease burden, and the stigma of mental patients is one of the important reasons for the low recognition and treatment rate. Stigma, expression of social characteristics in a specific context, is also the result of patients internalizing the external negative attitude , generally involving a label and a subject. In the field of medicine, it mainly refers to people's negative cognition, behavior and emotional experience caused by diseases. In recent years, there have been a lot of researches on stigma domestic and abroad, mainly involving AIDS, mental diseases, obesity, homosexuality, drug abuse and alcohol, poverty, etc. The previous research in China focuses on stigma of schizophrenia and AIDS. In fact, depression patients also face the problems caused by stigma, but the domestic research on this aspect is obviously insufficient.

Stigma involves the attitude and experience of patients, family members and the public. Foreign scholars have confirmed that the influencing factors of stigma of patients with mental illness include socio demographic factors, clinical factors, and social psychological factors, such as gender, age, cultural background, economic status, nature of work, contact or understanding of mental illness, insight, psychiatric medical system, self-esteem, social support, self-efficacy, social atmosphere, etc. (Corrigan et al al. 2003：Angermeyer, 2003；Angermeyer et al., 2004；Angermeyer, & Dietrich, 2006；Lyons et al.,2009；Schulze, & Angermeye , 2003）. There are relatively few studies on stigma in China. Therefore, this study mainly discusses the influencing factors of stigma in hospitalized patients with depression in China, so as to provide reference for the intervention treatment of depression.

1. Research objects and methods

1.1 Research objects

All the subjects came from two hospitals in Nanjing and signed informed consent.

Inclusion criteria: 16-65 years old, according to DSM-IV-TR, meeting the diagnostic criteria of "depressive episode"; no family history of mental illness; voluntary participation.

Exclusion criteria: nervous system and other mental diseases; atypical and psychotic depression; severe physical or infectious diseases; drug and / or alcohol dependence; bipolar index (BPX) scale suggested bipolar disorder.

1.2 Research instruments

(1) Stigma Scales by Link : Based on the tagging theory,Link and others initially developed the stigma scale to evaluate the subjects' stigma from three aspects of cognition, behavior and emotion in 1989. A total of 46 items are divided into three subscales, including the demeaning discrimination scale, the stigma emotional experience scale and the stigma pair scale. The stigma cognition and coping style of the subjects can be used alone The higher the score of each dimension, the higher the level of stigma.

(2)Self Rating Depression Scale: compiled by Zung in 1965, and revised by Wang Chunfang in 1986, including 20 items. SDS was divided into four grades according to the frequency of symptom. After understanding the content of each item, the subjects would

choose the option that meets their actual situation in the past week. After the reverse score is completed, the higher the total score, the sever the depression (Wang Chunfang.

(3)Social Support Rating Scale(SSRS): compiled by Xiao Shuiyuan in 1993, with the theoretical guidance of the relationship between social support and physical and mental health. SSRs is a self-rated scale with 10 items, including objective support, subjective support and utilization of social support. The consistency coefficient of the total score of the two-month test-retest was 0.92, and the internal consistency coefficient of each item was between 0.89 and 0.94.

(4)**Simple Coping Style Questionnaire** :Based on Folkman and Lararus's coping style questionnaire in 1998, Xie Yalin compiled the self rating scale with 20 items and adopted the four level scoring method. The test-retest reliability was 0.89 and the Cronbach coefficient was 0.90. It is divided into two dimensions: positive coping and negative coping. The results of principal component analysis, factor analysis and calibration prediction showed that the reliability and validity of the questionnaire were good.

(5) Rosenberg Self-esteem Scale(RSES): Self esteem is a general evaluation of self. This scale was developed by Rosenberg in 1965. It consists of 10 items, five of which are reverse scoring items. Using Likert 4-level scoring method, after completing the reverse scoring, the total score was obtained by adding the scores of each item. The higher the score, the higher the level of self-esteem .

1.2 Data analysis

The data of this study were input and sorted by Excel and factor calculation, descriptive statistics, t-test, F-test, ANOVA and Pearson product moment correlation were performed by spss19.0.

2. Research results

2.1 Correlation between depression, social support, self-esteem, coping style and stigma

As shown in Table 2.1, there was a significant negative correlation between stigma and social support ($P < 0.05$), a significant negative correlation with self-esteem and positive coping ($P < 0.01$), and a significant positive correlation with negative coping ($P < 0.01$). Self esteem was positively correlated with social support and positive coping ($P < 0.01$), and negatively correlated with depression ($P < 0.01$); social support was negatively correlated with depression ($P < 0.01$), and positively correlated with positive coping ($P < 0.01$).

Table2.1 Correlation between depression, social support, self-esteem, coping style and stigma

item	stigma	self-esteem	Social support	Positive coping	negative coping	depression
self-esteem	-0.451**	1				
Social support	-0.427**	0.684**	1			
Positive coping	-0.143**	0.431**	0.417***	1		
negative coping	0.470**	-0.571**	-0.558**	0.194	1	
depression	0.266**	-0.615**	-0.417**	-0.432**	0.189**	1

In order to further explore the difference of stigma in different degrees of depression patients, the difference test was carried out. According to the scoring standard of SDS, the original scores were converted into standard scores, and then they were divided into four groups: no depression, mild depression, moderate depression and severe depression according to the conversion results, and then the difference test was carried out. The results are shown in table 2.2

table2.2 Difference test of stigma in different degree of depression in patients with depression

item	stigma	F	p
no depression	118.48±14.64		
mild depression	120.26±11.16		
moderate depression	126.06±12.75	3.966	0.010
severe depression	130.42±7.34		

It can be seen from the above figure (table 2.2) that there are significant differences in different degrees of depression in patients with depression ($P < 0.05$), so after multiple comparisons, it can be seen from the following table (Table 2.3) that there are significant differences in terms of the mean values between non depression group and moderate depression group, between non depression group and severe depression group, between mild depression group and moderate depression group, between mild depression group and severe depression group. It can be concluded that moderate depression group and severe depression group have higher stigma than non depression group; severe depression group and moderate depression group have higher stigma than mild depression group. There was no significant difference in other groups, so it was not discussed.

Table2.3 Multiple comparison of stigma in different degrees of depression in patients with depression

(I)	(J)	Mean difference (I)-(J)	SE	significance	95%confidence interval	
					Upper limit	Lower limit
Non depression	mild depression	-1.77	3.070	0.564	-7.86	4.31
	moderate depression	-7.58	3.204	0.020	-13.93	-1.23

	severe depression	-11.94	4.254	0.006	-20.37	-3.50
mild depression	moderate depression	-5.81	2.925	0.050	-11.60	-0.01
	severe depression	-10.16	4.048	0.014	-18.19	-2.14
moderate depression	severe depression	-4.35	4.151	0.297	-12.58	3.87

3. Discussion

3.1 The impact of severity of depression on stigma of patients with depression

The results show that with the increase of depression severity, the level of stigma gradually increases, moreover, the level of stigma in patients with moderate and severe depression is significantly higher than that of mild or non depression patients. The results are consistent with the previous research results. According to research in the United States, data shows that the severity of depression can significantly predict the level of stigma in patients with depression. This finding should be valued because stigma impeded the treatment and also the maintenance of rehabilitation. The severity of depression can significantly predict the degree of stigma, which can be explained from at least two aspects. The cognitive behavior model shows that patients with depression may hold more extreme thinking and more distorted cognition. The black or white thinking mode makes it easier to take challenges, education, retreat and other coping styles, and also may perceive the derogatory discrimination, and experience misunderstanding and shame, which leads to higher level of stigma. On the other hand, the patients with severe depression are more likely to suffer from interpersonal damage, and greater loss of social function, and are more likely to be isolated by the society, thus also leading to higher level of stigma.

3.2 The impact of social support on stigma of patients with depression

It can be seen from the results that the stigma of patients with depression is significantly negative correlated with the total score of social support, subjective support, objective support and support utilization. It shows that the patient's shame is affected by both subjective and objective factors. Patients with depression often feel guilty to the people around them, and think that they are not worth being treated well by others. Moreover, patients with depression have poor self-evaluation, and the damage of their social function also makes them unable to make effective use of social support. Therefore, even if the social support of inpatients with depression is high, the level of stigma is still high. But in general, the stigma level of inpatients with depression was negatively correlated with social support, which means that the higher the social support, the lower the stigma. Therefore, in the process of treatment, patients can be encouraged to communicate and contact with friends and family members, so as to reduce their stigma and promote the recovery.

3.3 The impact of coping style on stigma of patients with depression

The results of this study show that the positive coping style of patients with depression is significantly negatively correlated with stigma, and the negative coping style is significantly positively correlated with stigma, which is consistent with the research results of Cui Xiangjun et al. when confront with stress, difficulties or setbacks, patients with depression usually adopt negative coping styles, such as self blame, retreat and other negative ways, instead of taking actions, problem-solving or seeking help, which resulting in stigma. Foreign studies also show that people who hold a negative attitude towards depression refuse to seek professional psychological help even if they think they need it. On the contrary, it is also true that depression patients with positive attitude will increase the probability of seeking professional psychological support and help, thus reducing their stigma. Therefore, improving the positive coping style of patients can establish their confidence in returning to society and reduce their stigma.

3.4 The impact of self-esteem on stigma of patients with depression

Self-esteem is a kind of self psychological protection mechanism, and it is the feelings towards self-value. There are significant differences of stigma among depression patients with different self-esteem levels. The higher level of self-esteem, the lower stigma. The results are consistent with previous research. Domestic studies show that the patients with high self-esteem are less likely to experience stigma. It is suggested that if the patients' self-esteem level is higher, they will think that discrimination is improper, and they have higher recognition with people with mental disease. Therefore, they will not feel differentiated from other inpatients, or from majority of mental disease patients, thus the stigma will be reduced.

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The Analysis of " So it goes " in *Slaughterhouse-Five*

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Abstract: This paper mainly focuses on the meanings of "so it goes" in *Slaughterhouse-Five*, which in order to dig out the different feelings and attitude of Billy behind the "so it goes ", such as his desperation, numbness, sadness, reconciliation, etc,and then comes to the conclusion that the change of emotional attitude of Billy is gradual and procedural. In this paper, it is mainly analyzed "so it goes" in three stages of despair, numbness, and reconciliation, Through my research, readers can learn that the repeated appearance of this sentence is actually of great significance to the success of *Slaughterhouse-Five*. And help readers better understand the theme of war, the theme of life and death which reflected in this novel, and inspire readers to love life, love peace and away from war.

Keywords: So it goes; *Slaughterhouse-Five;* Desperation; Numbness; Reconciliation

1. Introduction

Kurt Vonnegu was an American author best known for *Slaughterhouse-Five*. Vonnegut centers much of his work around three general concepts: Pacifism, social equality and the need for common decency. He targets dehumanization through technology, sexuality and violence as his main villains.

Slaughterhouse-Five(1969) is a science fiction-infused anti-war novel by Kurt Vonnegut(1922-2007). "It follows the life and experiences of Billy Pilgrim, from his early years to his time as an American soldier and chaplain's assistant during World War II, to the postwar years, with Billy occasionally traveling through time itself."[1] The text centers on Billy's capture by the German Army and his survival of the Allied firebombing of Dresden as a prisoner of war, an experience which Vonnegut himself lived through as an American serviceman.

At present, most domestic researches focus on the black humor in S*laughterhouse-Five*, or the war trauma. Very few people pay attention to the different subtle emotional differences reflected in "so it goes". This paper aims to explore the different emotional meanings contained in it through the detailed analysis, so as to help later readers better understand the value and significance of this sentence, then have a deeper understanding on whole novel.

2. The Analysis of " So it goes" in *Slaughterhouse-Five*

2.1 " So it goes" and no hope

" So it goes" reflects there is no hope in war, and the desperation of Billy to this abnormal world. The hope that keeps us progressing from the worst of times into the better. It's the hope within decease that new life will come and people will derive to be better that makes it the greatest of all human approvals. Hence. in such a novel where it is difficult to see such hope in persons such as Billy Pilgrim and the horror of the Dresden Bombings. " When Billy Pilgrim's name was inscribed in the ledger of the prison camp, he was given a number, too, and an iron dogtag in which that number was stamped. A slave laborer from Poland had done the stamping. He was dead , so it goes" When Billy Pilgrim get into prison, he was given an iron dogtag. In all horror and decease around him. "so it goes " come again, We could see that Billy just like a stock strained in cage which could be killed casually. Billy can not decided his own destiny and life, the dogtag exists as no hope.

The same is done by Vonnegut with Rosewater." Rosewater was twice as smart as Billy were dealing with similar ways. They had both found life meaningless, partly because of what they had seen in war. Roosewater, for instance, had shot a fourteen year old fireman, mistaking him for a German soldier. So it goes ". Rosewater is a wise man, but a wise man would become stupid and made irreparable mistakes in the war. The wrong shooting of the 14-year-old child has brought profound war trauma to Rosewater." So it goes" here cast a layer of tragic color on the war, which profoundly reflects the ignorance of war, the cruelty and dehumanization of war.

2.2 " So it goes" and numbness

" So it goes" projects the meaningless death in war and the attitude of Billy toward it gradually from desperation to numbness. When Billy has learned to see time in an entirely new Tralfamadorian way, that he change his own perception to individual death,

"There is no begining, no middle, no end, no suspense, no moral, no cause,no effects. What we love in our books are the depths of many marvelous moments seen all at one time." because everyone lives forever in the eyes of a Tralfamadorian.Since Tralfamadorian time is everpresent and ominous, a person's death is only one portion of the entire, collective lifespan. Tralfamadorianism is fundamentally an elaborate escape method that Billy Pilgrim creates to make his life simpler and to lessen the impact death once had on his life, so he gradually become numb.

"To emphasize the absolute meaningless of death, Kurt Vonnegut uses the phrase "so it goes" over eighty times within *Slaughterhouse-five* after every instance of death that is mentioned. This phrase is not only a way for Billy Pilgrim to distract himself from his own death but it also allows Billy Pilgrim to denote the deaths of others as well"[2]. "So it goes" is a reminder that no matter how important we think our death or the death of a loved one is, there have been countless billions of deaths before us" [3]. This unsympathetic statement coincides with the theory of Tralfamadorianism because in a pre-destined world, nothing can be done to escape or alter death. Tralfamadorians do not give death any special thought because they view death as outside their realm of control. "In allowing instances of death to trail off into oblivion with "so it goes",Vonnegut conveys to the readers that death, the ultimate sacrifice in war, can be a rather indifferent matter"[4]. With less emphasis on the final outcome of life, Billy Pilgrim is able to view death as an insignificant result of a pre-destined life. This attitude can be applied to war situations as well, and allows Billy to remember World War II as a detached bystander rather than a pained participant.

When Kurt Vonnegut brings the reader to the climax of the novel, the bombing of Dresden, Billy's sense of helplessness is finally understood. Just as individual deaths do not have specific meaning, it was not the individual deaths of war that have an impact on Billy Pilgrim, it is the collective death toll of war that causes him to resort to Tralfamadorianism. All of these urge Billy change his attitude "so it goes" from the desperation to numbness. This kind of numbness is not indifference to death, but conversely perceiving the death and sufferings with a new way of thinking.

2.3 " So it goes" and reconciliation

"So it goes" reflects the final reconciliation between Billy and the trauma that war brings to him, from the desperation to numbness and eventually reach the reconciliation. Billy begins his stay with the Tralfamadorians, and learns about their concept of time and their philosophy of acceptance. If there is no free will, and if each moment is structured so that it can only occur the way it occurs, then it makes sense to accept things as they come. Reconciliation to the world, or the "So it goes" attitude, comes from visiting all the moments of one's life innumerable times. The moment of death is no more permanent than any other moment.

This realization comes as a great comfort to Billy, given the horrible killing he has witnessed. Since it offers him immediate comfort. In the veterans' hospital, Rosewater and Billy brood fatalistically about the state of their universe, and Kilgore Trout's science fiction provides a welcome escape. The lighthearted Tralfamadorian touches in *Slaughterhouse-Five*, such as the aliens' resemblance to toilet plungers or the ridiculous showroom in which they house Billy, temper the devastation of the war scenes. "Science fiction helps him and Rosewater as they attempt to "reinvent themselves and reinvent their universe."[5]Perhaps Billy, unable to change the fact that he cannot live his life normally after the war, but salvages his sanity by inventing a new understanding of the nature of time. Billy is at peace through this way. Billy probably suffers from both disillusion from the war and delusions. While the delusions may outweigh his disillusion in terms of his mental well-being, they perhaps allow him to function, at least part of the time, in the normal working world and maintain a state of reconciliation with himself .All in all, "so it goes" means Billy actually have to accept the situation, and find a way to reconcliate himself with the pain and decease in war.

Conclusion

"So it goes in *Slaughterhouse-Five,* meanings such as "everything goes away", "because of it", "that's all" and so on. Obviously, the latter two are mostly used in the novel"[6]. But no matter how to interpretating it, "so it goes" reflects different feelings of Billy to death and war, which is mainly from the desperation to numbness and eventually reach the reconciliation. The repeated appearance of this sentence is of great significance to the success of *Slaughterhouse-Five*.

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Bridging the East and the West: My Reflection on Leehom Wang's Speech

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Abstract: In his speech at Oxford University, Leehom Wang pointed out the current situation of soft power cultural exchanges between the East and the West, and proposed three solutions. At the same time, he also put forward the concept of constructing world popular music, suggesting that the Chinese music world has real connotation, and music with Chinese elements improves market competitiveness and takes a place on the stage of world music.
Keywords: World pop music; East-West soft power exchange; Leehom Wang

Beginning in the early 1990s, Chinese popular music has seen an increase in the number of Chinese American or American-Born Chinese (ABC) musicians who have left the United States to pursue careers in China. These musicians not only possess their Chinese cultural heritage, but also bring with them aspects of the American experience[1][1]. Wang Leehom is the most representative one. I enjoyed the great benefit of LeeHom Wang's speech, he took the music that contemporary young people are keen on as a starting point, and pointed out the status of cultural exchanges between the East and the West in a simple way, then issued a call for this purpose.

To begin with, the relationship between East and West as freshmen roommates is used as a metaphor for soft power, and then the concept of soft power is introduced. Compared with Oxford scholars' rigorous definition of high-end, Leehom Wang vividly explained through personal experience---the opposite situation of getting along with the two types of roommates. The status quo of soft power communication is that East and West are like two roommates who don't get along well, such as Sinophobia mood and Chinese people's not polite address to foreigners. East and West is wishd to re-establish a new rapport, and thus leads to topic: The relationship between the east and west needs to be and be fixed via pop culture.

The second point of the speech mainly states the power of music: it can break all barriers between people, including racial separation, then discover the common language of both parties. Music has transformed Leehom Wang from being bullied to being accepted equally, as well as music has enabled him to gain self-confidence and like-minded partners. In addition through the touching actions of the janitor he found out the music play a vital role in empowering and motivating people.

The following quite a few examples to demonstrate that there is a serious imbalance in this soft power exchange process, especially in the popular culture exchanges between East and West: the West has far greater influence on the East than the East has on the West. Before putting it right , Leehom Wang analyzed two causes for the question: by comparing Korean music and Chinese music, it is concluded that Chinese music lacks the sensitivity to compete in the international market, and he encouraged everyone to change their music appreciation and try different viewpoints receive the same excellent music through his own foreign growth background.

The Internet provides a role in boosting the world flow slowly formed, at the end of the speech Wang called on to do the following three points to reduce imbalances in popular culture: on the one hand, establish roommate friendships, stay with people from diverse countries frequently and exchange mutual cultures. On the other hand, have own judgment instead of being manipulated by the title party and with own tools of critical thinking to think independently. Leehom Wang positively shared his ten favorite Chinese songs, hoping to let more person feel the power of Chinese music, East and West can take advantage of the power of music as well to live in harmony he believed, like him and his roommates.

"Music is powerful", it is by no means a nice empty phrase, not only through my own experience, but the conclusion I got from observing the world. The sudden outbreak of new coronary pneumonia in 2020 broke the peace of the world. As of 19:30 on December 18, Beijing time, there were 75,396,939 confirmed cases of new coronary pneumonia worldwide. I have no doubt that no matter whether the case is confirmed or not, there will be fear and depression in this unpredictable epidemic. If modern medical technology is used to heal the physical, the music must be indispensable to heal our soul. When negative emotions flood in and a series of numbers make us uneasy, we are in hoping to find peace and fighting spirit in the music. It is hard to convince a person to be optimistic again, but music sometimes resonates it's a piece of cake. During this year, dozens of anti-epidemic songs has flowed into my ears, some are passionate, some are sad. I often wonder that do we really need anti-epidemic music? I think so. A melody, a

sentence of lyrics has incredible power, can give person unlimited hope and expectations for the future, at the same time, it also means collective cohesion. In May, the charity anti-epidemic song *Stuck with u* which collaborated by Ariana Grande and Justin Bieber was one of my favorites. There is no complicated instrumental accompaniment, but a simple voice with a sense of truth. They use practical actions to tell people that we should unite and fight . "The world is a whole", I was even more convinced at that time.

Global Pop examines the rise of "world musics" and "world beat"[2][2]. It seems to me that the world pop music proposed by Leehom Wang is very novel, owing to it is consistant with the current international situation. Countries should make joint efforts to build a community with a shared future and find common ground. When we unfold the entire world map, I find that European folk music has developed vigorously during the classical period and become canonical. The trajectory of movement and evolution could be traced and reconstructed in the long term exchanges of cultures and beliefs. From 5th · 9th centuries China and Eurasia are in a broad historical context[3][3]. In the 20th, it is the process of the rise of African and American music to occupy the world. Take the reverse into consideration, oriental music seems to have been in a low state throughout the ages. Oriental music has actually had lots of attempts to rise up, and the course of rising up and seizing the right to speak is actually a balanced game of uniqueness and moderation: only uniqueness will be reduced to curiosity, and only modularization demonstrates that the national significance does not exist. If you ask me, our generation does not have many music works which are familiar and affect the world. The ethnic minority elements in Sadingding's music are representative of them. Unfortunately, it didn't grab a place in the trend of world music. Where are our music characteristics? Perhaps the most appropriate is a more concise artistic conception, which uses the advantages of solo to sublimate the realm with white space.

The sentence that moved me the most in the speech was "I was going to learn how to hear with local ears and I deconstructed and analyzed what it was that made Chinese audiences connect with certain types of melodies and rhythms and songs structures and lyrics. That's what I've been doing for the past almost twenty years. And it took me a long time and I am still learning", compared with the "musicians" who only rely on fan reposting, homepage recommendations, and strong online media pushes, Leehom Wang is a person who is serious about studying music, earnestly integrating Chinese music and leading it to the world. Today's domestic music market seems to lack such a role, a great many emphasis on packaging and promotion while ignoring the emotions injected into the music itself. There is no doubt that such commercialized works cannot impress the audience. Music is borderless, excellent compositions can transcend countries and classes. Nevertheless, the domestic music market as a whole is in a low state and has not broken the shackles of self-sufficiency.

I was quite curious about the ten best Chinese songs recommended by Leehom Wang in his mind, so I couldn't wait to listen to after watching the speech. Although the times of these songs are far away from me, I can still feel a firm strength in each piece. In the internationally renowned Chinese local musicians, China itself does not receive much attention, because the world is currently paying more attention to some Chinese music with exotic characteristics. For the West, the East is mysterious and has a rich sense of history, so I don't think there is any uncomfortable with having Chinese classical elements, not to mention rigid. Music itself is the language of humanistic exchanges, and it is also a paradise of national culture. There is nothing wrong with having its own unique characteristics. At least it can make foreigners accurately recognize that this is something related to China. If it were me, I would recommend the song *Jasmine*, extremely simple, plain and elegant, melody-tone temperament extremely in line with China. In summary, I desire to be a member of promoting cultural exchanges between the East and the West.

Conclusion

The world needs music. The concept of world popular music is necessary. It can connect the East and the West to a certain extent, and it can also connect the world to each other. Chinese music needs to take its essence and discard its dross to improve our market competitiveness. We need to break the prejudice against the outside world, seek common ground while reserving differences, and better let music heal everything.

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The Impact of Globalization on Higher Education

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Abstract: Driven by technological development and social progress, Globalization will become an inevitable trend. Nowadays, globalization has become a common theme for all countries to promote development. It is certain that the development of globalization has brought many benefits to various industries. However, it may also has many problems that cannot be ignored. The impact of Globalization on Higher Education has aroused wide concerns, not only on the individual but also on the society. Altbach (2004) founds that some people believe that globalization will create a level playing field in the new era of knowledge dependence, while others claim that globalization means inequality worldwide and the McDonaldisation of universities. It can be seen that higher education is very important to the country and the individual. Therefore, We must be clear about the positive and negative effects of globalization on higher education in order to help higher education develop better. In this essay, I will analyze that globalization has more negative effects than favorable effects on higher education.

Keywords: Globalization; Higher education; Inequality; Economic benefit

Globalisation has brought several benefits on Higher Education. It enables countries around the world to share academic knowledge and educational resources with each other. Many universities adopt methods such as overseas branch campuses, cross-border teaching, joint degrees and "virtual universities" so that higher education in different countries can flow around the world. Under the influence of globalization, it has become easier to carry out transnational research cooperation, which can solve some academic problems or make breakthroughs in certain fields[1]. UNESCO pointed out that as the North-South research and innovation gap narrows, global imbalances are decreasing, many countries are moving towards a knowledge economy, and cooperation between regions is increasing (Wende, 2017). Due to globalization, higher education has become more closely linked between countries, and it will bring a lot of economic benefits[2]. The evidence (Altbach, 2004) was clear that developed countries charge corresponding fees for access to educational resources in developing countries, and related educational products have also made huge profits, such as English publishers publishing periodicals and books. Therefore, globalization has indeed brought many benefits, not only strengthening academic exchanges and cooperation, but also bringing economic effects[3].

Having considered the positive effects of globalisation on Higher Education, certain negative aspect need to be considered. Firstly, It makes inequality worse. According to Altbach (2004), Good universities have always dominated the production and distribution of knowledge, therefore, stronger and richer countries will benefit from various resources, which will exacerbate international inequality. On the one hand, developed countries often have better educational resources and strong strength to invest in higher education, which makes their higher education more and more advanced. On the contrary, developing countries are always relatively short of resources and lack of strength to build, thus higher education always progresses slowly. Under the influence of globalization, developing countries do have more opportunities to obtain educational resources from developed countries, such as purchasing their databases. However, the cost of maintaining Internet access and updating the database is very high (Altbach, 2004, p.8). On the other hand, within the country, globalization only has a positive impact on a few wealthy people, who have the ability to obtain better educational resources, such as studying abroad. Therefore, globalization has increased the inequality between countries and within countries. This view is supported by Yang (2003), who writes that Globalization does not mean global equality that makes the rich become richer and guarantees the continuation of privileges, in this way the gap between rich and poor, and between overdeveloped and underdeveloped regions has grown exponentially[4].

Secondly, under the influence of globalization, higher education has become increasingly utilitarian. Yang notes (2003) that the conditions of globalization have led to the rapid expansion of the global higher education market, mainly for economic motives and commercial purposes. Universities often expand enrollment indiscriminately, which is harmful to higher education. Universities are not to cultivate people but to make money. In the same vein, Docharty (2013) in his book notes that these globalization models require us to regard ourselves as commercial producers of human capital or human resources, and they will fully integrate into a world organized around the primacy of greedy competition in private finance. Now the idea of money supremacy in higher education is getting more and more serious. Driven by the interest, students become their product and national power has been transferred to private interests[5]. As Wildavsky (2010) said that countries are striving to improve the human capital of their citizens and obtain economic

benefits from more and better education. However, due to lack of supervision, some of these schools have very poor reputation and teaching. In addition, more and more schools are actively carry out overseas education and cooperative education, nevertheless they cannot guarantee the quality of teaching. Schools are no longer education-oriented, but driven by money. Educational institutions no longer spend time researching education, but researching how to make better money.

Thirdly, academic and talent migration appear under the influence of globalization. A number of different studies (Altbach, 2004; Wildavsky, 2010; Yang, 2003, Kelly, 2010) asserted that under the influence of globalization, there is an unprecedented migration of talents and academics: scholars will work in more attractive countries, and students will go to better universities, which has weakened academic institutions in many developing countries and brain drain. In recent years, many scholars are attracted by the better working conditions, wages, access to higher-level academic research centers and more advanced equipment in developed countries. In addition, In the well-known academic system, English is the main language of instruction, and various English products also dominate the international academic market. Therefore, going to English-speaking countries will have more opportunities to speak up in the academic world. This makes a large number of academic talents and scholars go to Western countries for academic research or study. On the other hand, more and more students are going to study abroad to obtain better higher education. Many of them are attracted by the advantages of foreign employment prospects and so on, so they do not return home, causing a lot of brain drain[6]. In short, the impact of globalization has led to excessive talent in developed countries, in contrast, a large loss of talent in developing countries.

Overall, Globalization indeed has promoted the development of the world. There is no doubt that It has brought number of benefits and played a positive role. However, at the same time, it has also had a large degree of negative influence on exacerbating inequality, utilitarianism, academic and talent transfer. In other words, The negative impact of globalization on higher education is greater than the positive impact.

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Interpretation of the Commonly Used Disease Terms of Mongolian Medicine

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Abstract: Aiming at giving a better understanding of Mongolian medicine for English reader, the author is going to translate the commonly used disease terms of Mongolian medicine into English in this paper, and further explain that of the pathogenesis and the symptoms in detail.
Keywords: Translation; Mongolian medicine; Disease terms

1. Introduction

Mongolian medicine is a traditional medicine that gradually formed and developed in the long-term medical practice of Mongolian nationality. It is the wisdom crystallization that Mongolian people gained by struggling against diseases in the history river. In the process of formation, Mongolian medicine has absorbed part of the basic theories of Tibetan medicine and Indian medicine, and the relevant knowledge of Chinese medicine. Over thousands of years of practice, it has gradually formed its own unique theoretical system[2] (De Ligema, 2015). It is a medical science with distinctive characteristics of low toxicity, low side effect, low dose with higher curative effect in treatment of diseases.

There are mainly six types of disease terms in Mongolian medicine, namely; Khii, Xir, Batgan, the blood disease, Xir wus, and Niyan. Here, transliteration is used as the main approach for the translation of Mongolian medicine terms. Since transliteration can best retain the rich connotation and uniqueness of the source language[1] (Bai Shuo, 2015).

The so-called Khii, Xir and Batgan are the three roots of Mongolian medicine, the relationship between Khii, Xir and Batgan is used to explain the physiological and pathological phenomena of the human body. Under normal physiological conditions, the three roots are in harmony and maintain a relative balance. However, in the cases of illness, they function differently, and do harm to human body.

2. Interpretation of the main six types of disease terms

Khii: in Mongolian language, it means air, somthing like breathing power. It refers to the motive force of various physiological functions in Mongolian medicine. Khii plays an important role in every link of life activities. Physiologically, it is responsible for the power of respiration and limb activity. Pathologically, the influence of internal and external factors causes the imbalance of Khii, and would trigger a variety of diseases. It has the functions of maintaining life activities, promoting blood circulation, breathing, decomposing food, metabolism, strengthening physical strength, controlling consciousness activities, and inoculation, etc. In accordance with the causes of the disease, it can be divided into three types as inner Khii, outer Khii and hidden Khii.

What's more, Khii is the regulator of the relative balance between the two roots of Xir and Batgan. Meanwhile, it is the guide of the human body for keeping healthy and prolonging life. If Khii itself is out of balance, it may do harm to human body. It can mainly be manifested as abnormal consciousness, insomnia, amnesia, fatigue, dizziness, numbness, convulsions, paralysis, viscera dysfunction and so on.

Xir: in Mongolian language, Xir means yellow, it refers to internal heat in Mongolian medicine. It is the heat energy for the normal physiological activities of the human body. It has the functions of generating heat and regulating body temperature, promoting digestion and absorption. If Xir itself is out of balance, it may cause various diseases. It can mainly be manifested as occurring of jaundice, a bitter taste in the mouth, spitting acid, feeling fatigued with thirst, and so on. The excessive amount of Xir is the pathological basis of all febrile diseases.

Batgan: In Mongolian medicine, Batgan refers to a mucous nutrient in the human body, it is the opposite of Xir in the human body. In the normal physiological process of human body, Batgan plays the role of moisturizing the skin, regulating body temperature, enhancing consciousness, prolonging life and strengthening bone joints. What's more, it can maintain a relatively balanced state with

Xir as the precondition of their existence. The following situations may cause abnormal Batgan; for example, resting too much, having or drinking something cold and greasy, something not easy to digest, catching a chill or being affected with damp,etc. If Batgan is out of balance, it may cause the appearance of sputum, nausea, vomiting, indigestion, loss of appetite, gastric distension, stomach pain, waist and leg pain, narcolepsy, more leucorrhea, and obesity, etc.

The three roots of Mongolian medicine are the leading factors of human survival and the internal factors of diseases as well. The physiological function and pathological mechanism of human body are based on the balance and change of the three roots (Wang Yuhua, 2015).[3]

The so-called **Xir Wus** in Mongolian medicine is similar to dampness of the human body in traditional Chinese medicine. It is distributed throughout the body, mainly in the skin, the muscle and in each articular cavity. Under the normal conditions, it can enhance the lubrication of the joint, and make the skin color normal. When lesions occur, it would cause joint pain, skin itching, eczema, impetigo, rheumatoid, vitiligo, psoriasis, carbuncle, hair loss, dropsy, brucellosis,and other diseases.

The blood disease in Mongolian medicine refers to the blood syndrome in which the blood, as the pathogenic factor of febrile diseases, increases its heat energy, weakens or changes in the quantity under the action of pathogenic inducement, resulting in the imbalance of the three roots of the body, the damage to viscera and organs, and causing physiological dysfunction or the disorder of psychological activity. Pathogenic factors such as exposure to the burning sun, excessive consumption of spicy and sweet food, sprains and bruises from injuries, or fury, etc. would lead to impariment of the blood. There are mainly three types of the blood disease in Mongolian medicine, namely; blood heating, blood weakening, and dysfunction of blood. Blood heating manifests as occuring of red eyes, facial flushing, headache, systemic fever, oral ulcer, stool and urine with blood. Blood wekening manifests as occuring of dizziness, tinnitus, palpitations,shortness of breath, and pale lips and irregular menstruation. Dysfunction of blood may cause lesion to the whole body.

The so-called **Niyan** in Mongolian means something sticky. It is a disease caused by an invisible pathogen invading the body, something like bacterial and viral diseases. There are two kinds: acute Niyan and chronic Niyan. The acute one is infectious, and with a characteristics of onset acutely and urgently, causing severe pain, chills, fever, restlessness, red and swollen, dysfunction, spasm, and stabbing pain, etc. The chronic one onsets slowly, it may cause fever, symptoms may occur at the site of the invasion. For example, if it attacks brain, it would cause meningitis. If it attacks intestines and stomach, it would cause enteritis and diarrhea.

3. Interpretation of some other disease terms

Except for the main six types of diseases terms, there are some other commonly used disease terms in Mongolian medicine.

Bor disease is triggered by the condensation of Khii, Xir, Batgan, Xir wus and blood. The blood stasis in the liver caused by injury or excessive consumption of acidic food may trigger the hot Bor disease. Overeating indigestible food and the increase of gastric juice lead to the impairment of digestion, and which causes the cold Bor disease. The symptoms may include nausea, thirst,headache, irregular pain in the body, and brownish constipation. It may invade the viscera.

White vein disease: on the basis of Mongolian anatomy, the veins of the human body can be divided into white veins and black veins. The white vein refers to the nervous system, including the cerebrum, cerebellum, spinal cord and nerve trunks White vein disease refers to nerve disorders or pathological damage of nervous system. The symptoms are generally dropping mouth and eyes, numbness in the limb, paralysis, hemiplegia, unclear consciousness, head tremor and etc.

Black vein disease is due to the abnormal increase of blood and Xir, and causes dysfunction and invasion of the arteries, resulting in thickening, swelling, distortion of the affected parts of the blood vessels. The extreme cases may occur bleeding as the main symptom of the disease.

Bam disease: wind drives bad blood to the skin, and that triggers pain in the tendon and joint. At the beginning of the illness, the symptoms like the ache in the upper part of the body, chest tightness, heartbeat, headache, red eyes, nosebleeding, gingival swelling, and brownish lips would occur. In severe cases, it would cause leg pain and swelling; the knee, popliteal fossa, thigh, calf would swell and ache. Even black spots occur on the leg, or it would cause difficulty in flexion and extension of the leg .

Yam disease is similar to sinusitis.

Conclusion

To conclude, this article aims to interpret the commonly used disease terms of Mongolian medicine from their name, pathogenesis and symptoms by using transliteration, amd further explain that of the pathogenesis and the symptoms in detail, so as to better promote Mongolian medicine and accelerate the spread of Mongolian medicine around the world.

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The Influence of Christian Culture on English

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Abstract: Cultures and languages are interdependent and evolve through history. As an important element of cultures, languages promote the change and formation of culture, while culture, the soil of breeding languages, has a direct impact on the use and evolution of languages similarly. Since the influence of religious cultures on languages shows in a wide range of aspects in society, which can find proofs in the course of loan words, network buzzwords and abbreviations, the culture-free patterns are nonexistent in the world. People from different cultural backgrounds have religious beliefs which make various discourse communities and accents possible. Therefore, the article attempts to analyze the obvious features of Christianity believed by most foreigners in the West in terms of doctrines, values, customs and conclude the absorption, extension, and evolution of English under the impact of the culture deeply to strengthen the social influence of religious cultures on the use of languages.

Keywords: Christianity; Religious culture; Relationship of culture and language

According to the *Bible*, Adam and Eve [1], the first ancestors of human beings, were expelled from Eden for their original sin of eating the forbidden fruit. Therefore, the Christianity preaches the theory of original sin, which means that people are born with inherited sins and cannot be saved independently. Only those who believe Christianity and are closer to Christ can be redeemed by God and avoid falling into the hell after death. Additionally, Christianity thinks that the world of afterlife exists, and anyone must be judged when dies. To clear sins, people need to atone in the real-life world to seize the opportunity of eternal happiness and well-being in another world. On these levels, God, the father of Jesus Christ, has supreme power to be charge of the world, sends Jesus Christ to guide and help people purify their soles, so God is the divine redeemer for faithful Christians. There are countless idioms about God and these idioms are used extremely frequently. For example, "Thank God" shows that people have sincere gratitude for God, especially when they go through tough time and overcome adversities. Examples also include that "God tempers the wind to the shorn lamb" [2], "God writes straight with crooked lines" and "man proposes? God disposes". These examples show that God is fair and always makes fair judgement. If man is hard-working and prepares well, God will help him exercise potential, broaden his mind, advance career, and fulfill dreams. God will not favor anyone, because the responsibility of God is to guide Christians to their ideal destinations. Similarly, "God is above all", "God bless me"," God knows" and "God is where he was" [3] all show that God has paramount power and is the symbol of generosity and kindness. In addition to it, "for God's sake", "honest to God" and "help me God" all demonstrate that God has enormous power and Christianity has been rooted deeply in the society. What is more, Christianity advocates "The Trinity" [4]. In other words, the Father, the Son, and the Holy Spirit are the same in all aspects and equal in power and glory. The Father is the creator and master of the world; The Holy Spirit is the God; The Son of God, namely Jesus Christ, is sent by God to redeem all mankind through the incarnation of the Virgin Mary. Therefore, words associated with Jesus Christ also are used frequently. "Jesus Christ" is normally used orally under some circumstances to express one's happiness, surprise, and fears. For instance, actors in TV series usually use "Jesus Christ" to express astonishment when there is something unexpected.

Apart from the word of "God", "church" is also made up of many idioms affected by Christianity. Church symbolizing purify refers to the place where Christians attend Mass and hold weddings. But there are many interesting idioms, like "as poor as the church mouse" [5] which implies that church is the place where food is stored less so mouse there hardly can find sufficient food to survive. When someone is described to be as poor as the church mouse, the person is in extremely impoverished background and has problems in surviving for the shortage of money. By contrast, hell is the place where demons and evils accumulate, and soles there must suffer pains for original sins and bad behavior. As a result, "go to hell" is the curse and even cause hatred. For instance, in the popular TV series *Vampires*, to express his emotional aversion to vampires like Damon, Jeremy curses these vampires to go to hell for their criminal activities.

In terms of notions of animals, lamb always represents the Jesus Christ while sheep is on behalf of Christians in Christianity. The lamb is associated with good qualities, like atonement, humility, kindness, purity, and softness, because this kind of animals is rarely provocative in nature but tolerant. According to the Old Testament, lambs are killed for sacrifice. The god's servants are lambs, because they sacrifice their precious lives for sinners and provide sinners with opportunities of survival. As a result, the "Lamb of

God" [6] represents Jesus, who redeems people from sins. Similarly, according to The Gospel of Matthew, sheep represents the good man and will be blessed by the Father forever while goats are progressive and selfish, representing villains and Satan, the devil who suffers from purgatory in the hell. For instance, "a lost sheep" means that the person goes astray or fails to find the right direction of the life temporarily. Additionally, a scapegoat refers to someone who is blame for others' sins. When a worker is regarded to be a scapegoat, it means that the employee must undertake extra responsibilities which should not have been admitted by him or her. What is more, sheep and goats represent goodies and baddies respectively so the idiom "distinguish the sheep and goats" means that people should be close to good people of kindness but stay away from people of poor qualities, who may do something harmful to others out of interest. Meanwhile, a wolf in sheep's clothing [7] represents a wicked man who conceals his bad intentions under a kind face and may do evil deeds. When it comes to the animal which is appreciated and worshiped by Christians most, there are many records about different kinds of birds in *Bible* and the images of birds are various, including nobleness, sacrifice, evil and disgust. To cite some examples, birds in their little nests agree. The idiom shows the strong coherence between birds in the same nest and can be described the cooperation and collaborative work of people. You cannot catch old birds with chaff. The denotative meaning of the sentence is that sophisticated people, especially those who are rich in experience in their professions are not easily to be deceived. Similarly, the idiom "it is an ill bird that fouls own nest" shows that people are conscious of concealing some truths which may have an adverse impact on one's image, fame and even relationship. The expression of the early bird catches the worm reveals the secret of birds feeding themselves successfully. And the idiom encourages people to make better preparations to outstrip others.

Conclusion

Throughout the thesis, the religious culture has an extremely strong impact on languages. Christianity, worshiping the Father, God, and Jesus Christ, directly generated many words which are related to the doctrines, images and religious events of the religion. Because Christianity has a long history and is rooted in Christians, many expressions and words also change and evolve, even the original connotative meanings are not consistent with terms in Christianity. Free-culture language is not existent, which is the norm. The thesis analyzes English affected by Christianity by citing many idioms. These idioms are from a wide range, including emotional expressions and notions of animals. These idioms of common language reflect the deep-root thought of Christianity specifically. The coherence between language and culture is strong, so people from various religious backgrounds should comprehend some certain words of religions and learn some basic ideas of religious cultures before communication; otherwise, the semantic barrier is produced, and the conversation may not be continued smoothly. What is worse, some conflicts may be engaged because of the different doctrines of religions. Compared with other essays written by linguists and culture specialists, the essay has some improvement. The passage neither analyzes the impact of language on culture in return nor compares the cases of Chinese and English, influenced by Christianity and Chinese religions. Therefore, authors will continue making some corrections and revisions based on more document literature to upgrade the passage.

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Environmental Problems in Logistics Engineering From the Perspective of Engineering Ethics

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Abstract: At present, our country is facing a new round of scientific and technological revolution and a new situation of industrial transformation. With the emergence of modern major projects, its impact on the environment and the future of mankind is very significant. Engineering ethics is the professional ethics of engineering and technical personnel. Engineering ethics can guide, regulate, and develop the professional ethics of engineers and the construction of engineering projects. Therefore, the study of engineering ethics has long-term and important significance. Logistics activities run through the four major fields of production, circulation, consumption and national defense, and are the blood of my country's economy. Engineering ethics is a discipline that studies these problems in depth and seeks for their emergence and solutions. This article will analyze the engineering ethics dilemma of each link of logistics activities from warehousing, transportation, packaging, circulation processing, and loading and unloading, and conduct practical thinking on these issues, and put forward insights and improvement methods.
Keywords: Logistics engineering; Engineering ethics; Reasonable and orderly

1. Research on the significance and methods of engineering ethics

Engineering is a practical activity that transforms nature for the benefit of mankind. For a long time, due to the lack of understanding of its importance, it did not mention its due height. The development of science has also raised new engineering ethics issues that need to be answered and resolved, such as energy crisis, environmental pollution, etc. [1]. As my country's economy shifts from a stage of high-speed growth to a stage of high-quality development, the economic structure is in a critical period of transforming development mode, optimizing economic structure, and transforming growth momentum. As a researcher in the field of logistics engineering, ethics must have a core competency [2]. In terms of engineering ethical issues, it is necessary to think at multiple levels and from multiple angles, combine individual issues, and deeply analyze the ethical reasons for the healthy development of logistics engineering [3].

2. The dilemma of engineering ethics in the field of logistics engineering

2.1 Lack of rationality of storage control equipment

Many companies have many problems in inventory control and warehouse management, such as unscientific equipment and unreasonable configuration, leading to frequent problems in warehouse management and inventory control. First, the storage management equipment and model are relatively traditional, and there is a lack of equipment update and model reform. Product sorting, classification, etc. cannot be scientifically divided and reasonably configured, which leads to confusion at the warehouse management site and difficult to find product goods [4].

2.2 Transportation safety risks are highlighted

Noise from transportation, waste emissions, and dust emission have caused certain damage to the environment, among which waste emissions are one of the main sources of air pollutants. In addition, due to the variable traffic surrounding environment and many uncontrollable factors [5], transportation safety risks have become increasingly prominent. Along with the emergence of new business formats, some new contradictions and conflicts have been brought about, such as how to ensure that the application of unmanned transportation equipment can not affect each other with pedestrians and traditional vehicles, how to implement the management of new business formats, the regulatory legal regulations, Both the technical level and the management ability of law enforcement personnel are facing great challenges [6].

2.3 Difficult to recycle excessive packaging

At present, for the processing of express boxes, existing methods include incineration for power generation, landfill treatment, and recycling and reprocessing. Among them, incineration power generation reduces water pollution, energy and raw material loss, but the gas produced is harmful to the atmosphere. Landfill treatment is to deep bury the express box.

2.4 Circulation processing links

Circulation processing is the extension of production and processing in the production field, and it can also be seen as the

intelligent expansion of the circulation field for better services [7]. Exhaust gas, waste water, and waste residues generated during the circulation process will pollute the environment; during the process, excessive and unreasonable packaging of products not only wastes resources, but also causes environmental pollution when these packaging wastes enter the environment; the circulation and processing locations are set up Unreasonable, such as being close to the production area, increasing the transportation distance and correspondingly increasing the logistics activities such as loading, unloading, handling, and storage [8].

3. Specific measures to solve environmental problems from the perspective of engineering ethics

3.1 Vigorously develop green warehousing

Green warehousing refers to the application and promotion of green warehousing technology, and warehousing characterized by low environmental pollution and low loss of goods. Green storage is also the need for the country's ecological green development. The traditional warehouse construction method not only caused a waste of resources, but also caused many companies to invest too much cost in the construction of the warehouse. For example, the prefabricated warehouses [9] that have emerged in recent years are consistent with the concept of green storage, energy saving and environmental protection. To change this situation, the construction of intelligent warehouses is the inevitable development of warehousing logistics in the future.

3.2 Development of shared logistics

Many companies have their own vehicles and other transportation equipment, and these vehicles are currently limited to satisfying the needs of their own company's logistics services. In the case of insufficient business volume, resources are left unused. In this case, companies can use third-party platforms with other companies. Only a certain amount of rent is required, and fixed assets are less occupied. No matter what kind of sharing, it can achieve the purpose of mutual benefit and win-win for both parties. It has achieved the harmony and unity of corporate benefits, social benefits and environmental benefits, and is in line with the requirements of the era of sustainable development.

3.3 Use environmentally friendly packaging materials and pack reasonably

How to reduce packaging waste and realize environmentally friendly packaging is a question that must be considered to realize green logistics. Green packaging must achieve packaging reduction. That is to say, under the condition of satisfying the functions of protection, convenience, sales, etc., appropriate packaging with the least amount should be used to avoid excessive packaging. Try to reuse the packaging as many times as possible to save resources [10]. For example, the green packaging product "Feng·BOX" independently developed by SF Technology. Compared with the disposable packaging, the packaging has made many innovations in terms of replacing the sealing tape with zippers, foldable, easy to open, and anti-theft.

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The Implementation of Code-meshing in College English Writing Instruction

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Abstract: English academic writing has always been a tough problem for Chinese college students, who have reached high level of cognitive ability while are still equipped with limited English proficiency. Code-meshing, as a translanguaging practice, can be employed in classrooms as a teaching and learning tool to help better express themselves, and thus improve students' English writing proficiency.

Keywords: Code-meshing; Translanguaging; Writing instruction; College English

1. Introduction

English academic writing has always been a tough problem for Chinese students, especially for those college students who have reached high level of cognitive ability, while are still equipped with limited English proficiency. They might feel restricted by limited language repertoire in English when they were trying very hard to express their own ideas and thoughts in writing assignments and could only keep referring to the dictionary. These troubles could interfere the flow of thinking while writing a piece of work in English, and even worse, we would give up our brilliant ideas and write something else just because they are easier to express in the unfamiliar language. Without doubt, this dilemma could lead to the inefficiency of English literacy development.

So, how can we get less restricted to our limited language proficiency when expressing ourselves through English writing? One unconscious practice by many students was to use both their mother language and English while taking notes or drafting some writing assignments. As Canagarajah (2011) defined, this practice is known as code meshing, an act of mixing languages other than English with standard written English in formal assignments and in daily communication [1]. As a translanguaging practice in writing, it views all the languages an individual knows as his/her holistic and integrated language repertoire rather than separate language systems in the mind (García, 2009; Lee & Handsfield, 2018) [3][5].

2. Current code-meshing practice in-and-outside of the classroom

Code-meshing, though is relatively innovative in second language teaching, is not new outside of the classroom. As a translanguaging practice, it is actually a naturally occurring phenomenon among bilingual and multilingual people in their daily life (Canagarajah, 2011) [1]. We can see a lot of code-meshing in pop song lyrics, TV commercials, magazine articles, as well as daily conversation between multilingual people, all of which students can experience almost every day. Although code-meshing may seem to be a naturally occurring phenomenon and does not need to be taught, a practice-based instruction should still be implemented to help students reduce potential errors in spontaneous translanguaging practices and improve the efficiency of its use in foreign language learning. Over the recent decade, more and more teachers and researchers have applied this practice into classroom instruction and proposed several feasible activities using code-meshing pedagogy in writing instruction. Fu (2009) has proved its advantages in raising students' confidence in writing when they are able to freely express themselves without language restrictions, and they can gradually become proficient writers in English with some support around code-meshing [2]. Pacheco and Smith (2015) and Lee (2014) both applied code-meshing pedagogy in multimedia projects, in which students meshed English with their heritage languages in digital writing to convey nuanced meanings and to engage and negotiate with different audiences, and thus to raise their awareness of rhetorical functions in English writing [6][7]. Moreover, Lee and Handsfield (2018) suggested an approach of using code-meshing to remix texts, that is to rewrite a monolingual text (e.g. a song, a book) by adding, changing, or removing portions, and then to analyze how the choices shift meaning for different readers [5]. This code-meshing activity can support students to develop metalinguistic awareness as well as rhetorical writing skills, and at the same time raise their awareness of language equality.

3. Code-meshing practice in writing instruction

As I have mentioned earlier, many young adults in China struggle with English academic writing because of the imbalance between their cognitive level and their English language ability, and code-meshing might be a useful tool in writing instruction in an EFL classroom. However, since the traditional education in China perceives the use of Chinese or nonstandard English in English

writing as errors, and all the important standardized tests, such as Gaokao and College English Test, require students to use 100% grammatically correct standard English, students are not allowed to freely produce content with meshed language codes in high-stake formal circumstances. Therefore, code-meshing pedagogy might better be employed in classrooms as a teaching and learning tool during writing rather than a final product, combining with other instructional methods, such as communicative language teaching and translating, to help develop students' English literacy.

Considering most college students in China, syntax is not usually the problem, because teachers in China always put most emphasis on grammar instruction, while semantics and pragmatics in academic writing would be hard for them to handle. Therefore, the code-meshing approach can be used mainly to help them overcome these difficulties they encounter, such as argumentations and persuasive writing, and gradually improve their English writing skill. To help them better employ code-meshing in an instructional setting, it is necessary to first connect this translanguaging practice to their daily life and personal interests. For example, the teacher can show some examples of code-meshing from song lyrics by some popular singers, such as Jay Chou, and from famous TV commercials that are funny, and ask them if they have some similar experience of mixing both Chinese and English in one text. By exposing students with real-life examples from popular culture and from their daily life, the teacher aims to elicit their funds of knowledge and connect their prior knowledge to this newly introduced strategy. Then, the teacher can show them a model text which meshes English and Chinese in academic writing and discuss with them about the choices of different language codes in the text and the author's purposes of doing that, which prepares the students with a referable example and some underlying strategies before they start to code-mesh in formal writing by themselves.

After the students have understood the example, the teacher can model with the students through co-construction, in which a specific writing prompt will be used and a draft will be written together employing code-meshing. During this modelling process, the teacher will project the typing on the screen and encourage students to contribute their ideas to the collaborate writing. A lot of negotiation regarding code-meshing practices and word choices could be envisioned, which are also highly encouraged since these conversations could be perceived as where metalinguistic thinking takes place. Once the whole class finish the code-meshing draft, the teacher will lead the students to rewrite the text by translating the Chinese they have meshed in, as well as adding and deleting information as necessary, and finally produce a monolingual English academic writing piece, during which the teacher will act as a facilitator and provide necessary support. In this step, students will again have a lot of discussion and negotiation as they try to give the best translation, which will lead to their development of metalinguistic awareness and the transfer of first language literacy skills to English.

Conclusion

In this instructional activity, the teacher is not requiring students to do code-meshing in every piece of their writing but providing them with an alternative to facilitate their academic writing in English. With the integration of communicative language teaching and translating in collaborative writing, students can have more space to negotiate meanings, and develop their syntactic, semantic, and pragmatic skills in English, as well as raise their metalinguistic awareness. Besides, it also gives students an opportunity to develop their first language literacy, which has been proved to be able to transfer to the L2 literacy ability (Herrera et al., 2010) [4].

People learn foreign languages to bring more possibilities to their lives, not to put restrictions on their minds. Code-meshing, as a translanguaging practice, helps us employ our whole language repertoire through various literacy practices to better express ourselves, boost our foreign language learning over time, and, last but not least, propel us to become real multilingual global citizens.

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Analysis of the Influence of Schema Theory on Second Language Acquisition

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Abstract: Scratch from the definition of "Schema" and "Schema Theory", to further analyze its positive impact and insightful guidance schema theory has exerted over cross-cultural communication samples. And that sort of similar conclusions or patterns could be applied and greatly referred into second language learning process, providing certain new angles about foreign language studying.

Keywords: Schema Theory, Second Language Acquisition

1. Introduction

As mentioned in the Encyclopedia of Social Psychology, a schema refers to a cognitive structure that represents an individual's knowledge of things, people, or the environment around. It includes the knowledge concerning characteristics of the objects that are already known and the relationship between these characteristics. The schema is an abstract description of a whole item with a focus on the similarities between many cases inside. Schemas can be used to help people simplify reality under certain circumstance. More importantly, schemas provide necessary guidance to people about dealing with new information coming in. Schemas would establish expectations for information yet to get involved in, and help to undercover several details of how the external stimulus are related to a strange and general concept, while inconsistent information would be technically filtered out [1].

Schema theory overwhelmingly covers three major braches as language schema, content schema and formal schema. According to the schema theory, if a second language learner wants to master the second language well, he or she should at least have the language and content schema of the second language in his mind [2]. Language schema is the basic knowledge of language, which can be considered as the knowledge of language grammar, phonetics, vocabulary and so on. The content schema includes two parts: background knowledge and common knowledge. And common knowledge refers to the knowledge both shared by the learner and target language or culture to be learned, or to call them some common sense [3]. It can be found that those schemas have commonality to some extent in the fields of idioms or ritual habits.

2. Influence of existing schema theory on intercultural communication

When it comes to cross-cultural communication, according to the schema theory, the social communication schemas appeared in individual's mind will could be widely divergent since the participants are from different cultures background and there may be great differences in their personal experiences under different cultural backgrounds. That is the reason why their choice, understanding and behavior, and processing of information may sometimes bring unexpected conflicts.

According to the summary of existing data, these situations that cultural schema could exert impacts on cross-cultural communication can be divided into the following three ones: cultural schema overlapping, cultural schema conflict, and cultural schema default.

2.1 Cultural schema overlapping

The American translation theorist Nida once pointed out in a lecture report that "languages and cultures all over the world are amazing similar", and mentioned that the similarities accounted for 90%, while the differences took up for only 10%. Take an example, there is a description like "as busy as bee" in English, and exactly a same expression in Chinese called "像蜜蜂一样忙碌". It can be seen that there are corresponding schemas in transcendental cultural schemas with different backgrounds, which demonstrates that the overlap of cultural schemas plays a positive role in the realization of cross-cultural communication. Namely, two parties participating in can communicate smoothly as long as they activate the corresponding schema shared in respectively prior cultural schema.

2.2 Cultural schema conflict

Cross-cultural involvers may also experience different or even conflicting cultural schemas in transcendental stage due to diverse cultural backgrounds, which might accumulate opposite understandings or bring unnecessary communication barriers. Although this chance estimated is to be around 10% within communicating fact, still it might cause misunderstandings on both sides or lead to an

interruption of communication. The classic example is "Dragon", a ethnic symbol of China. When quoted from Western "Bible", "Dragon", a derogatory term, standing for "devil" and "satanic" to describe a monster that "confuses the world" by fierce and violent people. It is a symbol of evil and violence. Therefore, if cross-cultural communicators merely produce a priori cultural schema from the Western cultural background, they cannot understand the expectations of "Looking for a child to become a dragon " from Chinese parents.

When encountering a communication that may contain conflicts among cultural schemas, ensure that communication can be continued, communicators must proactively adjust their corresponding information when decoding the source cultural schemas to.

2.3 Default of cultural schema

If intercultural communicators do not master cultural background knowledge needed and fail to form a priori cultural schema, it will be hard to understand the speaker's true intentions. Like the expression "Carry coals to Newcastle", you must have a British city schema in mind before understanding the term refers to effort in vain (Newcastle is the country where coal is produced in the UK). Cultural schema default caused by cultural background difference in cross-cultural communication do bring certain obstacles to the situation when both sides can not get clear about the others' intention.

3. Reference significance of schema theory for second language acquisition

Difficulties in the process of second language acquisition. With reference to several scenarios in which schema theory plays a role in cross-cultural communication, some unsatisfactory situations can be comparably concluded that may occur in the process of second language acquisition. After sorting and summarizing, it is aim to lay a solid basis for follow-up summary and reflection, and seek corresponding solutions.

First of all, in the process of learning a second language, for no doubts there would be few corresponding language defaults due to the lack of appropriate schemas for the specific environment. At this moment, it is difficult for people to effectively recognize the language environment and situation, let alone to respond effectively. As a result, not only the learning process is more laborious, the increasing pressure may even lead to a high degree of uncertainty and psychological anxiety. When talking about students preparing for studying abroad, a heated problem widely facing is target language learning. As little contact has been established with the content of language background in the past learning experience, learning from scratch often dampens the enthusiasm of planned goals.

Secondly, in a cross-cultural environment, besides the lack of schemas for acquiring new knowledge, the inaccuracy of old schemas affects more in the process of learning a second knowledge, namely, the existing schema conflicts. For example, many Chinese students studying abroad used to be smart and self-confident at home, quite familiar with English in textbooks. But when first arrived in the stage land, he or she is not even sure about how to answer the easiest question "how are you?" This is due to the lack of application scenarios of local language and training of localized teaching methods, rather than intellectual factors.

3.1 The connection between schema theory and second language acquisition

To most extent, socialized people their responses to the environment are often "schema-driven" rather than "data-driven", or reactive type rather than learning type. The higher degree of socialization in the original culture is linked to worse cross-cultural adaptability and greater the difficulty in adapting. Therefore, it is always found that adults are slower to adapt than children and have weaker language skills; people who have less knowledge of local culture have better language skills and adapt sooner than those who know more about authentic culture. Studies have shown that children under the age of 9 have basically no difficulty in "cross-cultural adaptation" after immigrating abroad, while people over 15 will feel more "cultural conflicts" in cross-cultural adaptation.

Therefore, when learning a second language, besides meticulous language content learning, more attention should be paid on language environment, language background, and actual language application scenarios. Those relevant standpoints, content and characteristics concerning are the so-called "cultural schema." Only by truly mastering cultural schema in multi aspects can better carry out language learning and conduct social activities in the context of cross-cultural communication.

3.2 Positive effect of schema theory on second language acquisition

In simple terms, the process of second language acquisition is a period of constructing language and linguistic thinking that greatly differs from the native language thinking, or to compare the native language schema with the target language schema for reference, to derive respective solutions towards target language.

As long as the existing schema overlaps with the target one, the concept of "cultural schema" can be appropriately quoted to learn through and find common points which concerns about language environment, language background, and actual language application scenarios with an overall angle of information grasping and usage. That is to say, once in the same language background, methods like training different expression response in multiple languages at the same time could be efficient where learners can be more familiar with and proficient in answering methods and content from two aspects, which facilitates the long-term accumulation of the background content of the target language, and ensures a better adaptation to parts consistent in both cultural content.

When certain difference occurs between existing and target schema, influence of schema theory on cross-cultural communication could offer great insights. According to characteristics, the overlap, difference and conflict of cultural schema, voice, vocabulary, grammar and other similarities and differences should be considered first. According to different language learning stages within a long-term accumulating, proactively activate similar schemas, analyze different schemas, and accumulate various schemas on a long time basis, to promote the reference and analogical learning from the native language to the target language.

To promote the transfer process of language, the formation and refinement of schemas, and to discover as many points of the universality of language as possible, a certain amount of practice is indispensable. Practically apply the knowledge of the second language learned through practice to promote various variables in the second language acquisition mechanism, such as the dynamic interaction between the environment, learners, and languages, so as to consolidate and sublimate the understanding of the second

language learned. And on this basis, through a certain period of accumulation and precipitation, summarizing and condensing and refining, it can be surely formed into a special language schema for its own use, which can definitely lay a solid foundation to subsequent systemization of the cognitive content, and to the expansion of the knowledge structure in the category of second language acquisition.

In any case, the ultimate goal of learning any foreign language is practical application. The application results at a certain stage, or after accumulating more academic achievements, will naturally stimulate a stronger attitude towards knowledge acquiring and transform the goal of familiarity with schemas into mastering schemas. That is to say, in the second foreign language learning, we should fully mobilize the initiative of individuals, and sublimate the learning and understanding of the second language step by step from practice under the guidance of the schema theory. And finally form an independent second language schema and an independent cognitive thinking system.

Conclusion

In cross-cultural adaptation, people need to recognize different scenarios and learn the corresponding social schema to ensure the appropriateness and effectiveness of behavior. Under the influence of the mother tongue schema, the second language acquisition is finally formed through the role of schema transfer. Second language acquisition is a complex cognitive process involving many factors, and the learning method guided by schema theory is only one of them. This further enhances the operability of cross-cultural adaptation training, such as strengthening situational teaching in foreign language teaching. In academic research, the differences of behavior and thoughts in the same situation caused by different social schemas from diverse cultural background can be further investigated, or the differences in situations in different cultures, so as to further improve the effectiveness of cross-cultural communication. In short, as a new theoretical model, schema theory has shown new prospects for the study of second language acquisition.

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The Impact of Demand Management Policies on the Local Economy Under the Background of the Domestic Big Cycle

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Abstract: In this paper, the important background factor of the domestic big cycle is incorporated into the DSGE model. On the basis of this model, this paper uses actual data of China's economy, through Bayesian estimation and dynamic simulation methods, and believes that in this context, in order to stimulate the economy, the country has adopted a combination of expansionary fiscal policy and expansionary monetary policy. While curing diseases, macroeconomic policies inevitably have some side effects on the local economy, such as increasing the financial burden of local governments and increasing the uncertainty of the number of orders for export enterprises.

Keywords: Demand management policy; Local economy; Response strategy

1. Introduction

According to the International Monetary Fund's recently released "World Economic Outlook Report", the global economy will shrink by 4.9% in 2020, of which developed economies will shrink by 8%, and emerging markets and developing economies will shrink by 3%. In this context, the proposal of China's "dual cycle" strategic pattern has received close attention from all parties. Domestic and international double cycles promote each other, Emphasizing that focusing on the domestic economic cycle does not mean closing the door, but by leveraging the potential of domestic demand to better connect and promote the domestic market and the international market. The Central Economic Work Conference emphasized that it is necessary to innovate and improve macro-control, implement a proactive fiscal policy and a prudent monetary policy, improve the economic policy coordination mechanism, and keep the economy operating within a reasonable range. This shows that fiscal policy and monetary policy play an important role in my country's macro-control system. [1]

Generally speaking, monetary policy will affect the cost, scale and duration of local government debt issuance through risk channels, signal channels, and inflation expectations channels, which will significantly affect the development of local economy. Fiscal policy will be based on different industries and different regions to invest in local governments. [2-3] Produce squeeze-in or squeeze-out effects, thereby affecting local economic development.

2. Theoretical analysis

The basic assumptions of this model are: First, time is discrete, in a four-sector economy, and the factor input is only labor. The world consists only of domestic and foreign families. Domestic families and foreign families are composed of [0, n] and (n, 1] point composition. Second, family life is unlimited and fixed in number. The utility of the household comes from consumption and real money balances, and the negative utility comes from the supply of labor. Family goal is to maximize $E_0(\sum_{t=0}^{\infty} \beta^t(u(C_t, m_t, N_t)))$ false. Third, there are two types of assets in the economy, namely monetary assets and non-monetary assets. The family budget constraint is $M_t + \frac{B_{t+1}}{R_t} + \frac{e_t F_{t+1}}{R_t^*} = M_{t-1} + B_t + e_t F_t + W_t N_t - T_t - P_t C_t$ false.

Family Behavior Analysis: The goal of the family is to maximize $E_0(\sum_{t=0}^{\infty} \beta^t(u(C_t, m_t, N_t)))$ false. The constraints are budget constraints, $M_t + \frac{B_{t+1}}{R_t} + \frac{e_t F_{t+1}}{R_t^*} = M_{t-1} + B_t + e_t F_t + W_t N_t - T_t - P_t C_t$ false. Manufacturer behavior analysis: the goal of the manufacturer is to maximize $E_t(\sum_{i=0}^{\infty} \rho^i Q_{t+i}(X_{t+i} Y_{t+i} - W_{t+i} N_{t+i}))$ false. Analysis of government behavior: The government in the model actually includes two government authorities, one is the fiscal authority and the other is the monetary authority. [4] The fiscal authority actively determines government purchase expenditures based on the level of output, and the monetary authority sets benchmark interest rate targets based on interest rate rules.

3. Empirical research

In the above basic model, the first-order conditions of the optimal behavior of the family, the first-order conditions of the optimal behavior of the manufacturer, the policy behavior equations of the fiscal authority and the monetary authority, the equilibrium conditions of the labor market and the product market, and the corresponding foreign equations are set in the steady state value. [5-6] Near logarithmic linearization, you can get a DSGE model based on the linear approximation framework. Taking into account the impact of the 2008 international financial crisis and the amount of time series data required for simulation, the data used in this article are the quarterly data of China's GDP from the first quarter of 2009 to the fourth quarter of 2019 and the domestic price index

calculated using CPI over the same period. These original data mainly come from the statistical database of China Economic Network and the EPS global statistical data platform.

In this paper, the weighted average of CPI monthly data is quarterly data, and then the X-12 method is used to eliminate seasonal factors with the GDP quarterly data. Finally, the HP filtering method is used to eliminate trend items in the time series. In order to ensure the feasibility of the simulation, we used the ADF method to perform unit root tests on the two sets of time series data. The final result shows that under the 10% significance level, both sets of variables are zero-order single integers. The parameter assignment of the model refers to the method of Liu Bin (2014), that is, ordinary static parameters are assigned using calibration methods, and dynamic parameters are estimated using Bayesian estimation. After completing the aforementioned preparations, we use the Dynare toolkit in Matlab software to perform Bayesian estimation and impulse response analysis on the model in this paper. The results are shown in the table below:

Figure 1
Figure 2

From the comparison of the simulation results in Figure 1 and Figure 2, it can be seen that when subjected to external shocks, the fluctuation range of GDP y under the conditions of the domestic big cycle is smaller than that under the past conditions, which shows that when domestic manufacturers generally improve the level of production technology When changing production conditions, the domestic big cycle will hinder the contribution of this improvement in production technology to GDP. [7] Similarly, when subjected to external shocks, the fluctuation of the domestic price level fla under the conditions of the domestic big cycle is greater than that under the past conditions, which shows that the domestic big cycle will make it more difficult for the monetary authority to stabilize the price level. In addition, when the real exchange rate q is subject to external shocks, its volatility under the conditions of the domestic big cycle is also greater than that under the past conditions, which will also increase the difficulty for the monetary authority to stabilize the exchange rate level.

4. Conclusion

In the context of the domestic big cycle, the beneficial stimulus effect of the improvement of production technology level on GDP will be suppressed, and the fluctuation range of the price level and the real exchange rate level will be magnified. In response to this situation, the country adopted a combination of expansionary fiscal policy and expansionary monetary policy. While curing diseases, macroeconomic policies inevitably have some side effects on the local economy, such as increasing the financial burden of local governments and increasing the uncertainty of the number of orders for export enterprises. In response to this situation, the policy recommendations of this article are as follows: First, in order to ensure that the local fiscal revenue has a sufficient tax base, it is necessary to attract local and foreign companies to increase investment projects. Secondly, in order to ensure the smooth circulation of the domestic economy itself and develop the local economy, it is necessary to open up those potential points that may exist, such as reducing the cost of the circulation link of production enterprises. Finally, the purpose of our economic development is to meet the increasing demands of the people, and the realization of enterprise production profits is also inseparable from the needs of the people.

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Research on the Application of Traditional Architectural Decoration Elements in Modern Interior Design

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Abstract: My country is an ancient civilization with a history of more than 5,000 years, with a long history and profound heritage. Especially in ancient architecture, it is extensive and profound, and it is worthy of continuous learning and inheritance by younger generations. In contemporary interior design, the use of traditional architectural decoration elements focuses on absorbing its essence, transferring the historical imprint to modern decoration, completing the effective unity of beauty and cultural connotation, and enhancing the humanistic color of the building. When designing interiors, designers must reasonably incorporate traditional architectural decorative elements in accordance with actual conditions to increase the comfort and beauty of the living environment. In this article, the author has a detailed discussion on how to incorporate traditional decorative elements into modern interior design, aiming to communicate with colleagues.
Keywords: Modern interior design; Traditional architecture; Decorative elements; Applied research

My country's traditional architectural decoration elements are mainly developed and processed based on the perspective of beauty. When decorating a building, it is not only necessary to give the building a beautiful humanistic meaning, but also to ensure its appreciation value. Decorations and buildings complement each other and are indispensable. When the ancients chose the styles and patterns of decorative elements, they placed special emphasis on aesthetics, which also contained a strong humanistic color. For example, the buildings of ancient palaces often have the decorative element of dragon, whose essence is to highlight the image of the emperor's true dragon and emperor. How to apply traditional architectural decoration elements to modern interior design and ensure the uniformity and beauty of decoration is a test that designers must withstand.

1. Patterns

Narrative patterns and basic patterns are the two main patterns of traditional architectural decoration elements in my country. Narrative patterns are general. As the name suggests, they have the concept of narrative. They usually convey a story and some historical allusions through patterns. The patterns are used to convey the creator's inner thoughts. The common narrative pattern in our country is Yingying Yingxue, which encourages people to study hard and work hard; Kong Rong let pears teach people how to be modest and so on. The basic patterns are relatively simple, usually some geometric patterns, natural landscapes or animals and plants. With the help of landscape or animal and plant patterns, you can enrich the spatiality of interior decoration, making people feel as if they are in nature, and produce a relaxed mood [1]. With geometric patterns, people's mental stress can be reduced. In different indoor environments, the use of different patterns can effectively express the style of the building, rationally integrate the ancient belt culture, and enhance the sense of hierarchy and artistic value of the interior design.

2. Color elements

In the process of interior design, color is the most vivid language. The change of color can give people different emotional needs. Warm colors generally give people a warm feeling and make the interior more warm, such as yellow, orange and red. Cool colors will make people feel cold, such as green and blue. In the interior design, it is necessary to combine the actual needs and reasonably match a variety of colors. Generally speaking, there are two ways to use color in interior decoration [2]. The first is analogy, which is to choose two colors with similar colors to match, and arrange the entire room into a color gradient and an orderly transition effect; the second is contrast. The two colors are different from each other, and through effective matching, they can achieve complementary purposes, thus creating a good indoor mood. In the interior design, we must learn to effectively use different colors for decoration, so as to enhance the interior decoration effect.

3. Symbolic elements

In the process of interior design, symbols are also very common decoration elements. In the course of thousands of years of development in our country, many symbols with cultural characteristics have been passed down. These symbols have a strong cultural heritage, and for the people of our country, they are traditional cultural elements worth carrying forward and passing on. In the interior

design, the designer can remove the complicated part of the symbol characteristics, and with the help of modern design concepts, make it into a symbol design that conforms to the modern development [3]. Combining tradition and modernity can not only effectively convey traditional culture, but also demonstrate modern characteristics. For example, symbol elements such as jade pendant, compass, ruyi, gold ingot, and gossip are unique to our country. They are full of strong traditional heritage, worthy of people's recollection.

4. Artistic conception elements

Artistic conception is the core of design. Using multiple elements to construct artistic conception is an indispensable skill for contemporary designers. Artistic conception is a unique element expression in Chinese culture. In the process of creation, artists also constantly emphasize artistic conception. In interior design, colors, shapes, light, points and other elements are often used to complete the harmony and unity of the artistic conception. If you want to create a good artistic conception, you must effectively use multiple elements to highlight beauty. When designing, it must be in line with the actual situation and conform to the law of development of people's minds. If you blindly use gloomy colors, rough materials, and exaggerated shapes, then it is possible to reduce the beauty of interior design and make people feel disgusted. The artistic conception of design needs to be integrated into the designer's sense of autonomy, and cannot blindly imitate the aesthetic rules of others. Instead, it is necessary to combine the actual situation, flexibly use multiple aesthetic rules, and strive to construct a good artistic situation to ensure the beauty and harmony of the indoor space [4].

5. Furnishings

In interior design, furniture is also a very important content. Good furniture layout can increase the comfort of the occupants and at the same time show the taste of a home. It is also reflected in the decorative elements of my country's traditional architecture. The more popular indoor decoration in our country is Western-style decoration. The author believes that when furnishing furniture, some traditional decorative elements, such as screens, bookshelves, etc., can be appropriately added. In this way, some classical charm can be added to the modern atmosphere, and the sense of hierarchy of interior design can be increased.

6. Decoration principles

In the process of decoration, we must pay attention to the effective tradition of traditional culture. Using traditional decorative elements, the focus is to traditional its historical heritage and spiritual meaning. The designer must grasp its essence and show it vividly and vividly. At the same time, with the continuous development of the times, the number of people contacting the Internet has gradually increased, and the ideology and aesthetics have also shown diversity. Incorporating traditional decorative elements into modern interior design must conform to the modern cultural atmosphere and be accepted by modern people. If you blindly emphasize traditional decorative elements while ignoring modern design, then the occupants will not be able to get a good experience. As a designer, you must always master advanced design concepts and design techniques, enrich your own design process, understand different material properties, and use them effectively in interior design. Effectively innovate traditional decoration culture to achieve a perfect collision between modernity and tradition. Finally, when designing, pay attention to the unity of modernity and tradition to ensure the harmony and beauty of interior decoration.

7. Concluding remarks

my country's traditional architectural decoration has a strong historical heritage and strong aesthetics, conveys people's expectations for a better life, and has a rich beauty of artistic conception. In the modern interior design, the reasonable integration of traditional architectural decoration elements can effectively enhance the richness of the interior space, create a good space atmosphere, and enhance the decoration effect. In the process of application, it is not possible to copy it mechanically, but to combine the specific characteristics of the room, rationally incorporate decorative elements, design the best decoration plan, and enhance the decorative effect.

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Research on the Influence of Context Culture on the Translation of English and American Literature and Translation Strategies

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Abstract: Any language cannot be separated from the cultural trend. Therefore, in the process of literary translation, context culture is an important reference factor. The world is vast, with diverse ethnic distribution, and different regions have different cultural characteristics. Its cultural environment directly affects the accuracy and authenticity of the final translated work. Therefore, when carrying out the translation of English and American literature, we must formulate corresponding translation strategies according to the different contexts and cultures. Taking semantic analysis and logical thinking as the reference direction, reduce the influence of context and culture on translation and improve the effectiveness of translation.

Keywords: British and American literature; Contextual culture; Influence; Difference; Translation strategy; Research

With the continuous advancement of global integration, many countries around the world have now achieved friendly exchanges, which has effectively promoted international integration and promoted the continuous progress of human civilization. Literary translation works provide a good communication foundation for friendly exchanges between various countries and different regions. When translating, translators must take context culture as a prerequisite, understand the differences of different cultures, emphasize optimizing the content of literary translation, and enhance the richness and transparency of literary translation works. In this article, the author combines personal learning gains for many years, mainly expounds the influence of context culture on the translation of English and American literature, and on this basis, proposes corresponding translation strategies.

1. The important influence of context and culture on the translation of English and American literature

1.1 Language structure

There are differences in the languages of various regions, and the foundation of the creation of British and American literary works is the English language. Compared with Chinese, English is a low-context language, and it is more direct when it comes to literary elaboration. Chinese has a history of thousands of years of development, and it pays more attention to connotation, which can fully cover the meaning of English sentences .[1] Because of the influence of language and literature, English vocabulary will not be disturbed by the content in the process of using it. When using the English language, it is necessary to use it reasonably according to different conditions, so that the richness of the English language can be guaranteed. Therefore, when translating English and American literature, translators must have a deep understanding of literary content, start with the language structure, and restore literary works as much as possible. Only in this way can we effectively reduce the impact of contextual culture and strive to improve the translation quality of English and American literature.

1.2 Semantic sentences

The information conveyed by the context has a direct impact on the depth of the content of the sentence. The origin of Anglo-American English is British English, which is full of strong British atmosphere [2]. Therefore, when using sentences and semantic structures, there are more in common with British English. But in the details, there are also differences in context and culture. For example, for the term plan, British English can be directly translated into program, while American English can be translated into program. It can be seen that, in terms of expression, American English is more concise than British English. It can be seen that although American English and British English have many similarities as a whole. However, the subtleties still need to be paid attention to. Only in this way can the influence of sentences and semantics in the context of culture on Rong's translation work be reduced.

1.3 Cultural beliefs

In any context and culture, there is an important factor of cultural belief, which causes different cultural differences in various regions. General English and American literary works are based on religious culture and carry out effective development. With the passage of time and the continuous development of industry, the dominance of religious culture has gradually decreased, and it has become an auxiliary material for literary creation. In recent years, among British and American literary works, religious culture has

gradually declined. However, in the process of translating work, translators should still pay attention to religious literature, respect religious culture, and take religious factors into consideration. Only in this way can it be more suitable for English and American literary works and ensure the originality of translation.

1.4 Linguistic thinking

The expression foundation of any language is linguistic thinking. There are certain differences in language thinking between American English and British English. The language thinking of American English pays attention to the portrayal of characters, and the description technique is more complicated[3]. British English is accustomed to simple processing. When carrying out translation activities, it is necessary to effectively distinguish the two different language thinking in order to improve the quality of translation.

2. Context culture's research on the translation strategy of English and American literature

2.1 Improve the level of counter-thinking practice

In the process of creating English and American literature, counter-thinking is one of the more common ways. It is more common in English literature. Therefore, to translate English and American literary works, it is necessary to combine the historical background, the characteristics of the times, and the author's experience, and make effective reference to grasp the important core of literary works. With the help of counterthinking, the cultural content hidden in literary works is deeply interpreted. Only in this way can we sort out the nuances of literary works one by one, and finally successfully interpret their literary content. Using reverse thinking, you can start from two directions. The first is to compare the semantics of unconventional translations and conventional translations based on the technique of comparing translation content with reference objects, so that differences can be found intuitively, thereby reducing the negative impact of contextual culture on translation; the second is It is based on different literary content, starting from the time axis, inferring the relationship between the characters, the storyline, etc., and finally finding the deep-seated content rich in literary works.

2.2 Lightweight processing of contextual culture

What is lightweight processing? In terms of the same category, it is to reduce the complexity and optimize the works of British and American literature. On the basis of maintaining the original structure and content of literary works, it appropriately incorporates the local characteristic language. In this way, it can effectively ensure the authenticity of literary works; secondly, it can take into account readers' reading needs, enhance language charm, and ensure the readability of literary works[4]. In the process of lightweight processing, the original interpretation must not be changed at will. For some words that are difficult to translate or improperly used, they can be effectively corrected, but the original meaning cannot be changed.

2.3 Constantly standardize translation standards

Currently, English and American literature translation standards can be divided into two types, one is foreignized translation, and the other is domesticated translation. Foreignization translation is a translation activity carried out according to the needs of readers; domestication translation is a translation activity carried out depending on the author's creative background. As far as the current situation of translation is concerned, British English is more complex in context and more suitable for domesticated translation; American English is more direct and more suitable for foreignized translation. Different literary works have different translation methods. On the basis of ensuring the authenticity of the translation of literary works, appropriate cultural features can also be incorporated to increase the readability of literary works. In addition, the important prerequisite for the translation of English and American literature is truthfulness and objectivity. Enhance the reference richness of English and American literary language translation, integrate various types of language expressions and techniques into the translation, strengthen the integration of language and environment, and ensure the authenticity of translation.

Concluding remarks

In the translation of English literature, context culture is a very important influencing factor, and different cultural characteristics directly affect the final quality of translation. Therefore, as a translator, you must respect the cultural differences in different regions and formulate corresponding translation strategies. Start from multiple angles and adopt reasonable translation methods to reduce the impact of cultural differences in context and ensure the final authenticity and accuracy of the translation. Only in this way can we effectively promote efficient communication between different regions and promote the progress of human civilization.

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Research on the Application of Mind Mapping in College English Reading Teaching

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Abstract: Reading ability can reflect a person's language ability, and the cultivation of reading ability plays a very important role in College English teaching. In the process of College English reading teaching, using mind map as a teaching method to assist English reading can improve the quality and effect of English reading teaching, and improve students' reading ability and comprehensive language ability.

Keywords: Mind map; College English reading; Applied research

English reading plays an important role in the teaching of College English listening, speaking, reading and writing. It also reflects the students' comprehensive ability to use English. Students can consolidate their language knowledge through reading and improve their ability to obtain information through English. In the process of English reading, students need to make effective use of the preserved information, actively understand and analyze the author's intention, so as to obtain new information to the maximum extent. Through reading, students can not only improve their reading ability, but also enlarge their English vocabulary and train their English writing skills. Research on the application of mind map in English reading teaching shows that mind map can assist English reading to a certain extent.Mind map, as a practical and effective English reading tool, can help students solve the problem of confusing reading clues in the process of reading, and help students grasp the essence of reading materials more clearly. Using mind map, students can more clearly summarize the framework of the article, clarify the relationship between the paragraphs and the key and difficult points in the paragraphs, so as to better analyze and understand the reading materials. Based on empirical analysis, this paper discusses the application of mind map in College English reading teaching.

1. Definition and characteristics of thinking map

The mind map was created by Tony Buzan, a famous psychologist and educator in the UK, in the 1960s. The thought map establishes the relation between concepts with visual images, which is an expression of radioactive thinking. The mind map has the following characteristics: the focus of attention is clearly concentrated on the central figure; the main body of the subject radiates from the center to the surrounding; the branch is composed of a key figure or key words written on the lines that produce association. The less important topics are also displayed in the form of branches attached to the higher branches; each branch forms a connected one Node structure and thinking map are tree structure in the form of expression. The mind map has the characteristics of visualization, divergence, concentration, systematization and openness. Following the natural thinking mode of the brain, using the technique of drawing and drawing equally, opening up the infinite potential of the brain can help improve people's understanding and memory, enhance creativity, and can be applied in all aspects of work and life.

2. Thinking map to assist college English reading

First, in the process of English reading, teachers use unfinished and open mind map to guide students to diverge their thinking on the basis of old knowledge points. Teachers and students can further design, modify and perfect the thinking map, which will help stimulate students' enthusiasm for learning, improve their enthusiasm and initiative in reading, help students actively participate in reading activities and integrate more self-directed thinking maps I think, make reading a creative thinking activity. Secondly, in the classroom teaching process, the creative teaching design with thinking map can improve the students' classroom integration, encourage students to actively participate in the teaching interaction activities, which can help to create a good classroom atmosphere, and help the smooth realization of teaching objectives, so as to achieve the teaching effect of rational thinking. Furthermore, the emphasis is prominent and the structure is clear. As an important feature of thinking map, it helps students to understand and grasp the whole reading materials and improve the reading ability of students effectively. Students use mind map to analyze the relationship between paragraphs, find out the theme sentences and key sentences in the paragraphs, analyze the key and difficult points in the sentences, and do not need to spend too much energy on those irrelevant knowledge points, and improve their analytical comprehension and reading ability. In addition, the mind map can help students to remember knowledge for a long time. The clear schema structure makes

students know the knowledge points at a glance, and the interactive conceptual framework helps students to remember the knowledge system for a long time. Students can sort out the knowledge framework system through the thinking map system, and integrate and optimize the knowledge structure in reading materials effectively, making it easier to remember, and also conducive to review in the future, and thus greatly improve the learning efficiency.

3. The practical application of thinking map in College English Reading Teaching

This paper takes the first volume of unit 6 section a to work or not to work - that he questions-tion as an example to illustrate how to use thinking map to assist college reading teaching.

Step 1: use mind maps in the preview and quick reading process. Before the reading activity, the teacher will show the unfinished thinking map to the students in advance, and gradually carry out the reading activities according to the prompts in the diagram, as shown in Figure 1. First, according to the title to work or not to work - that is the question, students can predict the subject of the article according to the keywords in the title. Then, the students are guided to think divergent thinking with the topic of the article to be read as the core by designing corresponding problems, and ask the students to summarize the vocabulary related to the topic through brainstorming teaching. This process is to start the background knowledge and cognitive structure in the mind, stimulate Association, improve the enthusiasm and initiative of students' reading, and then realize the reading to be read The understanding of the article. Then, guide students to start reading quickly, let students use the skills of skimming and searching to understand the overall meaning of the article and structure and comb the whole text, so as to cultivate students' ability to understand the article as a whole. Then, the students are guided to analyze the paragraph, summarize and summarize the central thought, then analyze the style and writing methods of the article, cultivate the students' thinking ability, gradually add the relevant new knowledge points to the thinking map, and further improve the thinking map covering the relevant problems and vocabulary, article structure analysis, subject analysis, central thought, etc., to help students to integrate the thinking with Grasp the structure of the article.

Step 2: combine with the thought map drawn, and then read carefully next, analyze the key and difficult sentence patterns and key words in each paragraph of the article, and help improve the students' comprehensive language skills. First, guide students to find out the key and difficult sentence patterns in the paragraph

Through the analysis of the methods of paraphrase, translation, refining sentence pattern and sentence making, the comprehension and mastery of complex sentence patterns are improved, and the comprehension of the whole text can be further improved. In addition, vocabulary teaching is the focus of reading teaching. Without the mastery of vocabulary, it is impossible to really improve the reading ability. Therefore, the students are required to associate and memorize the key words in the article by using the divergent characteristics of mind map.

Step 3: after reading, some problems based on the extension of the article theme are designed by using the characteristics of divergent and open thinking map to encourage students to think deeply and actively, and then improve their logical thinking and creative thinking. Finally, it is helpful for students to review and remember in the future by reorganizing their thinking maps according to their understanding of reading materials and notes taken in reading.

4. Conclusion

In College English reading teaching, using mind map as an auxiliary teaching tool can help students understand the reading materials more deeply and memorize the knowledge points in the reading materials through the clear structure and prominent figures, so as to improve their English reading ability in an all-round way and cultivate their creativity and association. In short, mind map as a visual thinking tool, its application will effectively improve the quality and efficiency of College English reading teaching, and improve students' comprehensive language ability.

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On the Cultivation and Skills of English Reading Ability

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Abstract: Reading is one of the four basic skills of English learning. It is the process of people using language and other existing knowledge to obtain information. Reading ability is a comprehensive ability of language understanding and application.
Keywords: Reading ability; Development; Methods; Improvement.

1 An overview of English reading ability

Reading is the process of people using language and other existing knowledge to obtain information. It is a complex and comprehensive psychological language activity, which is the process of readers interacting with the author through the medium of discourse. The ability shown in this process is called reading comprehension. Reading comprehension mainly refers to the ability of intensive reading and extensive reading. Intensive reading lies in "quality" and extensive reading lies in "quantity ". In real life, the vast majority of reading is extensive reading. Reading ability usually includes reading speed and understanding. Reading speed refers to the amount of words read per unit time, and understanding refers to the ability to grasp the main points of the article and understand the corresponding background knowledge through reading. Draw on written information, carry out logical analysis, reasoning, judgment, and induction and summary of the article is not specifically elaborated, but also implied concepts, evaluation of the author's attitude and so on. Therefore, reading should be speed and understanding. Speed means fast, fast and wide, understanding means logical reasoning. Daily reading. To understand the main, while as much as possible to improve the speed of reading. Reading and listening, speaking and writing constitute the four basic skills of English, which is an important part of English learning and the basis and premise of developing other language skills. At present, the main way for us to acquire knowledge is still reading. Only by reading can we obtain a larger, broader and higher level of information, as well as a more comprehensive and profound understanding of the characteristics of the English language, the living habits and cultural customs of people in these countries, and only by reading can we obtain full use of English and lay a solid foundation for the improvement of listening, speaking, reading and writing skills. Therefore, for Chinese learners who regard English as the first foreign language, improving English reading ability is not only the purpose of English learning, but also the main means and ways of English learning. In extensive reading, learners absorb knowledge, broaden their horizons, broaden their knowledge, enrich their language knowledge and improve their reading ability. Only with certain reading ability can we understand foreign language materials and books, learn foreign advanced technology and experience, and achieve the purpose of communication and mutual learning. From the college English syllabus for the purpose and requirements of English teaching, the purpose of English teaching focuses on reading. As far as English examinations are concerned, the most difficult and profound part of language is reading comprehension. The largest number of questions, the most scores of the part, or reading comprehension. From the point of view of college English teaching materials, reading part is the largest, subject matter is wide, information is large, language knowledge is rich, is the focus of teaching, but also the main channel to cultivate students' reading ability because of the large teaching content and tight time, so how to cultivate and improve students' reading ability has become a key problem.

2. The current situation of English reading ability

At present, in many colleges and universities, the cultivation of students' reading ability is carried out through college English Intensive Reading Class and comprehensive English class. Although the two courses have been paid more attention to in the arrangement of class hours and the allocation of teachers, for a long time, due to the limitation of teaching conditions and time, China has adopted the mode of large class teaching, and English classroom teaching mainly focuses on explaining vocabulary and analyzing sentence structure. Therefore, students' autonomous reading ability is stagnant. Many students not only usually read very little. And reading class is also very passive, waiting for the teacher to analyze and explain the reading materials, unwilling to take the initiative to understand and think independently. Some students even get the required information directly from the translation. Through the understanding of the students, the author found that many students attach great importance to English class, but they all complain that although the vocabulary has been increased in English class through classroom explanation, because the understanding of the article only pays attention to the structural analysis of Xu Zi, so the students only learn many grammar rules, but do not learn all kinds of

reading methods, the so-called "more investment, less gain". [1]

3. Methods to improve English reading ability

3.1 select and correct reading methods

(1)Skimming is also called "browsing healthy reading". It is necessary to read at the fastest possible speed, focusing on the overall meaning and important parts of the whole text without taking into account all the details. The following methods are usually used to read hailstones: note that the main contents of the article title, subtitle, starting paragraph and end paragraph o, and usually an article are reflected in the title, especially in the pay off road. The title of boxing will inform readers of the general idea of the relevant part, the beginning paragraph contains the central idea, and the end part is summary or comment. Therefore, if you skim through this kind of article, you can understand the central content of the article by simply browsing the title, the subtitle and the section with anger at the beginning of the section. Identify the subject sentence in the paragraph. The theme sentence often appears at the beginning or end of the paragraph, sometimes in the middle of the paragraph. Usually, the beginning of a paragraph is a topic or central idea, and the sentence at the end of the paragraph is used to summarize.[2] Note some signal words in the text that play a role in connection to determine the context of the leopard relationship and conduct selective reading. The cohesion between ten days and ten days or paragraphs plays an important role in the text. Readers can understand the organization of the text according to these signal words, make necessary prediction for the following, decide which content is ignored and which content is of vital importance to the understanding of the whole text. For example, from the signal words like for instance, we can conclude that the following content is a supporting example of the theme ten days. In the skimming reading, the in combination signal drowns to indicate that the following is a summary of the main purpose or the general meaning of the paragraph of the whole text, which cannot be ignored.

(2)Reading scanning is also a fast reading method as skimming. It is a reading method that "a large number of data quickly find a specific fact or specific information such as stupid period, name, data, person name, place name, original penetration, results, etc., without reading all materials. Usually, the method of reading is used to answer the detailed questions in the text. The specific use of the two points that need attention is to stimulate two points: through the understanding of the general meaning of the paragraph during skimming reading, the scope of information search can be quickly limited; the full boxing l Lei mentions the rumors or key encounters, especially in drowning problems, that is, the key words in the question thousand are identified and the information to be searched for is remembered.

(3)The county of guessing is highly valued, not because a word or sentence is not understood to stop to check the dictionary, but through the context clues, word formation or sentence structure understanding, etc., to guess the meaning of words quickly, without interruption of the reading process, from Li to understand the content of the article faster, and to improve the reading speed.

3.2 Master correct reading skills

(1)The expansion of vocabulary English Mei CI includes derivation, synthesis and surprise. Readers should deconstruct the lexical method, understand the meaning of words from the structure of words, and deepen the memory from kindness. The methods are as follows: 1) master the combination law of front affixation. Prefix has some meaning, for example: dis 1, table negation, like dislike; agree disagree; suffix generally only changes the basic meaning of words, for example, one shows that he is engaged in a certain occupation or salary, think think, sell or. 2) Analyze compound words. 3) Strengthen vocabulary learning by using synonymy, antonymy and collocation of words.[3]

(2)The process of learning a foreign language is also the process of learning a foreign language. Therefore, readers should have rich background knowledge and the ability to connect language information with inherent knowledge. That is to say, readers should use the corresponding background knowledge to make consistent analysis and understanding of the materials they read.

(3)Guessing and forecasting are all kinds of guesses based on language information and background knowledge. It can make judgments on the meaning, plot development and discussion process of new words by using the context meaning and logical relationship. Especially, it is helpful to use the semantic connection of context to infer the meaning of words in order to improve reading speed, use of palm aid words and memory of new words. Prediction refers to the reader's prediction of the information explanation or example, the achievement or the conclusion of the plot to be taken place by using his own knowledge and experience according to the clues provided by the reading materials. There are two direct benefits in predicting reading: to test and deepen the understanding of the article and speed up reading.

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Current Situation Analysis and Countermeasures of Kindergarten on the Problem of Connecting Between Kindergarten and Primary School

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Abstract: The transition between kindergarten and primary school is the transition between kindergarten and primary school, which is an effort to make children adapt to the differences between kindergarten and primary school. If the "young convergence" is not in place, it will lead to children's life, learning, psychological all kinds of bad phenomena. Although our country now also quite pays attention to "the young small link" , but after all is a novice, each party coordination is very not in place, this article passes the contrast between China and the West, emphatically discusses the kindergarten stage about "the young small link" the present situation and the countermeasure. The author believes that the two most important points to do a good job are: First, from the perspective of children; Second, home cooperation. As far as the current situation of the link between kindergarten and Primary School in China is concerned, although the implementation is not very good, the state is constantly improving its policies, and the awareness of kindergartens and parents is also rising.

Kywords: Kindergarten；The link between kindergarten and kindergarten；Children's perspective；Primary School

1. The course of defining

Early childhood connection: the definition in Baidu encyclopedia is "the connection between early childhood education and primary school education", but in fact, there are broad sense and narrow sense of connection between "kindergarten and elementary school". In a broad sense, it refers to "the overall transition of children from kindergarten to primary school". In a narrow sense, that is, "the connection between the kindergarten and the primary school refers to entering the first grade from the kindergarten class".

Children's perspective: the story is told with the eyes or tone of children. The presentation process of the story has the distinctive characteristics of children's thinking. From the perspective of children, the research on the connection between childhood and primary school is to reconstruct the understanding of the connection between childhood and primary school "through the children as the parties in the process of childhood connection of life experience and sense", reconstruct the understanding of the connection between kindergarten to primary school[1].

Primary school education: It refers to the management, teaching mode and content of early childhood education focusing on the primary school stage, paying attention to the imparting of knowledge rather than the physical and psychological development of children. Kindergartens are unilaterally close to primary schools, the teaching method is unified with the primary school, the implementation of subject teaching, the code of conduct of pupils is copied.

2. A theoretical study on the connection between "Kindergarten and Primary School"

2.1 The study of fault theory of early childhood

Professor Haak in Germany points out that children will inevitably face some stage differences in life and learning from kindergarten to primary school, these differences are usually manifested in six aspects, including the fault of people, the fault of learning style, the fault of behavior norms, the fault of social structure, the fault of expectation level and the fault of learning environment. The key to solve the problem is to identify the six points and apply the appropriate medicine to the case

2.2 Sociocultural perspective

"The sociocultural perspective of early childhood connection emphasizes that early childhood connection is a common social process that does not involve isolated individuals or rely solely on individual skills." This sociocultural perspective tends to highlight the dominant position of children in this process, advocating children to experience the acquisition, and then share the experience with others. This perspective theory and the child-centered child perspective theory can be merged into one, both emphasizing "under the research paradigm of interpretative phenomenology", through the experience and feeling of children who are in charge that the young connection is deconstructed again, so that children can try to recognize and solve the small differences by themselves, instead of relying on the empirical research of adults to replace children's dominant position, so as to give children what adults want[2].

3. A review of domestic research on the connection between kindergarten to primary school

3.1 Differences in understanding of cohesion between Kindergarten to Primary School

There are different kinds of opinions vary among researchers about the definition of "little join", the research scholars have different views, controversial, some reform to each side of broad sense and narrow sense, the author is more agree with generalized, it is believed that the contact and understanding of primary school should not start from the big class, and the small class and middle class should also be infiltrated. The bottom line of the connection between primary school and primary school is "starting at the latest from the big class stage", and the connection between the big class and primary school needs to be fully carried out. There are still exsist of regional differences in the understanding of the "little join", "In some countries it refers to the transition of children from home to public educational institutions, while in others it refers specifically to the transition from pre-school to primary school", different countries have different national conditions and education policies, so the attributes of preschool educational institutions are different, the author will not explain too much here.

3.2 The necessity of the existence of "the connection between Kindergarten to Primary School"

The most important reason why the connection between kindergarten and primary school has its existence is the difference of teaching mode between kindergarten and primary school, as Blfenbrenner saying: "Biological factors and environmental factors interact to influence human development. When an individual changes his or her position in the ecological environment, he or she experiences an ecological transition." The existence of this difference makes children feel uncomfortable and even resist. When it comes to the school season, many new school children go to the hospital to see a doctor is not a small number, it seems to be cold, stomach pain and other symptoms, actually, it is all caused by psychological problems, because of the rejection of primary school learning and life, so try to escape, and this way of escape is often sick leave. Therefore, before entering primary school, children should recognize the difference between kindergarten and primary school and experience this difference in advance, make good psychological preparation, it can help children smoothly and quickly adapt to primary school life, into the pace of life in primary school to go.

The difference between kindergarten and primary school can be attributed to the following four points: First, the difference of work and rest system. Kindergarten's work and rest time is relatively free, while primary school's work and rest time is strict and compact; Secondly, there are differences in teaching methods. Kindergarten teaches through entertainment while primary school teaches in class. Third, the difference of living environment. The environment layout in kindergarten is colorful and full of childlike interest, while the environment layout in primary school is monotonous and boring. Fourthly, "interpersonal relationship difference", teachers give a lot of attention to each child in kindergarten, after primary school, the teacher's attention to each child decreases, and children need to know new classmates, establish a new social circle[3].

3.3 Problems existing in the connection between "the connection between Kindergarten to Primary School"

The necessity of "connecting Kindergarten to Primary School" cannot be ignored. "Ramey, S.L. and Ramey, C.T. use examples to demonstrate that the experience of early connection will last for a long time and will influence the development of children's future interests and achievements." Although the early childhood connection has received due attention, there are still many problems in the specific operation process of the early childhood connection, which is also a reflection of the imperfect development of China's early childhood education. We look at these problems from the kindergarten stage, involving kindergarten teachers, parents and children, we summarize the operation problems of the connection between Kindergarten to Primary School from these four aspects in turn.

From the perspective of kindergarten, there are four major problems: first, it is superficial. Kindergartens only slightly adjust the schedule and form of classes, and do not pay attention to the psychological feelings of children; The second is formalization. For example, the primary school visits only focus on the functions of each area of the primary school, and do not have an in-depth understanding of the teaching mode and living state of the primary school, these bits of information form only the rudiest perceptual understanding of primary school for children, what is constructed is a very incomplete cognitive schema of primary school, "for children, this fragmentary information only forms the most superficial perceptual understanding of primary school, and constructs a very incomplete cognitive schema of primary school; The third is unidirectional, "many kindergartens will carry out the connection between kindergarten and primary school in full swing, but the connection with the parents of primary school is not close enough", there is no comprehensive implementation of the connection between kindergarten and primary school; Fourth, elementary school. Preschool educational institutions are of uneven quality, and public educational institutions are directly under the jurisdiction of educational administrative departments, the teaching model is in the right order, and the teaching is based on games. However, private educational institutions are less constrained by the educational administrative departments, "so they give priority to the teaching of knowledge and skills".

In preschool teachers ways, "kindergarten teachers do not understand the rules of primary education" is the most common primary school education pattern, in addition,

although the concept of preschool teachers has been updated with the progress of The Times, they realize that the connection between preschool and primary school includes many aspects, such as living habits, learning habits, learning ability and self-care ability, "but an increase in awareness does not equate to a change in educational behavior".

From the perspective of parents, there are three main problems: one is "high expectations but low measures", many parents have a psychological comparison, as well as expectations for their children, but their measures are limited to the level of knowledge; Second, eager for success, to sign up for a variety of remedial classes and interest classes; Third, the imbalance of coordination,

parents' outdated ideas, their education ideas and kindergarten education ideas often can not be coordinated, can not cooperate with kindergarten to carry out the connection between kindergarten and primary school. "The research shows that among family activities, parents discuss language and cognition activities, school activities, preschool bridging activities and home cooperation, parents' participation in preschool bridging activities is the lowest."

From children's perspective, "for a long time, the discourse system aboutthe little join has been mainly constructed by researchers as adults, from the voice of the children in the discourse system has not given legal status, but ruled out by intentionally or not. Adults have been looking down at children's attitude for children planning everything, that is, for the sake of children, but rarely listen to the true thoughts of children's hearts.

4. Summary and enlightenment

In addition to paying attention to the status of children in the connection between kindergarten and primary school, and considering problems from the perspective of children, we can find that the full cooperation of parents and teachers is also indispensable from the above three points summarized by the author. For children, the influence of adult attitude is great, if the attitude of parents and teachers is not consistent, the children between the two will have ambivalence, resulting in the failure to pay attention to school preparation. Only when parents and preschool teachers cooperate with each other and maintain the consistency in education, can they form a good connection in all directions, reduce the resistance in the process of the connection between the young and the young, and enable children to gain passion and motivation and form a positive attitude. Parents and preschool teachers have their own role in life, who does not replace the status of education, some words and some things can only be set by the role to do, in order to achieve the effect[4].

The author thinks that the two most important points are: 1. From the perspective of children; 2. Kindergarten-family co-operation. Although the implementation is not very good, but the state is constantly improving the policy, awareness on the part of kindergartens and parents is also rising. Our country has experienced the early childhood education primary school tide, despite the whole education sector realized the extreme nature of this practice slammed on their brakes, but it happened to fall into another extreme, kindergartens dare not teach elementary school knowledge. However, in the exam-oriented education system, this is obviously unreasonable, so people are looking for other ways out, private educational institutions are popular. The author believes that the return of knowledge education will come sooner or later, but it will not return to the tendency of primary school. We can expect a model of equal power relationship between kindergarten and primary school, which will make the road for children to enter primary school more smooth.

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Symbols Used in *the Great Gatsby*

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Abstract: This paper analyzes the novel from the perspective of symbolism in terms of three parts. The first part introduces the Fitzgerald, his work and background; analyze the background of works to explore the connotation of the works. The second part illustrates the definition of symbolism and literary significance, analyzing how to use symbol to embody the connotation of the novel. The third part discusses the application of the symbolism in *The Great Gatsby*: the green light located at the end of the Buchanan's dock, the valley of ashes, West Eggs and East Eggs. The green light, situated at the end of the Daisy's dock, symbolizes Gatsby's hopes and dreams for future. East Egg represents the established aristocracy; West Egg represents the newly rich. The Valley of Ashes consists of a long stretch of desolate land created by the dumping of industrial ashes; it represents the moral and social decay due to the uninhibited pursuit of wealth. The images of the Valley of Ashes are used to interpret the disillusion of Gatsby's American Dreams as well as the social moral decay. *The Great Gatsby* is filled with symbols, which convey Fitzgerald's attitude and ideas to the readers. And the symbolism greatly contributes to the success of this novel.

Keywords: Symbolism; Green Light; Geography

1. Introduction

The Great Gatsby with its unique literary glamour attracts many domestic and foreign scholars on the in-depth research. In 1945, since the critic Edmund Wilson ushered in "Fitzgerald revival", American scholars have begun to study Fitzgerald and his work in full swing. In the 80s, foreign scholars' study of Fitzgerald reached its peak, and gained remarkable achievements. All results make the research of Fitzgerald more comprehensive, in-depth and mature. Scholars mainly study Fitzgerald's classic novels; some scholars also change traditional research method to the new and profound research.

The Great Gatsby has been recognized and loved by the readers, since it was translated into Chinese. Domestic scholars have studied this work only about thirty years, but the scope is broad. The domestic scholars mainly focus on the novel itself, such as the narrative point of view, artistic features, and symbolism and so on.

2. Introduction to *The Great Gatsby*

2.1 Fitzgerald and his works

F. Scott Fitzgerald, a famous American writer, is best known for his novels and short stories, which chronicle the situation of America's Jazz Age during 1920s. His greatness lies in the fact that he has the intuitive view of the nation; he has personal experience and takes full advantage of it, even beyond it. His works embody the spirit of a country in specific period and creates a myth out of the American life. At the time of his death Fitzgerald was considered as a failed writer, but since the 1940s his literary reputation has steadily risen. Today he is regarded as one of the major American writers of this century; no other novelists are as influential in the development of modern American novel as F. Scott Fitzgerald, and Ernest Hemingway.

The Great Gatsby, published in 1925, is taken as the best novel written by Fitzgerald. It is generally considered as a novel of American Dream. However it is also famous as a description of the Jazz Age—a phrase which is coined by Fitzgerald himself. The story mainly concerns the young and mysterious millionaire Jay Gatsby and he is crazy for the beautiful former debutante Daisy Buchanan.

The Great Gatsby is the master works of Fitzgerald, because *The Great Gatsby* expresses the writer's feelings of the social upheaval. "Fitzgerald's fiction reveals the hollowness of the American worship of riches and the unending American dream, desires and shows what America meant in terms of the reckless 1920s". (吴定柏，1998：126). The 1920s witnessed enrichment of business as the religion of America. The materialism grew and dominated the country, so that the faiths in religion and culture had been transformed into the persistent pursuit of money. All these had different influences on younger generations. We should believe that, if the nation doesn't have the faith in religion and culture, the nation is hopeless, especially for the younger generations, because the younger generations are hopes of the nation.[1]

2.2 The background of *The Great Gatsby*

Before we study this novel, we should know the plot of the novel:

The narrator, Nick Carraway, rents a house on Long Island Sound in New York and finds that a wealthy but mysterious young

man called Gatsby lives in the mansion next door, and throws luxurious parties every weekend to which everyone is welcome. No one knows where his wealth comes from. Across the Sound from Gatsby's garden are the mansion of Daisy Buchanan, Nick's wealthy cousin, Daisy; and her husband, Tom. Nick later learns that Daisy and Gatsby had a brief love affair during World War I when Gatsby was stationed in Daisy's hometown before she was married. (钱青，2009:169)

In 1917, Gatsby and Daisy met and fell in love with each other; Gatsby was wearing the military uniform, and it was difficult to distinguish whether he was poor or rich. No one knew whether the love was true or not in Daisy's heart, but for the Gatsby, there was no doubt. Readers will indulge in Gatsby on persistence of love. Gatsby owns wealth; he thought that it was enough to make Daisy back to his side.

Gatsby dreams that he can win her back if only he has the money, so he engages in various illegal activities to accumulate a fortune. However, he has not counted on the evil nature of the very rich. Tom tells Daisy how Gatsby made his money and this is enough for Daisy to sever their relations. During back to Long Island Sound, Daisy accidentally hits and kills Tom's mistress. The husband comes to kill and kills Gatsby, then kills himself. (钱青，2009:169)

Gatsby was dead; perhaps this was the best ending. He regarded love as faith and motive force. He thought that what he did had reached the standards—Daisy wanted the wealthy, However, Gatsby was wrong. When Daisy knew Gatsby made money through illegal activities; she had made up her mind to leave Gatsby. Only the hereditary property, the upper position, would be permanent, but Gatsby could never have it.

The 1920s was an unusual time in American history. The 1920s was a decade when the outline of contemporary Americans clearly emerged. World War I created a new generation—the Lost Generation, and a new time—the Roaring Twenties. Modern American culture busted into full bloom in the 1920s. It was a time of youth, a time of profound cultural and social changes. American people were torn between traditional values and new standards quickly adopted by young people.

3. Symbolism in literature

3.1 The definition of symbol

Symbol is something such as an object, picture, written word, sound, or particular mark that represent something else by association, resemblance, or convention. " In literature a symbol is a thing that refers or suggests more than its literal meaning"(袁宪军，2004：229). So in literature, if you want to understand the literary works, you can't stop at the level of literal meaning. Symbols generally do not stand for just one meaning, nor for anything absolutely definite; they just point and hint. Generally speaking, a literary symbol does not have the common social acceptance; it is a symbol the writer adopts for the purpose of his works; and it is just to be understood only in the context of that work. By using symbols the writer expresses his meanings in a special method that will attracts the emotions of the readers. Most symbols in literature focus on the relationship between the readers. [2]

3.2 Symbolism in literature works

"Symbolism can be defined as the art of expressing ideas and emotions, not by describing them directly, nor by defining them over comparisons with concrete images, but by suggesting what these ideas and emotions are, by recreating them in the mind of the reader through the use of unexplained symbols."(蒋国权, 2014:7) Symbolism was a late nineteenth-century movement of French. Poets and writers launched a literary movement that was called the Symbolism Movement. The French movement spread into other countries through different methods, such as translation, critical comment and so on. This movement has a strong influence on symbolic works, especially on American literature of the 20th century, and the 20th century also witnessed literature spectacular and significant changes.

Symbolism is used as one of the important devices in modern fiction and it is an indirect mode of expression, which suggests much more than what is actually described. In this novel, *The Great Gatsby,* symbolism is widely used. The symbolic geography: East Egg represents the established aristocracy; West Egg represents the newly rich. The green light, symbolizes Gatsby's hopes and dreams for the future. The Valley of Ashes represents the social and moral decay. This image of the Valley of Ashes is used to interpret the disillusion of Gatsby's American Dream, as well as the moral and social decay.

4. The symbolism in *The Great Gatsby*

4.1 Symbolic meaning of "green light"

Color symbolism refers to the use of colors as a symbol in various cultures. There is great diversity in the use of colors between cultures and even within the same culture in different time periods. In fact, the same color may have different associations within the same culture at any time. Just because of this reason, colors give person imagination and space. People can give the colors special meaning, even special thoughts. People also express their thoughts or get the special reference of color. Color is important to artists who create things through color, artists use colors to express what they want to convey in paintings. Green color is often used to represent hope, so you may sense what the artist wants to convey when green color is used. Litterateur always uses colors to convey feeling. Fitzgerald is like a capable artist, he conveys different feelings and emotions through colors.

Green is often associated with hope and liveliness. In *The Great Gatsby,* the most outstanding color used in the story is green. The green light that is located at the end of the Daisy's dock and that is barely visible from Gatsby's West Egg lawn will give readers a deep impression. The image of green light appearing three times, respectively in the crucial points of development, plays an important role in the novel. I want to analyze of the three appearances of the "green light" from three parts.

4.1.1 The first time

The first appearance of the "green light" in *The Great Gatsby* is in the end of Chapter One which the hero Gatsby appears:

I didn't call to him, for he gave a sudden intimation that he was Content to be alone—he stretched out his arms towards the dark water in a curious way, and, for us I was from him, I could have sworn he was trembling. Involuntarily I glanced seaward—and

distinguished nothing expect a simple green light, minute and far away, that might have been the end of a dock. When I looked once more for Gatsby he had vanished, and I was alone again in the unquiet darkness (Fitzgerald, 2003:16)

When the narrator first comes across Gatsby, he is confused by Gatsby's action. Gatsby is reaching out for the green light, or even worshiping it. Finally, we find out later that this green light is at the end of the Daisy's dock. So, at the end of the Chapter One, the first appearance of the "symbol" in *The Great Gatsby* which attracts our attention is that mysterious green light. Gatsby stretches out his arms, just in order to embrace what he has long been keeping in his dream. But she is not there, which makes his action seems a little "curious", Although Nike is far from him at that time, he writes "I could have sworn he was trembling", as if suffering from great painful experience. Perhaps there are many reasons for Gatsby's "trembling": one reason is certain that Gatsby can't wait to let her back to his side. Gatsby's love for Daisy is the source of his hopefulness and the meaning of his yearning for the "green light", and he attempts to make the love come true, but the "green light" is "minute and far away", which means Gatsby's longing for Daisy is doomed to be so unreachable that it will fade away some day. No matter how faithful he is, he can never realize his own dream. The writer catches a vivid representation of light, and gives an unforgettable impression on readers.

4.2 Symbolic meaning of geography

The geography of the novel can be divided into two parts: the West and East. Within the West and East, there exist many locations which make up the whole world of the novel. We analyze the symbolic geography in terms of the major geographical locations: the East and the West, the East Egg and the West Egg, the Valley of the Ashes. Throughout the history, these places are associated with themes, and the symbolic meanings of these places are conveyed.

Setting plays an important role in developing some of Fitzgerald's themes; East Egg, West Egg, and the Valley of Ashes all assume symbolic significance. If we want to introduce the West Egg and East Egg, we should know the division between East and West of America. The West represents the new territory of hope and the old pioneer spirit. There is a certain old-fashioned stability resting on the old, unchanging values and close relationships. The East is associated with the fast-pace lifestyle, decadent parties, crumbling moral values and the pursuit of wealth.

Next we will study the West Egg and the East Egg from Nick's comments:

I lived at the West Egg, the—well, the less fashionable of the two, though this is a most superficial tag to express the bizarre and not a little sinister contrast between them. My house was at the very tip of the egg, only fifty yards from the Sound, and squeezed between two huge places that rented for twelve or fifteen thousand a sea so." "Across the courtesy bay the white palaces of fashionable, East Egg glittered along the water. (Fitzgerald, 2003:12)

One of the most important themes in the novel is class and social status. It is a barrier for almost every character. East Egg and West Egg act as a symbol of this in its physical makeup.

5. Conclusion

Fitzgerald is one of the greatest writers in American literature. *The Great Gatsby* is regarded as the core of Fitzgerald's artistic achievement. Symbol is commonly used in literature to deepen meanings or instill a different meaning to the mind of the readers. *The Great Gatsby* is filled with symbols, which convey Fitzgerald's attitude and ideas to the readers. Symbolism greatly contributes to the success of this novel. There are many symbols that have important significance in the symbolism of the novel. The "green light" in the novel has its deep meaning and multiple implies, Gatsby's dream of Daisy causes him to associate her image with everything he values, just as he associates the green light with his dream for the future. The Valley of Ashes, West Egg and East Egg, all of the images are used to explain the disillusion of Gatsby's American Dream as well as the social and moral decay.

The story of *The Great Gatsby* is very simple, but the meaning is profound. The symbolism is the most strikingly artistic feature, which reveals Fitzgerald's perfect artistry; the symbolism can give readers a better understanding of the profound theme and the Jazz Age of American. Fitzgerald realized that the era of dreaming and the American Dream is over.

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The Practice and Enlightenment of Digital Humanistic Service in Foreign Libraries

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Abstract: This paper analyzes the problems faced by Chinese libraries in developing digital humanities services, summarizes the characteristics of foreign libraries in developing digital humanities services, and lists the typical projects of foreign libraries in developing digital humanities services, finally, this paper expounds the enlightenment of foreign libraries to our country's books and libraries by developing digital humanistic service.

Keywords: Introduction; Foreign Libraries; Library Services; Digital humanities

The combination of digital humanities index digital technology and humanities research is a cross-disciplinary integration, has been introduced into the computer, Library Information, Journal, humanities and other disciplines. Academic institutions and institutions in Europe and the United States launched digital humanities services earlier, especially in foreign universities and libraries, with the most outstanding digital humanities services. [1] In concrete practice, university libraries have accumulated rich experience and also explored, a multi-content service. The research on logarithm-character humanistic service of Chinese Library and Information Service is in the ascendant, but there are still some problems because of the late start and the lack of relevant theoretical research and practical experience. The author sorts out and analyzes the characteristics of digital humanistic service in foreign libraries, [2]in order to provide enlightenment and reference for the construction of digital humanistic service in Chinese libraries. At present, the research of Chinese Library and Information Service on digital humanities service is still at the primary stage, although some scholars have focused on Chinese libraries, the actual situation and the needs of the audience, from the Scientific Research Service, the technical framework, and so on, have put forward some ideas for reference, but because the service idea lags behind and lacks mature experience, many problems have arisen in the concrete practice process, this is reflected in the following three aspects.

(1)Although digital humanities is not a new thing, but throughout our country, libraries, the establishment of a dedicated digital humanities center institutions are few. The reason for this is that the Chinese library and information circles have not paid enough attention to digital people and literature. The problems reflected in the deep level are the academic circles, the backward ideas, and the so-called digital humanities of many front-line Librarian, service is nothing more than "old medicine in a new bottle" . Without a correct understanding of this concept, we can not form a scientific and standardized service system.

(2)Lack of practical cases for reference, the digital age has brought the opportunity of transformation for the library, but also brought severe challenges, the library is no longer in the knowledge management services, occupy a dominant position. Digital Technology has brought about changes in the way of knowledge dissemination, and libraries have also accelerated the pace of transformation. The library science in our country hopes to find a new service mode that is up to date with the Times through digital humanistic service. However, through combing the relevant literature, we can find that the proportion of theoretical research in its research results is relatively high, and the practical cases for reference are very limited, which is the root of this research situation, is the absence of a role for the library itself. The library not only hopes to meet the challenge of the digital age and the rapid transformation, [3] but also is restricted by the traditional model, model and framework, which makes it difficult for it to compete with the data service and business that have come into being in the digital age. As a result, the idea of digital humanism has been introduced into a kind of, embarrassing Situation, its practice in the country also stagnated, did not make substantive progress.

(3)The lack of communication and cooperation among the three departments, in addition to the macro-environmental constraints, the internal mechanisms of the library, also become increasingly rigid and outdated, hindering the development of digital human services. The development of Digital Human Services requires the full cooperation of scientific research departments, technical departments, reference and consulting departments and librarians, while the service focus of Chinese libraries is still on the links of traditional acquisition cataloging, circulation and reading, etc. , neglect of the harmonization of objectives and the pace of work between departments, resulting in fragmentation between departments. Therefore, digital humanities services will inevitably be hindered by this fragmentation, resulting in the implementation of difficult results.

1. The characteristics of digital humanistic service in foreign libraries

(1)The most outstanding characteristic of the excellent digital humanities service projects abroad is the extensive cooperation among cultural institutions, libraries and departments. The combination of humanities, social sciences and digital technologies requires cultural institutions to break down traditional barriers to information dissemination, deepen cooperation at all levels, and integrate multi-disciplinary and disciplinary resources.

(2)Focus on the actual output, the foreign digital humanities project generally has the stronger practicality, which is also the present Chinese digital humanities project lacks, the foreign books and information, the press not only pays attention to the digital humanities theory development and the academic viewpoint innovation, and apply these theories to the concrete practice process. For example, the University of London has made new advances in traditional archaeology by using digital technology to reconstruct the 3D contours and colors of sites and unearthed artifacts, and digital humanities technology has enabled the computer to render images of mysterious ancient Egyptian murals unscathed,[4] provide strong technical support to the archaeologists. In short, while the foreign digital humanities programs have made theoretical achievements, they have also focused on the actual output, which makes the advantages of digital humanities and technology visible and concrete, and further promotes the development of digital humanities and literature, it's a virtuous circle.

(3)Foreign libraries pay attention to the combination of digital humanities project and solving social problems. The University of Maryland, for example, relies on data collected on public use of social media to analyze public perceptions and attitudes about hot issues, history, events, and how people interact with each other, it provides data atlas for Sociological Research and helps to solve social problems. In a word, the Foreign Library's digital humanities service breaks through the bondage of discipline and focuses on social problems, which also provides a new idea for the development of digital humanities service in China.

(4)The typical projects of digital humanities service carried out by foreign libraries, through sorting out the digital humanities service of European and American libraries, the author has summed up three representative projects, namely digital humanities, consulting Services, special collection digital humanities projects and digital humanities, data management services. 3. 1 Digital Humanities Advisory Service, digital humanities advisory service is one of the basic services of foreign libraries, which needs to be completed across disciplines and institutions, generally including: All the local libraries, archives, related colleges and other knowledge services. In the service process, the leading library should understand the importance of the cooperative organization, provide the readers with multi-angle and wide-range consultation content, and create the precise and personalized service items for the readers.

(5) When foreign libraries carry out digital humanities service, they not only provide universal consulting service, but also excavate characteristic digital humanities project based on their own resource advantages. For example, the French National Library, in cooperation with local and local scientific research institutions, has planned a digital humanities project on the theme of ''Historical Classics'' , which presents numerous high-value literary and artistic works in a digital way, has promoted the historical resources dissemination and the precious document re-engraves. This project not only relies on the advantages of digital processing, technology to ease the conflict between the collection and use of library resources, but also provides a reference, for the sustainable development of resources, can help the development of cross-disciplinary.

(6)Digital Human Data Management Project, in order to ensure that digital human data can be used by researchers, foreign libraries have carried out standardized digital human data management project. For example, the emory university library applies data statistics and analysis, a technology that helps researchers capture data about a wide variety of disciplines, including health, health surveys, public opinion, and censuses, and helps research, the researchers standardized the complex data so that it could be used in the researchers'research programs. For example, [4] the French Re LIRE digital humanities project encourages digital publishing and sales in libraries and encourages readers to read books on the Web. It can be seen that the digital humanities carried out by foreign libraries are not only limited to consultation and resource acquisition, but also extended to the level of data management. With the above analysis of the characteristics and projects of the digital humanities service carried out by foreign libraries, the author thinks that the digital humanities items of Chinese libraries, therefore, the author expounds the enlightenment of the development of foreign libraries and the digital humanistic service to Chinese libraries from the following three aspects.

(7) From the experience of developing digital humanities in foreign libraries, the advanced service concept is the prerequisite for the implementation of digital humanities services, and it is under the guidance of the advanced service concept that, foreign libraries can actively promote, promote cooperative mechanisms, rely on digital processing technology to build databases, so that the traditional, humanities and digital technology truly integrated to form a cross-disciplinary, promote the development of academic research. At the same time, our libraries should follow the example of foreign libraries and strengthen the construction of digital humanities facilities: first, libraries should set up digital, digital humanities research centers to provide rich digital resources for scientific research; Second, the library should provide the corresponding technology and the human resources, guarantees the number, the word humanities service standardization, the scientific and the comprehensive.

(8)The Foreign Library digital humanities service involves the scope, the service coverage, the coverage is big and pays attention to the solution social question, therefore has established the good public praise, has obtained the social widespread approval. Our Country Chart

(9)Improve the ability of librarians, under the information environment, [5]the library services to the intelligent direction, development, in this context, only constantly update the knowledge structure of the Librarian, to provide high-quality services to users. Under the theory of information chance, the behavior of users to search, obtain and use information is influenced by various factors, librarians should make full use of their professional advantages to provide support for users to obtain information and help users to master more search skills, to improve their ability to access various databases. Conclusion, to sum up, the occurrence of information encounter under big data background is influenced by information technology, user information behavior, objective

information environment and so on. The library should analyze the users'information demand scientifically, improve the accuracy of information push, and enhance the librarians'ability, so as to raise the probability of the library users'information encounter behavior, and optimize the user experience.

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Research on Japanese Enterprise Culture

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Abstract: Japanese enterprise culture, which originated from Chinese Confucianism, is the intrinsic motivation behind the growth in what is termed the Japanese "Economic Miracle". Japanese enterprise culture which embodies the characteristics of home, team spirit and humanism, has it's limitations in being representative of the successful East Asia enterprise culture. Within the construction of world culture, we should draw lessons from the successful experience of Japanese culture and absorb the essence of our traditional values to achieve unity of form and connotation expressed by the enterprise culture. Japan rebounded quickly after World War Ⅱ, becoming the second economic power in the world, which had a significant relationship with the unique enterprise culture. It has realistic significance and important reference value if we learn the development process, analyze the connotation, compare the characteristics and dissect both the advantages and disadvantages typified by this Japanese enterprise culture.
Keywords: Enterprise Culture; Japanese Economy; Ethics

1. The retrospect of Japanese enterprise culture

Enterprise Culture is comprised of ethical standards, values, and codes of conduct that personnel pursue in a corporate environment which come into being by means of these enterprises' encompassing certain social politics, culture, history and behaviors. All of them are related to the national culture. So when discussing the enterprises cultures, we can't separate them from Japanese national culture. Understanding Japanese national culture is beneficial to us by determining their development processes and unearthing the deeper side of their cultural origins.

1.1 In essence, Japanese traditional culture was indirectly derived from Chinese Confucianism

Chinese culture plays an important role in the shape and development of Japanese culture, especially the Chinese Confucianism, which holds the position of a decisive role. From The third century B.C. Chinese culture was introduced into Japan's society. With the development of Japans' history, China's traditional ideological, moral and ethical values have deeply infiltrated into Japan's society. They are embedded into Japanese cultural essence and evolved into Japanese Mainstream culture and become a unique feature. Japanese culture was established by the imitation and absorption of Chinese culture until the end of The Japanese Shogunate. The Japanese nation absorbed many foreign cultural principles and traditions becoming adept at creatively using traditional culture but not allowing itself to be controlled by the culture. Chinese Confucianism was a foreign culture in early Japanese history, but now it has become an integral part of their traditional culture.

1.2 The modern Japan emphasize "Japanese Doctrine, Occident Technique"

In 1968, the Meiji Restoration took place in Japan, which represented the beginning of the Japanese modernization period. Starting with Meiji Restoration, Japans' modernization target was to transform itself and to follow the Western European model. Yet it did not separate from the roots of the traditional Japanese culture but did Europeanize without assimilation. Japan's modern history indicates that while paying attention to combining their own country's values, they introduced and absorbed the European advanced technologies and methodologies and techniques to realize the "Japanese Doctrine, Occident Technique". [1] Japan then undertook and pursued an imperialist posture giving rise to a series of tragic wars and incurred major setbacks. After their defeat in World War II, Japan took an active part to expand globally. Thus, attention of the nation was enveloped by nationalism and militarism and the domestic social contradiction was covered by this situation.

1.3 Postwar Japanese economy soaring

Soon after the World War, Japan got recovered from the Disasters of War very soon. At that time, the capitalist enterprise in Japan began to develop to a higher level. In management, they started to introduce a large number of western scientific methodologies and combined those methods with the Japanese culture and education, to bring a more obvious cultural atmosphere to Japanese management. After World War Ⅱ, Japan launched a series of reforms across a spectrum of political, economic, cultural, and ideological areas to rebuild the economy. In the process of postwar Japan's rapid economic development, business management with Japanese characteristics gradually became more mature. Japanese enterprise not only introduced a number of advanced theories and

methods from Europe and America, but assimilated them with the Japanese national culture of determination and hard work, coupled with a strong desire to escape poverty and backwardness, which gave them the motivation to succeed. This kind of management is "enterprise culture".

2. A Japanese corporate culture's formative factors and conditions for development

The formation and the development of a country's corporate culture requires certain conditions to exist. Though the innate conditions is prescriptive, the acquired conditions , environment and subjective efforts play an important role in it's development.

2.1 The combination of Confucianism and the Japanese traditional culture is the basis of Japan's corporate culture.

Japan has already transformed Chinese Confucianism into its inherent traditions by incorporating it into their heritage and historical culture values. The essence of Chinese Confucianism is a culture that advocates "humanity", "amenity", "wisdom", "credict", "loyalty", "filial piety", "harmony" and "love". The Japanese people accepted and enveloped the Confucianism with Japanese Shinto beliefs to achieve the newly created national culture with Japanese characteristic values. The Japanese people today have transformed the traditional loyalty to the Emperor and the country into an expanded loyalty for the corporation embraced in their lives today. Each member regards the corporation as their own destination. A place of "harmony" with strong loyalties to the company and individuals. The majority of managers in Japan's corporations believe in this loyalty and values. From this approach a sense of honesty is projected that leads to credibility and social responsibility. In respect to this historical background, they put forward the theory of keeping their focus on the seller, buyer and society overall to achieve great benefit shared by the country and society at the same time.

2.2 "Single nationality", "homogeneous society" is the congenital conditions of Japanese enterprise cult ural development.

A national and social characteristic is the foundation of the existing enterprise culture. More than 80% of the Japanese with medium consciousness, living in this homogeneous society, throughout their generations, inherit the Japanese traditional society called "group ambition" and the resulting customs and values [2] They embrace same language and words, and the thinking process with strong commonality; emphasize the combination of group and performance of dedicated socialist values, combined with the group gives the discipline and the realization of organizational goals. This provides a guarantee. Both consciousness and behavior of the civilians in Japan trend to the same level and this balance provides all people with a sense of equality, satisfaction positive work ethics. This is exactly how the Japanese enterprise developed and is differentiated from the congenital conditions of enterprise in Europe and America. Revolution after the war opened up the proper environment and conditions for the enterprise culture. Japanese enterprise culture fused with traditional Japanese nationalism, European and American modern psychology and methodology contribute to the national culture inheritance that carries forward in the proper environment and conditions. After the war, Japan's first step was to implement farmland reform, dissolve plutocrats' labor legislation and allow "democratic reform" for Japan. This objectively created the favorable social economic conditions for the development of enterprise culture. These reforms though not complete were based on the needs of the American military occupation authorities for the transfer. It helps to objectively promote the enterprise management system. Japanese traditional psychology forms the important factors of corporate culture A strong desire to be powerful: geographically small, lack of resources and frequent natural disasters, creates Japanese people's sense of crisis and urgency. Japanese people strive to become powerful and successful. This kind of psychology has been deeply deposited in their sub consciousness from generation to generation, and becomes a kind of ethnic-specific psychology. Japanese companies, without exception, practice this kind of national psychology and always look for opportunities. They are also good at learning positive attributes from other countries, which makes Japan strong in their business approach. Pragmatic psychology: because of the traditional sense of survival crisis, Japanese people are particularly pragmatic. They don't like speculative thinking, but tend to mute decision, phenomena, experiences and empirical ways of thinking. The Japanese today practice their enterprise management culture to great success. Their preference for pragmatic truth hard work, and learned enterprise wisdom cultivates their dreams for successful business

3. The characteristics of Japanese enterprise culture

"Harmony" is the core of Japanese enterprise culture, with team cooperation and innovation spirit. One individual's survival and development is dependent on the group's wisdom and strength otherwise it is not conducive to national survival and a developmental environment. Unity, cooperation and being willing to dedicate and sacrifice for the team, the nation and the country in spite of personal consequences, are the enterprise spirit which makes the national spirit so dominant. Their innovative spirit is also derived from national spirit. Based on the survival crisis consciousness, Japanese nationalism is good at absorbing the positive attributes of the other nations' and they survive by innovation. The Japanese culture is a "Multicomponent Alloy Culture"

4. "Harmony" is the core of Japanese enterprise culture

"Harmony" is engrained within the Japanese national spirit. It actually is a byproduct of Chinese culture, by taking Confucianism it is the Chinese thought's implantation and fusion that pays attention to Harmonious interpersonal relationship. Confucius mentioned the thought of "harmony" many times in the book named <The Analects of Confucius. Xue Er>, such as "the most valuable use of the rites is to achieve harmony", and "being polite to others" and "Harmonization and Difference". Chinese Confucianism is essentially a theory to educate people, emphasizing affirming the people's value and dignity, emphasizing the respect for others, caring for others in any case. "Harmony" between people can bring the harmonious personal relationship and Arouse people's subjective initiative. Japanese accept the idea of hierarchy, the thought of loyalty and filial piety and the patriarchal clan system from Confucianism and combine the Confucian thoughts and the Japanese national religious Shinto, transforming the "Benevolence"," loyalty", and " harmony" into "loyalty", " harmony " and "honesty", which have Japanese religious culture characteristics. In the meantime, Japanese

people have establish ed "harmoniousness" as the core content in the development of enterprise culture.

Resource- Japan recognized only rising in great vigor can revitalize the economy and win national independence. In the drive for strong national survival consciousness and national prosperity, the Japanese nation put forward "Make the country rich and its military force efficient, develop civilization" slogan during the Meiji period, which has greatly promoted the development of modern industry of Japan. At the same time, the strong national survival consciousness and national prosperity formed the "harmony" of Japanese nationalism. The Japanese business community believes that the traditional culture which includes moral values and views of the order "provides ideological foundation of all activities" to business. "To Japanese……the real form of 'harmony' group certainly will bring harmony and success". They emphasize that in the enterprise, the employment relationship between owners and employees can't be over emphasized, regarding the enterprise as an extension of the family, and emphasize that a kind of "family harmony" atmosphere formed within the enterprise, turning the employment relationship into a family relationship. "Harmony" is the core of the Japanese enterprise culture, standing for the spiritual force of unity and mutual struggle.

3.2 The team spirit of Collectivism Standard is the soul of Japanese enterprise culture

In Japan, a group is a concept that has an extensive meaning. Japanese society is the one that thinks highly of group concepts and structure. An enterprise is also thought as a group. Within an enterprise, all kinds of departments, working teams and business units are different sizes of groups. These enterprises have a close relationship and are tied into the group as a whole. Finally, millions of enterprises consist as part of a group or are embodied within a head group of Japanese enterprise groups. The Taiwan writer Baiyang vividly described the character of Japanese nation as "the power of Japanese is just as a worm, but the power of a group of Japanese is as powerful as a dragon". Therefore, the team spirit initiated by a collectivism standard is the soul of Japanese enterprise culture.

Although the Japanese corpus is a hierarchical structure, it is still known for practiced collectivism at the management level and decision-making process. In Japanese companies, the employees pay more attention to the link of connections of work, the enterprises pay attention to improve the efficiency of collective work and collective incentives and encourage employees to complete their work quota, at the same time, help colleagues actively to form a good atmosphere of mutual cooperation. The team spirit of Japanese companies is a Reaction not only in the external form, but also in the psychological perception. Team awareness of enterprise staff has Complete inner identity and behavioral consistency for employees to create a pleasant and warm environment,. Employees need to be harmonious, interactive, and have a collective identity. Decision-making approach of Japanese companies is a collective decision process, which draws on the wisdom of the masses, and ensures rational decision-making, by arousing the sense of participation of staff for successful completion.

3.3 "People-first" and "enterprises as home" combination

"People-first" is an enterprise spirit deriving from culture of "harmonious". Japanese enterprise managers thinking, "harmonious" is not only the life philosophy and ethics but also the enterprise's management philosophy. Japanese enterprise culture will emphasize a person is the most important resource, and can not exert maximum efficiency without high quality management, machine, equipment and various materials. Enterprise is not only a economic entity to pursue profit maximization as the goal, but also a spiritual home meeting demands from all the enterprise members. Enterprises not only create a comfortable working environment for staffs, but provide material life security for them and their families. They also respect employees' spiritual needs, especially self-development and self-actualization for staffs, which can fully arouse the enthusiasm and creativity of the employees, making staffs work for collectively for the enterprise consciously and actively. SONY President Akio Morita said that the success of Japanese enterprise had no secret and formula that can not be told to others. Its people, instead of theory, plan and government policy, make the enterprise successful. "Regarding enterprise as home" this concept in fact is derived from Japanese spirit of loyalty. "Loyalty" and "sincerity" is the highest state of Japanese nationalism and values leading to the highest standard of personality of social measure; Enterprise is the epitome of house and staff, staff and enterprise share a blood relationship, loyal to the enterprise, embodied in the house rules are symbolic of the enterprise. Japanese enterprise's salary system and motivation system mainly include the life-time employment system, senior system and qualification ranking system, through these systems to strengthen the concept of home", to integrate staff and enterprise, to form a strong identity and bonding of the staff to the enterprises, to dedicate oneself to the enterprise, and show gratitude to the (business owner). In the enterprise internal setting, between employees and managers there is a shared feeling of family and viewed as their "own enterprise". In the enterprise external setting, employees maintain the interest and image of the enterprise in the outside environment and are proud of their service to the enterprise showing a high sense of pride. " [3] Today, in Japan, whether a person is happy or not depends on whether he or she is employed by a big enterprise." Once a person chooses one enterprise, his or her fate has deep connection with that enterprise because its success or failure is associated with that person's ability and sense of community. Their success is dependent on the success of the enterprise. What's more, the social position of the staff depends on the one of the enterprise. Therefore, the employees in one enterprise make every person have energy and power to work better and together, and every staff is willing to fight for the enterprise. The Staff considers enterprise as their family. Also, the enterprise extends a sense of belonging, friendship and stability considering them as members of family and offering them more materials and spiritual power.

3.4 The innovative realization of Japanese nationalism

Japan is a small island country, which is far from the mainland, and its arable land only occupies one tenth of its territory; it's short of natural resources; it suffers a lot from natural disasters; its capacity of the domestic market is limited so foreign trade is important. Therefore, Japanese have the high sense of being in danger from outside influences. Japanese does especially well in learning and taking examples from the successful experiences of other countries. There ability to accept change and to reinvent the things they need to succeed has helped them to develop into a multicultural type of society while maintaining their strong sense of Japanese culture. After the Second World War, Japan was almost destroyed. However, in 1950s and 1960s, the enterprises in Japan incorporated a lot of foreign ideas and methodologies and rapidly assimilated these thoughts and ideas, remade and innovated them, to create their own

special products for international markets so that the economy of Japan developed quickly.

3.5 Emphasize the importance of enterprise culture management idea

Japanese enterprises always take new management ideas seriously and they pay back and give service to society by quality products and considerate service. They perform enterprise culture and management ideas with strong recognition and sensible application to improve themselves and the enterprise. Being different from pursuing maximum profits like Western enterprises, Japanese Enterprises Culture has dual trends: to pursue economic and social benefits. For example, PANASONIC clarifies its enterprise culture and value target like this: We "stress the economic benefit, stress the will to existence" and "Abide by the industry worker's duty, encourage to progress and improve the social life and make progress in world civilization." [4]

3.6 Emphasize the enterprises' sense of social responsibility

The entrepreneurs in Japan blend religious thoughts into their manage thoughts. The thoughts of using their industries to the service of their country, being responsible for the society, get on well with others and treat everyone the same have something to do with loyalty (which refers to honesty and social responsibility). In most Japanese enterprises; never do they put the thought of earning money first. On the contrary, they emphasize their responsibilities which include the responsibilities to the society, the whole nation and even the whole world. For example, in Panasonic, they put the thought of using their industry to the service of the country first. In Toyota, the first rule is that they should be together, honestly work for their company and use their industry to the service of the country. In TDK, their spirit is that they make a contribution to the cultural industry. When Japanese entrepreneurs talk about the goals of the companies and the management thoughts, they deliver their management experience more than preach their religious convictions because in the conversation, their words are full of philosophy, such as the goal of one enterprise and how an enterprise survives. Take Toyota for example, they clearly put forward that they should worship Buddha Statues, be thankful all the time and live for being thankful. This kind of thankfulness and gratitude encourages the staff to make contributions to the enterprise. Not only production can satisfy people's need of material things, but also it can meet the need of the staff's pride and goodwill and sense of family.

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International Marketing Strategies in International Trade Practices

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Abstract: In the context of economic globalization, China's foreign trade and economic development has become an important part of China's national economy. At the same time, more and more enterprises begin to invest in the development of international trade, intending to enter the international market and break the existing development limitations. However, in the international trade environment, there are great differences in the content and domestic development that these enterprises need to consider when formulating market management strategies. This paper will deeply discuss the application of international marketing strategy in international trade practice, hoping to provide some reference for Chinese enterprises to explore the international market.
Keywords: International trade practice; Marketing strategy; Product service; Personnel training

With the trade activities between countries in the world becoming more and more frequent, international marketing has also achieved rapid development. The relationship between the two is mutual promotion. International trade provides an environment for the development of international marketing, while the latter provides a more perfect guarantee for the development of international trade activities. Under the new situation of world economic development, Chinese enterprises should accurately grasp the relationship between the two in expanding the international market. We should formulate marketing strategies and improve the achievements of international trade practice.

1. Overview of the development of international trade practice and international marketing

1.1 Analysis of the development situation of China's international trade practice

Since the implementation of reform and opening up, China's socialist market economic system has gradually improved, and all walks of life have achieved rapid development. After entering the new century, the relationship between China's economic development and the international community has become closer. After China's entry into WTO, the domestic and international competition faced by Chinese enterprises has become more intense. With the development of economic globalization, the Chinese government began to encourage enterprises to explore the international market and boost the development of China's foreign trade. At present, the international trade capital investment of Chinese enterprises shows an increasing trend. At the same time, China's economic development has also led to the innovation of science and technology, making China's foreign trade began to show the trend of network development. At present, the Internet and international trade have formed a close combination, and network technology has become a skill that foreign trade practitioners must master. In addition, due to the great differences in cultural and economic policies of different countries and regions in the world, the development of national trade practice is inevitably affected. This requires foreign trade practitioners to understand and respect regional culture in specific practice, which is more conducive to the smooth development of international trade practice.

1.2 Analysis of the current situation of international marketing development

Marketing is the most widely used profit means when enterprises participate in market economy activities. Especially in the open market, only by doing a good job in marketing can we constantly improve their own market share, expand the scale of development and obtain higher economic benefits and popularity. In the process of marketing activities, products and markets are two important factors. Only by rationally allocating products, markets and marketing strategies can enterprises maintain their competitive advantage.

2. The research on the international marketing strategy in the practice of international trade

In order to effectively guarantee the steady progress of international trade practice, the foreign trade practitioners of the majority of enterprises in China should make scientific and reasonable international marketing strategies after careful analysis in their work. Based on this, this paper will put forward several marketing strategies for reference.

2.1 Targeted marketing measures

In the process of international trade practice, the purpose of international marketing activities is to attract more target customers.

Therefore, the marketing strategies adopted by enterprises must be targeted. Based on the characteristics of their products and services, combined with market demands, the marketing objectives and framework system shall be established, and on this basis, the marketing means and measures shall be determined, Promote the achievement of marketing goals. In order to ensure the smooth implementation of international marketing strategy, Chinese enterprises can construct "STP marketing strategy" in practice, that is, s-to divide the market carefully, t-to make clear the market objectives, p-to-accurately locate the market, to construct a trinity strategy frame, and to formulate a perfect marketing plan based on the comprehensive data of various aspects. In this process, the foreign trade practitioners need to know and master the market situation of each country dynamically and accurately grasp the market development trend as much as possible. In the practice of modern international trade, information circulation is a very important link. According to the characteristics of the times, Chinese enterprises should expand the international trade market and further establish the important position of international marketing. In order to adapt to the development trend of international trade, Chinese enterprises should provide customers with better products and services when marketing, and update marketing strategies in time to adapt to the changes of marketing environment.

2.2 Strengthen the dynamic understanding of the development of international trade

International trade practice is far beyond domestic trade activities in complexity. Therefore, the foreign trade practitioners of enterprises must actively implement the preliminary preparation before operation, collect, sort out and analyze the relevant international trade dynamics comprehensively, and help enterprises have a clear understanding of the quality and structure of trade market, and make a more scientific and effective international market based on this Marketing strategy. At present, the methods of understanding and mastering the international trade dynamics can be divided into two categories: online and offline. In the online trade operation, staff should pay attention to various international trade websites, platforms and media, and realize the dynamic collection of trade information through these ways to obtain the information they need. In the offline trade activities, enterprises should seize the opportunity to accelerate the laying of information collection and recovery sites, realize effective coverage of various trade exchange zones, form information networks, pay attention to the dynamic trade market, and lay a solid foundation for the development of international trade practice. Through the cooperation of online and offline, the information integrity and accuracy can be guaranteed, and the basis for the construction of international marketing strategy can be provided.

2.3 Conduct detailed investigation and understanding of the status of consumers

In the process of international marketing, accurate market positioning is needed. In order to improve the marketing effect, we need to make a deep investigation and understanding of the actual situation of potential consumers, because the demand of consumers often determines the important parameters such as trade volume. On the basis of in-depth investigation, enterprises should analyze and control the consumer demand, and provide the basis for the formulation of marketing strategy. When investigating consumers, enterprises should make clear the consumers' groups according to their own products or services. Then, they should use the feedback analysis of consumer demand to design or optimize the products that meet the needs of consumers. In the aspect of marketing strategy construction, we should highlight the difference and improve the competitive advantage of our products and services.

2.4 To improve the quality of products or services

The ultimate goal of marketing is to sell the products or services of enterprises. The quality of products and services largely determines whether the marketing can achieve ideal results. Therefore, in the process of international trade practice, Chinese enterprises should be committed to improving the quality of products and optimizing the quality of services. The quality of products shall be tested strictly according to ISO 9000 standard. And in the process of business development, products shall be subject to international trade standards

Quality control throughout the process. At the same time, the staff of the enterprise improve the quality of service and create a good image of foreign trade enterprises, which is more conducive to the recognition of consumers.

3. Conclusion

To sum up, in the process of opening up the practice of international trade, Chinese enterprises should formulate scientific and feasible international marketing strategies through effective attention to the dynamic of the target market and the investigation and understanding of the target consumer groups, at the same time, strive to improve the quality of products and services, improve the training mechanism of foreign trade talents, promote the maximization of international practical interests, and promote the faster and better development of enterprises.

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The Research Situation of Student Teachers' Professional Development——A Study of Teacher Education Through CiteSpace

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Abstract: The analysis of the researches on the pre-service teacher education helps to explore the actual situation of my current English teacher education research, and promotes the reflection of researchers. In order to understand the development and research characteristics of the English teacher's study in China since 2000, the study used CiteSpace V to conduct 381 valid literatures on English teacher education from January 1st, 2000 to 2017 of CNKI. The results show that, since 2000, the topic of English teacher education research focuses on internships, curriculum standards and English majors. These researches have been influenced greatly by education policies, and the cooperation of researchers is not prominent.

Keywords: Knowledge Mapping; Timeline Analysis; Research Focus; Research Cooperation

1. Introduction

In 2015, the Ministry of Education implemented a reform of the teacher qualification examination, and required all candidate should take part in the national unified examination. Normal students and non-normal students are required to participate in the teacher qualification examinations organized by the Ministry of Education. These reforms fully reflect the importance attached by the state and educational institutions at all levels to the development of the practical ability of normal students and the determination to improve the proficiency of basic education teachers in China. At the same time, various colleges and universities in China, especially the teachers' colleges and universities, have also launched research on the related subjects of teacher training. A series of reforms have continuously promoted the reflection and reform of the pre-service teacher training in Normal Universities.[1][2][3] The study of English teacher education in colleges and universities must have an intuitive and systematic understanding of the hot topics, development contexts and trends of college English teachers in recent years. This will help researchers to improve the sensitivity of research and reflect on the research and development of this topic timely. On this basis, this study focuses on two research questions: What is the development of English teacher education research since 2000? What are the characteristics of English teacher training research since 2000?

2. Research method

2.1 The introduction of research software

This study used CiteSpace V as the main research tool, supplemented by China Knowledge Network (CNKI) visual analysis function. CiteSpace, also known as Citation Space, is a citation visualization analysis software that is developed in the context of scientometrics and data visualization. The software presents the structure, regularity and distribution of scientific knowledge through visual means.

2.2 Data Collection

This study uses the China Knowledge Network (CNKI) database as the main source of literature data. In the advanced search, the article "English teacher students" is used to search the documents from January 1, 2000 to December 31, 2017, and the type is not limited. A total of 382 relevant literature records were retrieved. The literature information includes the literature category, author, author's organization, title, journal, publication year, keywords, abstracts and other information. After deleting a supplementary announcement, 381 valid documents were retained. CNKI can output Refworks format files suitable for CiteSpace V analysis. The collected documents are converted to CiteSpace V analyzable format using the data conversion function Data in CiteSpace V. Then use CiteSpace V to study the key words and research hotspots of 381 literature data, set the time span to 2000-2017, analyze the time slice (Years per Slice) for one year, and the text processing (Text Processing) source segment source (Term Source) Select Title, Abstract, Author Keywords, and Keywords Plus. The data node analysis dimension uses a keyword (Keyword). Combined with the Timeline function in CiteSpace V, the document data was analyzed by keyword diachronic development. The relevant literature research hotspot knowledge map and research key words diachronic development knowledge map are obtained.

3. Data analysis

3.1 Hotspots analysis

Through the hotspot analysis with English teachers as the key words, we can effectively grasp the research development and research characteristics of English normal students from 2000 to 2017. The research uses the keyword co-occurrence visualization map analysis in CiteSpace V to analyze the collected 381 English teacher's research literatures and obtain the keyword visualization results. In the visualization result map, a total of 59 hotspots and 107 connecting lines were obtained. Among them, there are four important research hotspots closely related to the study of English teachers and students, namely #1 Education Internship, #2 English Major, #3 Pre-service Internship, #4 New Curriculum Standard. In order to fully display the distribution of research hotspots in English teachers development, and to show the literature in more detail, the author uses CiteSpace V to export the list of relevant high-frequency keywords and classify them by year in Table 1.

Table 1. High-frequency keywords 2000-2017

Year	Keywords(Frequency)
2005	English Teaching Methods(7)Curriculum Goals(2)
2006	Pre-service students in Normal University(168)
2008	Pre-service Student(39)
2009	Teaching Skills(24)Educational Internship(13)Interns(3)Normal Students Education(2)
2010	Strategies (12)English(9)Pre-Service Education(2) English Major Students in Normal University(2)English Teacher(2)
2011	Cultivation(10)Mode of Cultivation(9)Teaching Practice(4)Comparation(2)
2012	Microteaching(8)English Teaching Skills(4)Normal University(3)New Curriculum Standards(2)Major course(2)Stereoscopic mode(2)
2013	English Major(6)Teacher Belief(6)Pre-service Teacher(4)Teaching Proficiency Skills(4)Issues(4)Situation(2)PCK Knoeledge(2)Strategies(2)Trial(2)Teacher Education(2)
2014	Tpack Teaching Knowledge(2)English Major Students in Normal University(2)Phonetics(2)New University(2)Training System(2)
2015	Teaching Proficiency(11)Local University(4)Reform(4)Pedagogical Knowledge(3)Practical Teaching Ability(3)Teaching Files(2)Internship(2)Interns(2)Classroom Teaching Skills(2)Professional Skills(2)
2016	Identity Recognition(2)Teaching Proficiency Development(2)Major of Pedagogical(2)Ability of Self-assisted Learning (2) Comprehensive English(2)Necessity(2)Professional Standards(2)Ability of Reflection(2)Interactive Reflection Mode(2)
2017	English Teaching(2)English Major in Normal University(2)

Note: The number in the brackets is the frequency of the Keywords.

The data shows the research on development of English teachers in 2000-2017. First of all, from 2000 to 2004, there was no research hotspot in the study of English teachers, and no relevant research was published in 2000 and 2002. In 2001 and 2003, one research literature was published. In 2004 and 2007, there were two and eight related literatures published, but none of them formed the hotspot of keyword research in the year. Based on this, it is found that when CiteSpace V conducts hotspot analysis, the frequency of occurrence of keyword research articles in the current year is generally used as the basis for calculation, and the co-occurrence of two or more document keywords in the same year is the hotspot analysis basis of the software. In 2005, the outstanding research hotspot was English teaching method. In 2006, it was English teacher's student. In 2008, it was a teacher's student. In 2009, it was teaching skill and educational internship. In 2010, it was a countermeasure and English. In 2011, it was a training mode. In 2012, it was a micro. Grid teaching, teaching skills, higher education institutions and new curriculum standards. In 2013, English majors, teacher beliefs, pre-service English teachers and teachers' vocational skills. In 2014, research hotspots were more average. In 2015, teaching ability, local colleges and reforms. In 2016, the research hotspots were more diverse but the frequency keeps even. In 2017, there were only two frequencies in the research hotspots, mainly in English. The above data shows the development characteristics of the English teacher's study since 2000. First of all, before 2009, the relevant research of English teachers and students was not enough, and there was no obvious professional features. The keywords in the research were mostly teachers, English teachers and English teaching methods. The years when Hotspots are not listed by CiteSpace V are as follows: 2001 "Reflection mode and the cultivation of professional competence of English teachers". This article mainly describes the cultivation of the reflective ability applied to the professional ability of English teachers. 2003 "Importance and Teaching Methods of English Teacher's Professional Voice Course". In 2004, "Theory Discussion in English Teacher's Tests" and "Thoughts on the Construction of English Major Teacher Education Curriculum System". In 2007, "Discussion on the Professional Development of English Teachers in Higher Vocational Colleges", "Reflexive Teaching and Cultivation of English Teachers", "A Preliminary Study on the Quantitative Methods for the Evaluation of English Teachers' Students in Higher Vocational Colleges", "English Class for Non-English Normal Students".

Secondly, after 2009, there are many research hotspots in the teaching skills, teaching ability, internship, teacher professional development, vocational skills, pre-employment training and so on. This embodies the practical research on the study of English teacher's students from theory to the beginning, paying attention to the cultivation of practical ability of normal students. This research hotspot change was particularly prominent in the three years from 2009 to 2011. During the three years, the English teacher's research hotspots were the 2009 teaching skills and internships, the 2010 policies, the 2011 training model and teaching practices. The "National Education Reform and Development Plan (2010-2020)" issued in 2010 clearly states that higher education is required: "Teachers should take teaching as their primary task and continuously improve their education and teaching; strengthen laboratories,

schools inside and outside. Teaching infrastructure such as practice bases and course materials." (2010) At the end of 2011, the Ministry of Education's first "Teacher Education Standards" and "Teacher Professional Standards (Trial)" clearly demonstrated that the state's emphasis on education and teaching has been enhanced. At a high level, and put forward higher requirements for teachers, promote the reform and development of normal student education. Therefore, the research hotspots at this stage are embodied in the practice-oriented English teacher training. Third, the increase in the study of English teacher students is highlighted in two time periods, 2009-2011 and 2015-2016. The "National Education Reform and Development Plan (2010-2020)"(hereinafter referred to as the "Outline") promulgated in 2010 clearly states that Article 19 of higher education requires higher education to improve the quality of personnel training. Strengthen the construction of internship bases inside and outside the laboratory, and strengthen the practical teaching links. The study of English teacher's development in the period from 2009 to 2011 before and after the promulgation of the "Outline" focuses on the teaching skills (24), educational internships (13), policies(12), English (9), training (10) and training of normal students. Mode (9). These research hotspots embodies the efforts of English majors in the cultivation of normal students to explore the training of professional talents suitable for their own disciplines, and begins to strengthen the cultivation of practical ability and educational teaching skills of normal students, and explore effective training mode of practical ability of normal students. The research hotspots of the following years have continued this trend and vividly reflected the new research topic of the year. Such as: 2012 microteaching (8), stereo mode (2), teacher beliefs in 2013 (6), pre-service English teachers (4), Tpack (2) in 2014, new colleges (2), Training system (2). In 2015, the Ministry of Education will apply for professional teachers who are enrolled in 2015 and beyond. Students who apply for primary and secondary school qualifications should take the teacher qualification examination. The proposal of this policy further urges the reform of normal colleges and universities in the education of normal students, promotes the quality improvement of normal colleges in the training of normal colleges, and maintains the advantages of training their professional talents. The research hotspots in 2015-2016 are obviously reflected in the research field of focusing on the characteristics of the discipline, refining the practical ability of normal students, paying attention to the basic English major courses, practicing teaching guarantees, teachers' own identity and other activities that are closer to the frontline education and teaching activities and more pragmatic. For example, the hot keywords in 2015 are teaching ability (11), local colleges and universities (4), reform (4), teacher knowledge (3), practical teaching (3), teaching plan (2), internship (2), and internship (2) Classroom teaching skills (2), vocational skills (2), 2016 for identity (2), teacher professional development (2), teacher major (2), independent learning ability (2), comprehensive English (2) , necessity, (2) primary school teacher professional standards (2), reflective ability (2), interactive reflection mode (2).

3.2 Chronological analysis

The time development of the hot topics related to the English teacher's study has four important research hotspots closely related to the study of English teachers and students, namely #1 Education Internship, #2 English Major, #3 Pre-service Internship,#4 New Curriculum Standard. In CiteSpace's Timeling visualization, we can clearly see the time development cycle of each relevant hotspot. The first line is #0. The hotspot is the core keyword English teacher. The research runs through the whole period of 2000-2016, and the characteristics of English subjects in 2017 have become prominent, which has turned its hotspot into keyword English teaching and English teacher professional, which reflects the continuous improvement of the awareness and attention of English teachers. #1 Research hotspots are educational internships. Since 2009, the cultivation of teaching practice ability of normal students has begun to receive attention, and a series of research hotspots have been formed under the research hotspot. #2 Hotspots are in English, and the hotspots started in 2009 and lasted until 2017. The study of English teacher students since 2008 gradually formed a study of normal students with a clear perspective of English. It shows that in the study of English Major Normal students, the researchers pay more attention to the subject profession of the normal students, and rely on the characteristics of the subject profession to explore effective training paths for normal students. The #3 hotspot is an internship. The hotspots linked to the hotspot include teacher education, local colleges, vocational ability, teaching skills, lectures, pre-vocational education, etc. The # 4 keyword hotspot is the new curriculum standard, and only appeared in 2012 at a frequency of 2. The hotspot keyword has fewer connection lines with other hotspots, and is at the periphery of the research hotspot.

4. Conclusion

Through the above analysis, first of all, a clear understanding of the development of English teacher education since 2000. Since 2000, the research hotspots of English teachers have focused on four aspects: educational internship, English, internship, and new curriculum standards. Among them, there are three aspects related to English teacher training, English internship, English internship and internship. The diachronic development of the vein map shows the development of relevant hotspots. The English teacher's study has always paid much attention to the subject profession, which also reflects the researcher's research attaches importance to the subject profession and attaches importance to the academic professional ability of the English teacher.[4][5] Educational internships and post-training internships have been the focus of researchers in this field since the publication of the Outline. This reflects the researchers' increasing concern about the practical dimension of English teacher's study and tries to explore an effective development model of English teacher's practical ability. Taking the English teacher's students as the object, the attention of the two basic dimensions of subject basic knowledge and teaching practice ability has made the study of English normal students in 2000 show a distinct combination of learning and learning.[6] Secondly, it also has a certain understanding of the characteristics of English teacher training since 2000.

(1) It is more sensitive to relevant policies. Since 2000, English teacher life research has experienced four distinct development periods. Among them, there are three time nodes that are more interesting, the promulgation of the 2010-2011 Outline, Teacher Education Standards and Teacher Professional Standards (Trial), and the release of the 2012 curriculum standards and the implementation of the 2015 National Teacher Examination. (2) Research has close contact with the disciplines of English.

From the above analysis of the development and characteristics of the English teacher's research since 2000, the paper has an

intuitive preliminary understanding of the overall situation of the research field, and can provide some reference for researchers who pay attention to the research field. On the occasion of the completion of the draft, the Central Committee of the Communist Party of China and the State Council issued the "Opinions on Comprehensively Deepening the Reform of the Construction of Teaching Staff in the New Era" on February 1, 2018. This is the first landmark policy document issued by the Party Central Committee since the founding of New China. The publication of the "Opinions" means that normal education has an important strategic position in the Chinese teacher education system. Therefore, the characteristics of my current English teacher training in China have certain practical significance for the development of related research. Due to the delay in the network presentation of related literature, the sample collection of this research literature is due to be early 2017, which is the place for future research needs improvement.

Fund topics:

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Theory and Practice of Second Language Learning-- A Critical Analysis of Theories and Approaches in SLA

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Abstract: During the development of globalisation, economic trade and cultural communication have become frequent between countries. As a result, the demands of learning more languages than a mother tongue are growing faster, which has also caused the development of the theories of teaching and learning a second language. This essay discusses issues about the theories and practice of learning and teaching a second language. The purpose of this essay is to, through the analysis of different theories and methods of second-language learning and teaching, find a more efficient way of teaching a second language and optimising the design of language classes.
Keywords: Second Language Learning; Theories; Task-based Learning

1. Introduction

Over decades, many different hypotheses and theories to second-language acquisition and teaching have come and gone (Griffiths and Parr, 2001). In the first section, two teaching methodologies, the grammar-translation method and the communicative method, will be introduced and evaluated critically. Moreover, two experiences will be shared and discussed in the second section. One is my experience of learning an FL; the other one is my observations in a Scottish primary school, where the students learning Chinese as a Foreign Language. The third main section of this article will illustrate some key factors that can improve the efficiency and outcome of language classes, such as task-based learning and the proper use of CLT method.

2. Two teaching methodologies

2.1 The grammar-translation method

According to Griffiths and Parr (2001), the grammar-translation method mainly aims for teaching language learners to build an understanding of how the language works through teaching and practicing translation and form. As a result of that, the outcomes of paper examinations from those language learners turn out to be satisfactory.

Moreover, there is limited space for students to build up their system of knowledge. Huang (2001) states that the proper order of teaching a language learner should be comprehensible L2 input, gradually building up the form of the language, and then using the FL. The grammar-translation method has been widely employed in various countries' foreign language classes for many years.

2.2 Communicative Language Teaching (CLT) Approach

Belchamber (2007) explains the CLT approach from three perspectives, which are a focus on communication, a priority on using TL as the language of communication, and authentic and meaningful class interactions. The strengths and weakness of the CLT approach will be analysed as follows.

Firstly, the CLT approach aims at improving communicative abilities in daily life, such as communicative competence (Huang, 2001). Secondly, [1]students learn the language and form unconsciously through tasks designed to achieve particular language goals. Thirdly, Howatt (1984) distinguishes two versions of the CLT, which are the "weak" version and the "strong" version. The weak version is defined as the ability to communicate in L2. This can be structured to fit situations and taught by teachers.

3. Personal Reflection on Learning a Foreign Language

3.1 Personal reflection on my experience of learning an FL

Since the vast majority of high school graduates take the College Entrance Examination (CEE) to get admission to universities, the daily tasks that English teachers gave to us were the recitation of text, the pronunciation of vocabulary words in each unit, and completion of an exam paper, which mainly consisted of drills and translation exercises for the purpose of passing the exams. As the teaching style mentioned above, the grammar-translation approach took a significant proportion of the class time.

3.2 Personal reflection on the observation of Mandarin classes in a Scottish primary school

The Mandarin classes I am observing are in a primary school in Scotland, and the students in primary 3 have been studying

Mandarin for the third year. I have the chance to observe the teaching style of a teacher teaching Mandarin and students' reactions as they are learning a foreign language; I also have the chance to observe the outcome. From my observation during these two semesters in the primary school,[2] the students had a noticeable progression in Mandarin language skills.

To sum up, I would like to compare my experience with the one I observed. Firstly, the purposes of teaching are different. The English learning in my high school was designed for the CEE, but the one at the primary level is for the cultivation of the interest of students. Secondly, the tasks are different in each class; one uses paper exercises, and the other uses task-based learning. Therefore, the successful Mandarin teaching I witnessed in Scotland inspires me to use the CLT approach in my future teaching and to design the class around the students' interests.

4. The key factors to optimise language learning in an SL class

4.1 The communicative language teaching (CLT) and task-based learning (TBL).

The CLT approach focuses communication, but some doubt the efficacy communication among language learners on the beginner level (Belchamber, 2007) because they have very limited knowledge of vocabulary and grammar. However,[3] the strong version of the CLT approach solves this problem. As introduced and discussed in the first section, the strong version approach keeps the strengths of CLT approach, and grammar is explained through mother tongue (Howatt, 1984).

TBL could benefit language learning in SL classes in these aspects. During the first stage of explaining the tasks, the learners receive rich exposure and comprehensible input in TL. The purpose of SLA could be achieved through authentic tasks and the students also learn the form.

4.2 Proper Use of Mother Tongue (MT)/L1

According to Butzkamm (2003), many schools recommend that language teachers plan monolingual lessons in FL classes and only use the MT when encountering difficulties. However, Butzkamm (2003) thinks that the MT should be used as a tool to access the L2 quickly,[4] precisely, and completely.

5. Conclusion

In this essay, three main ideas were discussed and illustrated. Firstly, different approaches were introduced, and the strengths and weaknesses were critically discussed. Secondly, my personal reflection is divided into two parts, which are my experience of learning a foreign language in high school and the observation of the Mandarin class in a Scottish primary school. Only specific conditions and the making of proper adjustments could help the language class to make the best outcome of language learning. In the meantime, [5]the effectiveness of learning a language could be based on the theoretical perspective as well as the realistic conditions.

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Exploration of the "Craftsman" Innovative Talents of the Art Design

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Abstract: Around the cultivation of "craftsman" innovative talents of the art design, the model meets the requirements of the new era. Through knowledge education, ability development, and development of comprehensive quality, the innovation spirit and ability are cultivated. The cultivation model of innovative talents of the art design is characterized by "paying attention to the foundation, improving skills, innovating ability, and having the craftsmanship spirit". This model combines the cultivation of the "method of craftsmen" shaped by personality, the "originality" taught by knowledge, and "skills of craftsmen" cultivated by ability.

Keywords: Innovation; Craftsman; Cultivation model of talents

1. Basis for the forming of the cultivation model of "craftsman" innovative talents of the art design

The cultivation of the model cannot go without the setting of the art design discipline. The discipline pays attention to the relevant design of food, clothing, shelter, and transportation in the daily life of people. It is required to know and implement the workmanship and test the technology. It is a comprehensive discipline combining practice and practicality closely related to many relevant disciplines. Especially due to information technology the field of art design has dramatic changes. Information technology brings new power to art design. The design combining the modern new technologies based on an art foundation and design skills emerged. New media design, cartoon design, virtual technology, and other ways of expression emerged one after another. The national art and design education had an unprecedented development. The number of colleges and universities offing such a major is over 1,000. Every year, so many art design talents enter the job market, and the competition is especially fierce. Talents with design craftsmanship theoretical foundation are favored by enterprise and "craftsmen" with the creative ability and integrated cross-border abilities are more popular in the market.

2. Foundation for the forming of the cultivation model of "craftsman" innovative talents of the art design

The foundation for the forming of the model is the innovation and exploration of the education concept of talent cultivation, specific objectives of cultivation, teaching contents, teaching methods, etc. The author made the practice research in the following aspects.

2.1 The accurate setting of cultivation objectives is the foundation

The cultivation objectives we set is to "be based on the Chinese culture, integrate the western modern design concepts and methods, and cultivate art design talents meeting the market demands of the reform and opening-up of China and the needs of the economic development". The talent cultivation model we developed is "paying attention to the foundation, improving professional skills, being innovative and carrying forward the craftsmanship spirit".

2.2 The innovation of the education concept is the power

First, innovate the education concept. The most important part of the innovation of the education concept is the innovation of the thinking model. Around the new perspectives, discipline integration and integration ability, teachers should try new teaching methods and means. For example, "Microlecture" and "We-Media" which are popular at present can be brought into class. We should meet the needs of the times and comprehensively develop students' quality.

Second, cultivate the education mind. Based on the ability development, we should pay attention to the cultivation of macro values and world view, learn to be a man and do things, have the sound personality traits and perseverance, finish what you do, be broad-minded, have the consciousness of cooperating with others, and patiently listen to others. The better the cultivation of mind and personality is, the easier it is to show our innovation ability.

2.3 Improving the innovation ability of teachers is the guarantee

It has been more than 10 years since our college established the art design discipline. Innovation talents need the guidance and teaching of teachers. The teaching level of teachers directly or indirectly affects the development of the innovation level of students. In

the past, they just taught. Now they should guide students to independently explore art and consciously develop their questioning and exploration ability. As John Seiler Brubacher said, "the best teaching art follows the questions of students". If they can learn to study, think, and answer and explore the possible answers together with the teacher, students can create more excellent art works.

Teachers should love their work, have the desire to constantly pursue new knowledge, and teach students combined with their class experience. They should innovate the teaching and improve their teaching and scientific research ability combined with innovation and entrepreneurship of students. A good relation between teachers and students should be established. Teachers and students should have equal, cooperation, and win-win relations.

3. Innovation characteristics of the cultivation model of "craftsman" innovative talents of the art design

The overall design of the model highlights the thinking of "paying attention to the foundation, improving professional skills, being innovative, and carrying forward the craftsmanship spirit". It can be summarized as expanding the professional basic knowledge, developing the compound cultivation ability, focusing on innovation, highlighting the quality of craftsman, and fully educating people. It is specially shown in the following aspects.

3.1 Define the objectives of talent cultivation

The talents should be high-quality, compound, and innovative. In the past, the cultivation objective was single. Now the professional skill improvement model and trans-disciplinary model are focused on. In the study of theories of art, the simultaneous study of skills, and "working and learning alternation" with enterprises, the setting of "craftsman" is highlighted in the objectives of the cultivation of talents.

3.2 Reasonably establish the knowledge structure of talents

In terms of the knowledge structure of talents, the employment enterprise strategies are focused on, core business strategies are found out, the future talent development is evaluated, the cultivation model of art design talents is both professional and extensive, and the course offering of the art design is structured and systematic. It provides talents complying with the social development based on the interests and potential of different students. Domestic education is inherited and foreign education is learned from. The international class or double degree teaching is provided.

3.3 Break through the job function of traditional teachers

The important job functions of teachers are being able to teach students knowledge in class, focusing more on the future development of students, and inspiring their thinking, especially the outlook on life, values, and baptism of the soul. They should cultivate students with a strong will and healthy personality, provide them with study and research undertakers, and meet their internal needs.

4. Practice of the cultivation model of "craftsman" innovative talents of the art design

The model focuses on the innovation consciousness and ability of talents. In the cultivation, we should pay attention to the way for art design talents to become useful people and contribute to the state by their skills. We should show the national spirit and the craftsman style of a modern big country comprehensively and systematically with ambition and a global and strategic vision.

4.1 Expand the scope of major, make the boundary between majors blurred, and realize the fusion and integration of majors

Under the leadership of the Party Central Committee, the whole country carried forward the craftsmanship spirit. The characteristics of the major of art are related to craftsmen. According to the requirements of the cultivation objectives of the art design, we should expand the scope of majors, make the boundary between majors blurred and realize the fusion and integration of majors. The concept of craftsmanship spirit is required (including high artistic skills, paying attention to details and focus, the working attitude of keeping improving, and a sense of identity and responsibility). Especially inheriting and carrying forward the traditional Chinese craftsman spirit and learning the foreign craftsman spirit (Germany, Japan, etc.) forms a complete system with the spirit of model worker and labor spirit to meet the need of the construction of a modern power for China. It is also an important part of education transformation. With the development of information and Internet technologies, the standard and generalized cultivation in the industrial era have changed to the cultivation of high-quality industry talents. Promoting "Made in China", cultivating the craftsman style of a great power, and comprehensively improving the quality of students have become the top priorities.

4.2 Establish the course system with distinctive characteristics

The "competition" teaching model is used for "craftsman" art design talents, the teaching model for the development of different majors is provided to "craftsman" art design talents, the teaching model of "graduation design section" and "tutorial system" is implemented for "craftsman" art design talents, the all-around international exchanges are made, and excellent international art design talents with an international vision are cultivated. The teaching of the course system highlights the characteristics of different stages. The courses of the freshman year focus on basic cultivation, which can be also understood as the cultivation of liberal education. In the second and third year, students are cultivated by major, such as digital media art, visual communication, environment design, cartoon, and product design. In the fourth year, they are cultivated according to the demands of the market. The course module is divided into theoretical courses (folk art, etc.) and practical lessons courses (interior design, VI design, package design, etc.), which are offered in parallel. Two lines progressively develop from low to high.

4.3 Encourage students to study for a second degree

Students are encouraged to study for a second degree according to their learning interests. Each semester, we hire some famous

experts or professors with teaching experience in society to teach in our college. They have given a series of special lectures more than 10 times in our college such as *Methods and Strategies of the Sustainable Design* of Du Zhaoming of Guangdong University of Finance and Economics. The teachers participate in various training, such as *the Value and Crisis of Graduation Project* of the second advanced class. In the future, teachers of our college will serve as visiting scholars of other universities.

4.4 Establish the systematic course chain and enhance the course system

From the first year to the third year, the course selection and offering, course compiling and implementation, course progress and evaluation, and course effect and reflection are studied and practiced from different perspectives at different depths and levels. Each semester, main courses, foundation courses, skill courses, and experiment and practice courses of the art design of the major are offered. The course designer designed the courses from low-level to high-level and from foundation to comprehensive. The public elective courses of art design are gradually increased. Aesthetics of daily life and the creation of beauty in life are brought into the courses to provide good guidance of world outlook and values. The Chinese culture and art are extensive and profound and have a long history. The contemporary culture and ancient and modern aesthetic and artistic thoughts are integrated so that the art design courses are characterized by "Chinese profoundness", "Chinese style", and "oriental esthetics".

4.5 Strengthen the study of practice courses and improve the practice ability of students

With the reference to the experience of the Bauhaus College in Germany, art designers should both serve as artists and process technicians. First, the professional ability and practical level of teachers should be improved by industry-university-research cooperation. Second, under the background of information, the practical ability of students should be improved, the training and experiment should be established, and teachers should use the driven teaching method and project teaching method so that students can have some practical experience before graduation. In the stage of off-campus internship, the practical teaching should be arranged together. With the market practice course including professional investigation, probation, and internship, theory teaching and practice teaching of the art design should be combined. Teachers and students should learn the frontier dynamics from designers on the market.

4.6 Highlight the development of creativity in the teaching process

We should develop the creativity of students and integrate the creative thinking of the art design in the whole process of design. This is the key to a piece of design works. Creative thinking is a multidimensional, open, dynamic, breakthrough, and variant thinking method combining theories and practice. When developing students' creative thinking and craftsman ability, we should do the following things.

(1) Highlight the systematicness of the teaching process of the art design.

The process of the art design is systematic and comprehensive teaching. First, we should have design thinking. It has the obvious logical characteristics, i.e. the integration of logical thinking and image thinking, sense and sensibility, abstract and concretization, and subject and object. We should highlight the teaching of the nature of the art design. Its nature is a product serving human beings. We should solve the problems between people and objects and those between objects, and guide students and develop their potential based on the objectives, conditions, form, concept, and comments of design so that they can independently complete design works, manuals, and design reports.

(2) Highlight the diversity of the teaching methods of the art design.

In addition to regular teaching methods such as personal coaching, group discussion, and concentrated lecturing, we actively explore other teaching methods of the art design such as the application of the cooperative teaching method. We actively guide students and teachers to cooperate and finish the comprehensive homework in groups consisting of 4-6 people each. The application of the exploratory method of the art design abandons the traditional inoculation teaching, shows students' personality and creativity, and improves their expression of thinking. Students' subjective initiative is given into full play. The design is finally expressed with network resources, book resources, social investigation, and other methods. The major enhancement is focused on such as the project teaching method. The art ecology teaching method highlights each student's demands, independence, and development. Students can share what they are interested in with teachers and solve their problems. Art design teaching is an organic teaching process and a long-term and progressive process.

(3) Implement the open design comments and scoring system.

Design comments are the important stage in which students can improve their abilities to express, communicate, and sell their design works. First, the design should be made around the theme. Second, the design should have a big application depth and a high level and meet the requirements of customers and the market. Finally, it should be operable. The design scoring system is judged by practitioners in the industry, teachers, and students together. Design education should be connected to society and enterprises so that it is closer to the market.

4.7 Gains in the practice of "craftsman" innovative talents of the art design

We focus on the teaching of the creation method with the subject as the center, create the situations of designing and solving problems, guide students to create roles in the design around the subject, create passion, and make students active. Good results have been obtained.

(1) The sources of students have been improved.

Our college has many high-quality sources of students and a big influence. Since the establishment of our college, the number of candidates for the National College Entrance Examination who apply for our college as their first choice has been increasing and their quality has been improving. Because there are a lot of sources of students, every year our college increases enrollment based on the original enrollment plan. The lowest score in the actual enrollment is much higher than the enrollment score specified by the province. This indicates that our school-running characteristics and quality are recognized by society.

Overall speaking, the college does not have the power to compete with domestic famous colleges and universities. However,

through our accurate positioning, the talent cultivation model is quite special. It indicates that we can be the best in the field of the cultivation of art design talents and leading in terms of subject setting, major construction, software, hardware, talents, and experience. Especially in competitions, every year, our students won more than 100 prizes and more than 100 students won the prizes.

(2) Students perform well when they study aboard and their awareness of collaborative research has been enhanced.

Teachers in our college are among the best in vertical or horizontal scientific research projects and undergraduate entrepreneurship projects. Design works and papers published by teachers of our department and series textbooks of the art design co-edited or edited by them are highly rated.

(3) Provide excellent "craftsman" art design talents to society.

Seen from the employment of graduates, graduates of our college are sufficiently employed, have high salaries, and are satisfied by their parents and employers. At work, they generally learn fast, have the high practical ability, and are creative and powerful. They are welcomed by employers. They have completed some industry design and customization projects such as *Copyright Trading and Incubation Cooperation of Original Design Works in Colleges and Universities*. More than 10 practice bases have been built. Enterprises are relatively satisfied with the working attitude and "craftsman spirit" of students of our colleges.

(4) Serve and contribute to the construction of the economy of the Pearl River Delta.

Teachers and students of our college designed and developed many projects for enterprises in the society. Their works won big prizes many times in the domestic and foreign art design competitions. There are 9 provincial projects that have been completed, 7 provincial projects that are being studied, and several school-level projects that are being studied, as well as 2 appearance patents and 10 patents for utility models. They have written more than 40 relevant papers, including 10 core papers and works.

5. Conclusion

The cultivation model shows the basic rules for the cultivation of art design talents in theory. The overall design of the model highlights the thinking of "paying attention to the foundation, improving professional skills, being innovative, and carrying forward the craftsmanship spirit". It meets the requirements for the cultivation of art design talents in the new era. The innovative characteristics of the cultivation model of talents formed include "expanding the foundation, developing the compound cultivation ability, focusing on innovation, highlighting the quality, and fully educating people", which show the requirements of the cultivation model. It will be a helpful exploration for the cultivation of innovative talents of the art design.

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A Critical Evaluation of Bureaucratic Approach Towards Managing Contemporary Organisations

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Abstract: Supporters stress the importance of bureaucracy in modern organizations, whereas opponents assert its useless. This article will discuss both the advantages and disadvantages of Bureaucracy and critically evaluates the management approach by using real examples to give business a deeper insight on the structure.

Keywords: Bureaucracy; Management; Efficiency and Inefficiency; Fairness and Unfairness

1. Introduction

Contemporary organisations in this dynamic, globalized and innovative environment are forced to be flexible and resistant to business competitions.[1] Modern management featured with flatter hierarchy, regarding people as the primary assets of firms and increasing power and autonomy among employees is gaining the popularity.[1] Therefore, Critics argue that classic management approaches, such as bureaucracy, which requires the power of organisations to flow from top to bottom, and employees to implement decisions and orders from above for which they had no input become useless concerning managing modern organisations. [2] For example, bureaucracy has been often criticised for its dehumanising, inefficiency, social ethics irresponsible as well as inflexibility in managing modern firms. However, supporters argue that it is rules and procedures that make tasks organized, simpler, and greatly reduce their discretion time regarding making decisions.[3][4] In addition, its impersonality enables fairness and transparency within firms since qualifications and talents are the only consideration for recruitment and promotion.

This article aims to give readers a deeper insight when use this approach by discussing both its advantages and disadvantages with real business examples.

2. What is bureaucracy

Bureaucracy, proposed by Max Weber, is a management form based on control depending on rules and procedures, divisions of labour as well as hierarchical structures. [5] Public organisations such as government, state-owned or large scale oganisations are classic bureaucracies. Its six principles are the key to understand bureaucracy and will be explained immediately.[6]

2.1 Hierarchical organisation

Bureaucracy assumed that it is authority that unites a society together – that people follow the wills of others because of their beliefs that those individuals are empowered to give orders, instead of Charisma: a traditional or inherited power, which had been supplanted by rational-legal authority. [7] Weber also noted an organisation structured with rational authority would be more efficient because continuity is related to formal structure and positions instead of a specific powerful person. Therefore, under bureaucracy, power flows from top to bottom, positions are organised in a hierarchy with each level is under the authority of a higher one. Organisations follow a 'chain of command' structure where higher ranks control and supervise lower subordinates. Managers rely not on their personalities to successfully give orders but on the legal power deprived from the management position. And Obedience could be secured by a formal, logical and reasoned process.[6]

2.2 Specialised division of labour

Bureaucracy divides labour into sectors in which require higher levels to divide tasks into smaller components and distributes them to employees. Everyone understands what they need to do and how to do it. Such practices enable workers to be highly specialised in their filed, thus ensure high efficiency.[6]

2.3 Fixed and formal competencies

Rules, such as laws and status, are formally established and are not allowed to be amended or changed, which has been argued to be a core competency of bureaucracy.[2] Discretion of power is rigidly prohibited.[5]

2.4 Written procedures

Rules and procedures are formally written and recorded for continuity, which fosters the accumulation of experience and knowledge

within the organization cross generations and ensures the rules are correctly represented and understood by all employees.[5]

2.5 Impersonality

Authority is associated with the formal position in the organisation. Positions are the sources of power, not the person, thus once individuals leave their position, they lose the authority. Beyond that, technical qualifications and competencies, which are assessed by examinations or according to training and experience, are the only consideration during the process the recruitment and promotion of employees, taking no personal relationship into consideration.[6]

2.6 Full-time employment

Bureaucracy also refers to professional, full time administrative staff with lifelong work commitment, organised careers, salaries, and pensions. It requires full-time and permanent employment in order to offer stable career.[5]

In recent years, a new form called Postbureaucracy was gaining the popularity.[4] It refers to organisations that are team-based, with flatter hierarchies and networks and decreased layers of management and supervision since such new approach enables firms to react more quickly and effectively, and more ethical to human being and the whole society. Scholars anticipate that the superior performance of postbureauratic organisations will lead the whole industry to replace their more hierarchical counterparts.[7]

3. The advantages of bureaucracy in contemporary organisations

In managing modern organisations, bureaucracy still has many advantages. The major merit would be the high efficiency it produces.[3] Under bureaucratic system, procedures and responsibilities of jobs are defined: superior control and supervise their subordinates, and employees behave in an organised way in order to ensure the most efficient manner at work.[4] Weber's bureaucracy with its machine-like operation significantly harmonizes individual actions with discretion, which outperforms any other management approaches in efficiency.[8]

In addition, power in bureaucracy deprives from the job itself instead of the person, and job recruitment and promotions are strictly based on the merits and qualifications of individuals, disregarding their genders, personal preferences and relationship, which empower fairness in the workplace.[3] Du Gay notes that by rejecting patronage and fostering impersonality, formal and rational bureaucracy indeed enables and protects fairness in the contemporary society.

Consider United Parcel Service (UPS), sometimes called Big Brown, as an example. It is the largest package delivery company worldwide.[9] Its bureaucratic management style can be considered as one of the primary reasons leading to its current success. UPS has rigid rules and regulations, for example, it has set astounding 340 steps to teach every driver how to correctly and effectively deliver a package. These steps are as specific as how to load the truck, how to fasten seats belts, how to carry their keys and even how to walk, which have been tested as the most efficient approach, wasting minimum time when delivering packages.[9] In addition, strict dress code is also enforced: everyone every day is required to wear clean uniforms (called browns), black or brown polished shoes with slip sols, no beards, and no hair below the collar. Supervisors conduct three-minute inspections of drivers per day. Every manager is given bounded policy books and is required to read and understand them.[10]

UPS is also famous for its well-defined division of labour. They have well-trained drivers, loaders, clerks and maintenance personnel in each plant. It writes and records their regulations and has become a leader in employing advanced technology to enhance reliability and efficiency. All drivers are compulsory to fill worksheets which specify daily performance goals and work output. UPS rigidly prohibits favouritism while recruiting and promoting employees, and qualification is the only criterion. Such rules extremely promote efficiency within the organisation and offer equal opportunities for staff based on their performance.[10] Reviews from employees from UPS in Glassdoor, a website for staff leaving reviews from any company, also further confirm that staff was working with extreme efficiency and fairness under its bureaucratic system. [11]

4. The disadvantages of bureaucracy in contemporary organisations

Indeed, rules and hierarchies create efficiency, whereas bureaucracy falls short in managing modern organisations since it greatly restricts the flexibility of organisations.[12] Formal rules allow no power for employees to make any changes, even in trivial issues. Thus, most of their time is wasting on reporting to supervisors and higher ranks. Such inefficiency may cause consumer's complaints and destroy the image of firms.[12] Schools are often considered as typical bureaucratic organisations.[2] Take British schools as an example. Their structures, rules, and regulations for teachers, students, and administrators are defined by British authorities such as government. Within schools, authority flows from top to bottom, supporting the culture emphasised on control and command, where operational procedures are closely monitored and rigidly supervised. Teachers are expected to obey rules without questioning them. [13] A report reveals that the average working hours of teachers in the UK is now reaching to 60 hours a week, and even longer in term times. However, most of their time is irrelevant to improve their teaching and learning, but wastes on filling bureaucratic paper, data driven, and numbing work instead, which are set for bureaucratic management purpose.[14]

Research also finds that under bureaucratic school structure, teachers have difficulties in building a common learning and teaching culture, and collaborating adequately with colleagues, which result in low job satisfaction and high turnover in education industry. [15] Hoy and Miskel claim that teachers are experiencing a sense of powerlessness and role conflict in bureaucratic school structures because they know where the problems is, but unable to do anything.[16] This directly kills innovation and creativity, which demand most in education industry, and there are increasing number of talents leaving the industry.[17][18] Interestingly, on the contrary, Grey argues that flexibility has price tag if firms do not follow the rules.[19] He found that recent attempts to foster innovation by reducing bureaucracy frequently ended with disasters. For example, when the US company Enron transformed himself from a gas distributor to a 'hypermodern' company, it reorganised its organisational structure and changed its work practices constantly, claiming to have a simplified economy, which finally resulted massive turnover and bankrupted in 2001.

Beyond that, since bureaucracy concerns no personal emotions, it also has been often criticised for dehumanizing. People are

treated as machine, without discretion, emotion and personality. And such dull procedural rationality makes people to be morally conflicted and incapable of passion.[20] There are both national and international research focusing on the self-efficacy of teachers in schools,[21] job satisfaction,[22] and commitment to teaching of teachers in schools.[23] They all found that bureaucracy influences these factors negatively. According to Tschannen et al, who conducted a research focusing on how organisational culture affects the potential performance of teachers, discovered that bureaucracy in schools prevents teachers from improving their self-efficacy, and could lead to low optimism and sense of responsibility towards their profession, especially for those who work in the industry for a long time. The excessive hours of British teachers on unnecessary tasks, such as marking, lessons planning and data collection, are consuming their passion for the job. [24]

Grey also criticises that the value or substantive rationality of bureaucracy, a social consensus relating to values, responsibility and ethics, leads to the ignorance of social ethics and responsibility when pursuing their goals.[4] They over-emphasize on means not the ends: managers and employers of bureaucratic organisations only focus on following the rules and ignoring the real purpose of it.[25] In British schools, target sets that schools are required to achieve 25 per cent for A-C grades in GCSE in order to take all pupils into consideration, not just the top students. But when schools get 23 per cent, in order to reach the goal, teachers are very likely to focus only on these failing 2 per cent and ignore the rest.[26] The aim of setting this goal is to encourage attainment, whereas due to the high pressure from higher positions and the fear of being punished by failing to achieve the goal, teachers have to make this choice. This can be one of the main reasons of increasingly high turnover in education industry.[27] Cerit states that such behaviours make teachers feel guilty and negatively affect their job satisfaction, their passion, and efficacy for teaching and achieving better performance.[27] Another obvious example is Volkswagen. In 2015, this German car manufacturing company fell into the scandal of manipulation of performance results by using software in diesel engine to detect tests. Consequently, the company was forced to recall millions of cars worldwide and reported quarterly loss of €2.5bn that year. Moreover, Volkswagen severely damaged its company image and the saleability of its cars.[28] Because of their ignorance of social ethics when pursuing target, they fell into massive, severer and negative issues.

5. Inefficiency in efficiency

Bureaucracy provides a viable practice for day-to-day operations, and brings great efficiency for organisations. Thus, it still applies in modern society, especially in those large-scale organisations such as government and other public sectors.[3] However, it nowadays frequently relates to inefficiency or 'red tape' since complex rules and procedures greatly restricts its flexibility. Grey claims that bureaucracy is less efficient than Weber anticipated and suggests that the six principles of bureaucracy, on the other hand, are the root of inefficiency.[4] Rules and regulations help organisations to form formal rationality, whereas complicated procedures waste significant time on hierarchical reporting, even on trivial matters, making issues much less efficient and causing complaints both from employees and consumers. Furthermore, since employees have no engagement or limited ability in decision-making, it demoralizes the passion and motivation of employees, which, in reverse, kills innovation, reduces productivity and loses talents.[29] Learning lessons from both British schools and Volkswagen, target could produce efficiency and attainments, whereas its unintended consequence can be destructive. Bureaucrats have to do much more to regain credibility among talents and attract them back to the education industry, and Volkswagen has to recall millions of cars, pay massive fine and more importantly, figure out how to regain its reputation and consumer's confidence on the brand.

6. Unfairness in fairness

In Weber's bureaucracy, power is rooted in the position instead of a particular person, and the recruitment and advancement of employees are solely based on their talents, performance as well as experiences.[6] Therefore, du Gay strongly claims that such practices reject patronage and promote objectivity, transparency, and, most importantly, fairness.[3] However, a group of contemporary theorists called 'Bureaucratic dysfunctionalists' conducted research and discovered that bureaucracy not only deficits in formal rationality, but substantive rationality. Such fairness only exists in Weber's ideal bureaucracy. Dalton managed to discover that bureaucrats would consider gender, race, and personal beliefs and relationship when they were making decisions. A study of French bureaucracy supports the finding and further reveals, opposite to du Gay,[3] personal prejudices and preferences in the conduct of bureaucrats. Two decades later, Kanter finds that those who shared similar gender and educational background with recruiting managers in a bureaucratic organisation had more possibility to be hired. Furthermore, this 'homosociality' of recruitment still occurs in several contemporary organisations albeit there are many attempts to promote diversity and equal opportunities.[4] A recent study in British education system shows that the exclusion and underachievement of black children in British schools, it is merely a recent occurrence but a long-standing problem. Christian found that black children are frequently excluded in schools and receive fewer opportunities than their white peers, showing the unfair practice in British schools. Grey further proposes an example from one of his friends suggesting the unequal treatment on women in organizations even in those proudly claim gender-neutral organisations.[4] These strongly suggest that rules in Weber's bureaucracy are different from what happens in reality, and it is much less equal than Weber and du Gay expected.

7. Conclusion

To conclude, although modern organisations have to be extremely dynamic to the rapid changing environment, bureaucracy still has a strong existence in the modern society, especially in those large-scale organisations and public sectors.[12] As a classic organisational approach, it has its advantages and disadvantages towards managing modern organisations. There are many potential advantages, and the two key ones mainly come from the high efficiency it produces and the fairness, transparency and equal opportunities offered to people under bureaucratic system. Under bureaucratic structure, UPS exploits and enjoys the efficiency it produces and made big success in its shipping business. However, it also has been criticised as lacking of flexibility, dehumanising, too much focusing on the means, not the ends, as well as social responsibility ignorance. Compared to UPS, British education system, however, is suffering from

problems it caused, such as losing talents. And most worrying thing is the situation in British schools appears to remain unchanged. However, to view bureaucracy dynamically, it has many changes compared to decades ago. Weberian bureaucratic agencies, in recent decades, are gradually becoming less hierarchical (flatter), more cross-sectorial (team-based), collaborative and more adaptive to modern economy.[12]

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Research on the Educational Function of Art Education in the New Media Situation[1]

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Abstract: Higher art colleges and universities undertake the fundamental task of cultivating people by virtue. How to play the role of art majors in the process of educating people is a content that requires in-depth thinking. This article discusses the role, new approaches and new methods of art forms in the education of college students. In terms of educational content, the use of new media methods and the use of the image characteristics of art to make educational content specific; in terms of educational forms, use of the characteristics of new media and the emotional characteristics of art to make the effects of education subtly and deeply rooted in the hearts of the people.

Keywords: New media; Art education; Education function; Research

For contemporary college students, the various social platforms of new media are no longer a tool, but a social environment. In this environment, it is indispensable for colleges and universities to understand the social thoughts and social consciousness of contemporary college students. This requires us to use new media methods in the process of educating students, tap a large number of rich resources, and take good care of them. The pulse of new media quickly and effectively disseminates correct ideas, leading contemporary college students to establish a good outlook on life, world outlook and values.

1. Application of new media on university campus

New media information dissemination has the characteristics of openness, flexibility, convenience, multilateralism, and equality and mutual assistance, which is suitable for the personality development and preferences of contemporary college students. From the perspective of colleges and universities, we must give full play to the many characteristics of new media communication methods that are in line with students' personalities, make the content and methods of education artistic, and give full play to the function of education, so that it can express the "truth" in an unfettered, relaxed and happy way. The objects of "goodness" and "beauty" are shown to the educated, so that they can receive this kind of education entirely consciously and voluntarily.

1.1 Application form of new media on university campus

The author learned through visits, surveys, phone calls, etc., these new Medias are widely used on university campuses. In addition to having their own websites, many functional departments also have WeChat public accounts, Douyin, Weibo and other medias. Their news dissemination speed and frequency of use have greatly surpassed the website, and the number of page views is deeply loved and sought after by modern college students because of its dynamic and lively, youthful and beautiful, three-dimensional impact. In addition, each student organization basically has a department such as a "new media center" or "integrated media center". They take new perspectives, new ideas, and a new future as their purpose, and give full play to their organizational characteristics, using Sina Weibo, WeChat, Tieba, etc. The network platform publicizes and reports on student activities, campus news, social trends, and fashion frontiers. At the same time, new media is used to carry out a series of innovative activities to increase the connotation of campus culture and enrich campus life.[1] According to incomplete statistics, about 80% of the students surveyed obtain information through mobile WeChat. Especially with the massive use of mobile phones, the use of new media can be seen everywhere among students.

1.2 Challenges of the application of new media forms to schools

In the era of new media, campus information dissemination is in a state of barrier-free. While seeing his timeliness, timeliness, interactivity, and versatility, we must pay special attention to some backward, decadent, and illegal ideologies and cultures. Such information has been widely disseminated through the new media, which poses a serious challenge to the school education work.

As a typical representative of new media, Media is a product of the information age. The technology can be said to be relatively

advanced at present. It integrates text, pictures, audio and video and other communication methods, and his audience and publishers are more free and extensive. As a new thing, it has disadvantages such as imperfections in management and supervision. Facing the challenge of new media, the increasing development of new media technology has already lags far behind the speed of current education reform. Therefore, we should pay more attention to its shortcomings and deficiencies while enjoying the convenience that new media brings to our work. The times require us to pay close attention to the way of college education projects under the new media situation, and present the function of education in a way that young people love to see, but the actual conditions make us to strengthen the actual effect of the education projects in the current environment.

2. The educational function of art education

2.1 The irreplaceability of art education

The well-known educator Mr. Cai Yuanpei once pointed out that art education has auxiliary virtues, including dance, music, art, etc., which can play a role in enlightening the truth with beauty and guiding good with beauty. [2] In his book *Principles of Aesthetics*, Ye Lang pointed out that "humanities education is very weak, which has caused many social evils. Some teenagers don't know how to behave, and don't know the meaning and value of life. This is a very dangerous tendency". [3] Although the three views of contemporary college students are basically stable, at an important moment in their lives, the leading nature of their ideas is something we have always paid attention to and grasped. In the era of such advanced information, we will use new media methods that they are willing to accept and pay attention to. Our subtly learning to be a human being is the direction art academies strive for.

2.2 Ways of art education

Art has the characteristics of imagery, authenticity, and aesthetics. Through the form of art, the content of education is embodied, and expressed in the ways of music, dance, art, drama, opera, and design, which can achieve educational incentives, boosts, and The role of probation, which is also in line with the characteristics of contemporary college students' characters and pursuit of freedom, and realizes the effectiveness and resonance of the education project. [4]

In the context of the country's deepening of the reform of the cultural system and the promotion of the great development and prosperity of socialist culture, through image and rich artistic forms, with art as the carrier, the more abstract ideas, themes, and points in the process of educating people are transformed into concrete, vivid, real and vivid things make students learn the profound theoretical knowledge in a subtle way. "Educate people with culture", play a role of the strong artistic and cultural atmosphere of art colleges, infect and lead the healthy growth of students; "educate people with paintings", use deep-rooted art design works to promote excellent traditional culture, In this way, students are provided with aesthetic education; "Educating people with music", using the appeal and charisma of music, take the initiative to serve the important task of serving society and cultural exchanges, and strive to spread Chinese national music culture, and at the same time, it can treat the unique music Techniques are used in the work of students' mental health education; "Using dance to educate people", use body language to express the love of the world, and deliver outstanding regional and cultural characteristics to the world; "Using drama to educate people", carry forward the national quintessence, and lead young students to improve Aesthetic cultivation, optimizing the environment of art education, and constantly fostering a campus culture of "truth, kindness, beauty, and upward"; "Educating people through film and television", from the perspective of stage design or film and television, through the reproduction of human history, A large number of historical and cultural scenes such as folk-custom architecture, feel the shock of art.

3. An effective way to improve the educational function of art education under the new media situation

3.1 Change the way of education and improve teachers' new media literacy

New media is easy to popularize among students and young teachers. For middle-aged and old teachers, they are lacking in accepting new things. To solve this problem, teachers should combine the teaching content with the development and characteristics of the current era in the process of preparing lessons regularly, take the initiative to respond to the students' concerns, and face up to the current political hotspots and social focuses. In particular, we should use powerful resources, properly use new media as an auxiliary teaching tool, and also the online and offline curriculum model to achieve better educational results.

The era of new media is both an opportunity and a great challenge for universities and teachers. As teachers, it is very necessary to pay close attention to online public opinion, gain insight into students' ideological trends in advance and prevent problems before they happen. Therefore, it is extremely urgent to strengthen the training of teachers, especially young teachers.

3.2 Give full play to the advantages of mobile media and make the content of art education deeply rooted in the hearts of the people

Mobile phone is a common tool used by college students nowadays, which is almost by everyone. It is convenient and small, and cannot be restricted by time and place. Mobile media is the most important platform for students to communicate, learn and master information. The appearance of the word "phubber" also fully shows the application degree of mobile phones. It is the request of the times and the general trend to spread the content of art education to students by means of mobile media.

As colleges and universities, we can make full use of this characteristic, recommend the content of art education to them by short videos, micro-movies, listening to books, etc., and artistically improve the students' aesthetic ability, so as to achieve the effect of educating people by art and receiving ideological baptism. Students are more willing to accept new things. So long as we make good use of this new media and pay attention to students' ideological trends, twice as much can be accomplished with half the effort.

3.3 Create a carrier for "six arts education"

The educational function of art is self-evident. Today, with the rapid development of "internet plus", colleges and universities

should integrate all kinds of art resources, share art education resources with the aid of network, popularize advanced art education means and models, and make "six arts education" networked and systematic. By using vivid and rich art forms, the abstract thoughts, themes and key points in ideological and political education are transformed into concrete, real and vivid things, so that students can be educated naturally in their participation, and they will be promoted subtly.

New media has gradually become the mainstream of our times. Under this background, the traditional art education form can no longer meet the growing pace of the times. We must combine new media technology with art education, innovate the art education model. Art education could be given a more active role in educating and helping by virtue of some common features of new media like inclusiveness, integration and universality. [1] The content of education will be displayed in the way of new media and artistic means that are more acceptable to students, and the artistic elements such as music, dance, art and drama will be integrated into the communication mode of new media, and the content in the ideological field will be innovated, so as to achieve seamless penetration of the education project in colleges and universities.

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An Analysis and Evaluation of Central Bank Introducing Digital Currency

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Abstract: This report evaluates many aspects of the central bank's introduction of digital currency. It stated definition of digital currency and reasons for central bank to introduce in the first part. And then benefits and challenges have illustrated in the following pages to analyze digital currency. Furthermore, many charts and figures have added to fully applicated the content well. Finally, conclusion can be obtained that it is a wise decision for central bank to introduce digital currency.

keywords: Central bank; Digital currency; Security

1. Introduction

1.1 Current issues

According to the Money drought happened in 2013, the bank's interbank interest rates soared to 30%, the bank and the bank won't lend money to each other, between bank liquidity suddenly nervous, in July 2013 money shortage has reached the peak, and then in 2014, the central bank has begun to start the research of digital currency, although the money shortage duration is very short, but also give the central bank to knock a wake-up call. At present, China is in the era of rapid economic development. In this era, payment methods are also constantly changing. Just like now, whether you eat, go shopping or take a taxi without cash, the need for cash throughout the system is decreasing. Also, the national Two Sessions in China has highlighted that digital currency might be an irreversible trend in the future, which should push central banks to introduce a digital currency soon. That definition could turn into time, as regulated companies in the banking industry start to think about creating their own corporate digital currencies. *(Kraus, P., Giordano, Jaclyn, & Bonomo, Bob. 2017)*

1.2 Definition of digital currency

Digital currency is currency, which is out of regulation. And it usually introduced and managed by developers and accepted and used by groups of specific virtual communities. It will be stored in a distributed database. Cryptocurrency bitcoin might be the most successful and widely used form of digital currency. In some cases, digital money can be used to purchase goods and services in, but sometimes it can only be used for specific purposes.

2. Main reasons of launching digital currency

2.1 Security and currency circulation easily

To begin with, the existing M0 (notes and coins) are easy to be forged anonymously and carry risks such as money laundering and terrorist financing. If DCEP (the same as CBDC--central bank digital currency) is used to replace notes and coins, which can largely decrease the cost of producing cash. Although the above risks still exist, the regulatory authorities can use big data for processing. Although DCEP trades are anonymous, there are still behavioral characteristics that can be used to target the individuals involved, making it less difficult to monitor than notes and coins. So, it is largely cut down the risk for currency circulation. Also, it can protect consumers' account efficiently.

Today, CBDC transactions based on the account is possible to convey with commercial banks, but the account may be stored in the central bank. The payer registers in an account at the central bank such as transferring funds to the recipient's account, also at the central bank, via a Web page or application on the handheld device. The central bank will ensure settlement by updating the main ledger, but only after confirming the payer has access to use the account, ample funds are available, and the account of the payee is authentic. Therefore, the exchange of information may be important. *(Mancini Griffoli et al., 2018)* Due to more and more frequently mobile payment, cash is being used much less often, and people are generally reluctant to carry cash whenever mobile payments are available.

2.2 Reshape the trade clearing and settlement system and promote the internationalization of RMB

According to the Bank for International Settlements' (BIS) November 2015 "Digital currencies" report, the asset was showed in a digital formal and have digital characteristic. Digital currencies that are distributed or automatically issued in their own units of value

will be considered virtual currencies. Before the launch of the RMB Cross-border Payment System (CIPS), the RMB cross-border clearing and settlement was highly rely on the SWIFT system and CHIPS of the US. However, it may face risks associated with the high dependence on SWIFT and CHIPS. This is neither in our national interest nor conducive to the stability of the global financial system. The establishment of new clearing and settlement networks has agreed by many countries by using the big data platform and block chain technology.

2.3 Financial inclusion

Central banks are like public utilities, which is different from commercial banks. Several central banks may print money and save billionaires every few years, but none of them make any money. As a result, central Banks generally have little reason to offer accounts directly to retail customers. Therefore, it is not for making money just introducing digital currency for customers to use fast and comprehensive payment system.

Table 2. Rationales for Exploring CBDCs via Publicly Available Information

| | Diminishing Cash Usage | | | | |
	Monopoly Distortions	Operational Risks	Cost Efficiency	Financial Inclusion	Other
Bahamas				X	Countering derisking
Canada	X				
China	X	X	X	X	
CBCS		X	X	X	
ECCB		X	X	X	
Ecuador			X		
Norway	X				
Senegal				X	
Sweden	X	X			
Tunisia				X	
Uruguay			X	X	

Monetary policy was not cited as a rationale by any of the central banks surveyed. It was not possible to ascertain the rationales, based on publicly available information, for Australia, Bahrain, Denmark, the European Union, Hong Kong SAR, India, Indonesia, Jamaica, South Korea, and Switzerland.

Sources: Central banks or various news sources (as indicated in italics) per hyperlinks in Table 1. Information has not been verified through official channels.

Note: CBCS = Central Bank of Curaçao and Sint Maarten; ECCB = Eastern Caribbean Central Bank.

According to the Table 2, it concluded these and other objects of central bank. The main reason for advanced economies seems to be to curb the growth of private money (operational risks and monopoly distortions) and reduce costs of cash management. For example, Sweden points out that the risk of single-point payment will increase which is associated with decreasing cash. In emerging market economies, it seems that the main interest in CBDC (central bank digital currency) is contributing financial inclusion by approaching those people who do not have bank accounts. Only China cites monopoly distortions as a reason and still reduces the costs and risks associated with the distribution of physical cash. *(Mancini Griffoli et al., 2018)*

3. Benefits and challenges

3.1 Benefits

It is true that credit cards fees can be very high, especially when used internationally. People always trade from 2% to 5% or more. However, using central banks digital currency (CBDC) can lower tractions fees. It can reduce transaction costs for retail and institutional payments. It will promote customers to use digital currency more frequently. Also, it can improve access to Numbers payments from households without bank accounts. Payments clear almost instantly. *(Mullan, P. 2014)*. Given that some consumers don't have bank accounts - a prerequisite you can use an existing digital payment tool, CBDC let them use these tools at minimum or zero cost. *(Koumbarakis and Dobrauz-Saldapenna, 2019)* CBDC is an innovative payment system, which is largely different from traditional payment. So, it will enhance competition in payment systems and require private actors to perform innovation; Meanwhile, it could lead to increased competition between banks in order to attract bank deposits which is likely to be transferred to the asset in central bank. *(Koumbarakis and Dobrauz-Saldapenna, 2019)* On the other hand, by using digital currency as a transaction tool, central can increase their trust in their consumers.
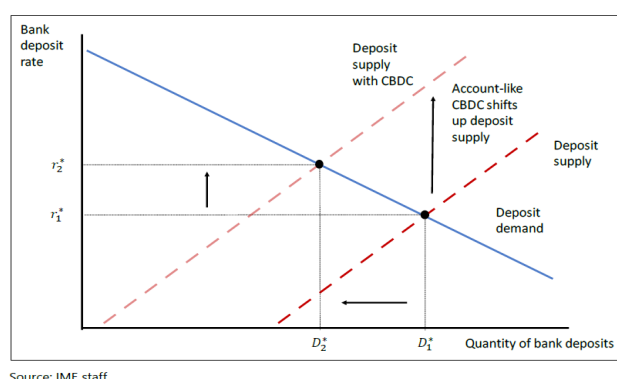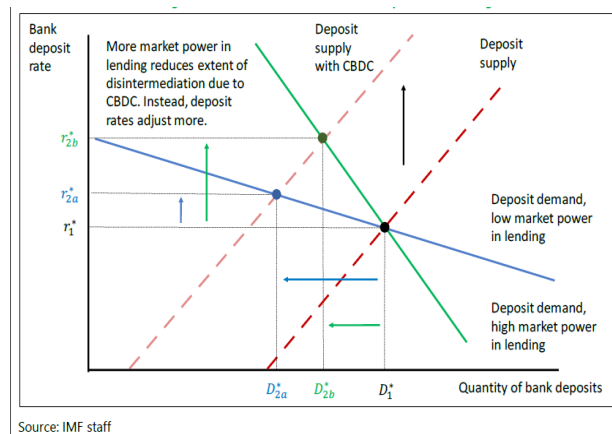
Figure3:

Source: IMF staff

Figure 4:

The introduction of CBDC moved deposits *(Chiu et al., 2019)* away from Banks, causing the deposit supply curve to move up (Figure 3). Through raising deposit rates will help banks to offset some of the impact on the deposit base (Figure 4). In addition, Banks transfer a portion of the increase in deposit rates to their lending rates. Despite developments in the Mozambican settlement system, such as its use with the advent of checks, credit cards, ATMs, and cash transfer services based on mobile, capital needs (with an average weighting of 59%) continues to dominate, rather than bank deposits (See Figure 5). *(Nhapulo, G., & Nicolau, J. 2017)*. Therefore, transferring from cash to digital currency is a wise decision. When Banks have more market power in lending (reflected in the steepness of the deposit demand curve), they can use higher deposit rates to better insulate their profits. *(Mancini Griffoli et al., 2018)*.

3.2 Challenges

Issuing CBDC will incur much construction cost, which is a large amount of money. Central Banks need to invest in new infrastructure to create, issue and safeguard a digital currency network. The cost of this installation is unknown and can be high. Under the law, the central bank may need to monitor the use and payment of its digital currency to prevent problems such as fraud. Because of the centralized design of traditional digital currencies, they are in theory easier to monitor, while cryptocurrencies may be harder to monitor because of the anonymity and dispersal of distributed ledgers. If there is no extra restrict regulation and encryption measures, it will have a side effect on customers losses. Therefore, only in restrict regulation can guarantee customers' currency security.

Another potential problem could be the influence of CBDC on the risk of bank runs. Digital cash and bank deposits could more approachable to alternatives than notes and deposits. As a result, bank customers are likely to transfer from deposits to central bank funds for smaller reasons than before. The higher risk of a bank run should be taken into account, for example, under bank liquidity rules: retail deposits will no longer be as reliable and stable as they usually are. In another way, it must be noted that modern deposit guarantee schemes have prevented bank runs effectively. *(Grym, A., 2017)*.

4. Opinion and conclusion

4.1 Opinion

According to the above-mentioned situation, in my opinion, central bank should introduce digital currency. The benefits of digital currency outweigh its drawbacks. With the advanced technology, replacing cash with digital currency might be an irreversible trend in the future. It largely increases the speed of transaction and is convenient for customers not to carry too much cash every day, which has risk of being stolen. Therefore, with the digital currency introducing to the society, it also cut down the risk of being stolen the money. More and more customers use digital currency, which largely reduces transaction cost. It can contribute the global economy too. It is necessary for central bank to introduce digital currency.

4.2 Conclusion

The primary function of a central bank is to implement monetary and credit policies to promote sustainable economic growth and avoid serious inflation. Most central Banks do this by adjusting the legal reserves of the banking system, interest rates and the relative value of local currencies in foreign exchange markets. *(Edirisuriya, P. 2014)*. Therefore, introducing digital currency might be a trend in the future for customers to use in daily life conveniently instead of using cash anymore. Although, it has both benefits and challenges, I believe it will have a grander prospect. Central banks could be act well and solve as much drawbacks of digital currency as possible and contribute CBDC more popular.

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Effects of Exercise on Hippocampus-entorhinal Cortex and EpilePsy After TBI

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Abstract：Traumatic brain injury can lead to a series of cognitive deficits and dyskinesias, including hippocampal memory dysfunction and dyskinesia of the contralateral limb. Theta oscillation has been recognized to be involved in the memory storage and processing functions of people. Epilepsy is a neurological disorder characterized by frequent seizures and is believed to originate from abnormal electrical activity in the brain. Studies have found that moderate exercise has a protective effect on the brain and can promote recovery after brain injury. The protective effects of exercise include reducing the frequency of epileptic seizures and reducing the behavioral disorders of animals after brain injury. Exercise is related to the decrease of EEG epileptiform discharge and the increase of seizure threshold. In the study of epilepsy and epilepsy animal models, it is found that aerobic exercise training can delay the occurrence of epilepsy, reduce the frequency of seizures, and promote good plastic changes in the hippocampus. Therefore, this review focuses on the effects of exercise on the hippocampus-entorhinal cortex and seizures after brain injury, and provides a new perspective to clarify the neuroprotective effects of exercise.

Keywords：TBI; Epilepsy; Exercise

Introduction

Traumatic brain injury (TBI) is a major global health problem. The morbidity rate in developed countries is at least 200 per 100,000, and the mortality rate for severe TBI is 20-30%[1]. Many long-term cognitive, sensory, motor, and memory deficits after TBI are exacerbated by sensory processing defects. This hypothesis is put forward in the context of accumulated evidence in humans and animals. These evidences indicate that long-term recognition after traumatic brain injury Cognitive, sensory, motor and memory deficits may be caused by sensory processing defects[2]. People with epilepsy are often advised not to participate in sports and sports, mainly because of fear, overprotection, and ignorance of the specific benefits and risks associated with these activities. International Anti-Epilepsy League research has shown that physical exercise and active participation in physical activities, in addition to producing broader health and psychosocial benefits, may also have a beneficial effect on the control of epilepsy[3, 4].

1. The impact of the interaction between the hippocampus and the entorhinal cortex on brain function

Neural circuits in the hippocampus, the hippocampus area firings, and theta oscillations have been recognized as participating in human learning, memory, emotion, and social functions [5]. The entorhinal cortex (EC) is a ventromedial border area that receives a lot of information and edges. Direct input from the cortex, which in turn sends a wide range of output information to the same part of the cerebral cortex. It is a unique location that provides input to the hippocampus and then propagates the hippocampus output to the cortex[6].

1.1 Changes in local field potentials in the hippocampus and entorhinal cortex after TBI

Craniocerebral trauma can reduce theta frequency trigger, which is a neural trigger frequency, which is known to trigger in the rat hippocampus CA1 and in other frequency ranges, and plays an important role in memory[7-9].

Trimper et al. study showed that in rodent hippocampus, theta local potential (LFP) in the frequency range of θ (6-10 Hz), slow gamma (30-55 Hz) and fast gamma (65-90 Hz)) Oscillation is related to memory performance. Gamma intensity and coherence between regions differ between exploring novel, repetitive, and repositioned objects, and during exploration of novel objects, this correlates with whether the rat will subsequently show a good object position Memory is related[10].

1.2 The significance of exercise for improving brain function after TBI

Exercise is an important part of a healthy life. Evidence accumulated over the years has shown that low-to-moderate-intensity exercise for a certain period of time has a variety of beneficial effects on the body, including improving cardiovascular function[11],Regular exercise can promote a variety of brain functions, and has preventive and therapeutic effects on oxidative stress-related diseases[12].

2. Epilepsy

Epilepsy is a neurological disorder characterized by frequent seizures and is believed to originate from abnormal electrical activity in the brain. Although the etiology is unknown in most cases, epilepsy can be caused by genetic factors, head trauma, stroke, or infection within the nervous system[13].

Compared with the general population, patients with epilepsy have less physical activity. These include prejudice, overprotection, lack of awareness, fear of seizures, and lack of knowledge of health professionals. However, physical education (PA) has certain benefits in controlling epileptic seizures. Regular physical exercise may have a moderate effect on preventing epilepsy in 30-40% of patients, and in about 10% of patients, strenuous exercise may cause seizures. Among those who are prone to seizures caused by exercise, patients with poor physical health and symptomatic epilepsy account for the majority[14].

Experimental studies have shown that PA provides neuronal protection mechanisms, which are related to biochemical and structural changes, including the release of β-endorphins and steroids, which may inhibit the occurrence of abnormal electrical activity in the brain. Epilepsy discharge can be reduced or disappeared during exercise, which may reduce the recurrence of epilepsy[15].

3. Conclusion

The results of clinical studies and animal experiments have proved that moderate exercise has a protective effect on the brain and can promote recovery after brain injury [16, 17].The protective effects of exercise include reducing the frequency of seizures and alleviating behavioral disorders in animals after brain injury [18];promoting the expression of brain-derived nerve growth factor[19]; promoting the plasticity of injured nerve circuits and tissues in the brain [17, 19, 20];Improve animal cognitive function[16].

Clinical and experimental studies have analyzed the effects of physical exercise on epilepsy. Studies have shown that physical activity can reduce the frequency of seizures and improve the cardiovascular and mental health of patients with epilepsy. Most physical activities or exercises are safe for patients with epilepsy. There is evidence that patients with well-controlled epilepsy can participate in contact sports and non-contact sports at the same time. Without harming the frequency of attacks.

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On Cultivation of Students' Autonomous Learning Ability in Senior High School English Teaching

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Abstract: With the deepening of quality-oriented education, teachers should pay more attention to the cultivation of students' independent learning ability, strengthen students' learning consciousness, enable students to develop good English learning habits, and effectively cultivate students' core quality of subjects in the current English teaching activities in high school. Based on this, in this study, the problems existing in English teaching in senior high schools are studied and discussed, and corresponding teaching suggestions are put forward to effectively improve students' English knowledge level, strengthen teaching reform, improve students' independent learning ability, and promote the development of education in China.

Keywords: High school English; Students; Autonomous learning ability; Cultivation; Strategy

Preface: In the process of China's social and economic sustainable development, economic exchanges with other countries are gradually increasing, which brings forward higher requirements for English teaching. In order to cultivate more talents in English, in practical teaching activities, teachers should pay more attention to the cultivation of students' autonomous learning ability and effectively stimulate students' interest in learning. So that more students can participate in the classroom, improve students' English knowledge level. Compared with junior high school and primary school English, senior high school English has more difficulty and vocabulary. In order to improve the overall teaching quality, in teaching activities, teachers should strengthen the basic knowledge teaching, but also strengthen the cultivation of students' autonomous learning ability, so that students can master the correct learning methods and skills, improve the overall quality of high school English teaching.

Introduction: In the process of sustainable social and economic development, China has gradually increased its economic exchanges with other countries, which brings forward higher requirements for English teaching. In order to cultivate more talents in English, teachers should attach great importance to the cultivation of students' autonomous learning ability, stimulate students' interest in learning effectively in practical teaching activities and get more students participate in the class, improve the students' English knowledge level. Compared with junior high school and primary school English, senior high school English is more difficult and has more vocabulary. In order to develop the overall teaching quality, teachers should strengthen the teaching of basic knowledge in teaching activities, and enhance the cultivation of students' independent learning ability, so that students can master the correct learning methods and skills, and improve the overall quality of high school English teaching.

1. Problems in senior high school English Teaching

Due to the influence of traditional teaching concepts and methods, in senior high school English teaching activities, teachers pay more attention to students' performance, and do not fully realize the importance of strengthening the cultivation of students' English autonomous learning ability. In senior high school English teaching activities, because most students' English level is not high, there is a serious psychological dependence in the whole learning process, which reduces the overall quality of senior high school English teaching. In Teachers' teaching activities, it is difficult to build a good learning atmosphere for students. Students can only follow the teacher's steps to learn, and lack of effective autonomous practice, which reduces the overall quality of high school English teaching and is difficult to effectively cultivate students' autonomous learning ability. The lack of targeted teaching process is not conducive to the cultivation of students' autonomous learning ability, but also reduces students' enthusiasm for learning, making it difficult to implement high school English teaching activities.

2. Problems in senior high school English Teaching

Due to the influence of traditional teaching concepts and teaching methods, teachers think much of students' performance in high school English teaching activities, and fail to fully realize the importance of strengthening the cultivation of students' independent learning ability in English. In high school English teaching activities, most of the students' English level is not high, what's more, there are serious psychological dependence in the whole learning process, which reduces the overall quality of high school English teaching. In Teachers' teaching activities, it is difficult to build a good learning atmosphere for students. Students can only follow the teacher's steps to learn, and lack of effective autonomous practice, which reduces the overall quality of high school English teaching

and is difficult to effectively cultivate students' autonomous learning ability[1]. The lack of targeted teaching process is not conducive to cultivating students' independent learning ability, but also reduces students' enthusiasm for learning, making it difficult for high school English teaching activities to be implemented

3. The importance of strengthening the cultivation of autonomous learning ability in senior high school English Teaching

By strengthening the cultivation of students' autonomous learning ability, students can make full use of the time in and out of class to strengthen learning. The whole process of autonomous learning can improve students' learning consciousness, effectively stimulate students' learning enthusiasm, so that students can master the correct learning methods, effectively improve students' comprehensive ability. In order to strengthen the cultivation of students' autonomous learning ability, teachers should change the teaching mode, guide students to study actively, avoid students' boredom, and understand the key and difficult points in English texts. In the process of guiding students' autonomous learning, we should strengthen the cultivation of students' professional spirit and exploration spirit, stimulate students' interest in learning, and enhance students' creative thinking. The strengthening of the cultivation of students' autonomous learning ability can give full play to students' unique potential, let students recognize themselves, find suitable learning methods at the same time, ensure the orderly development of English teaching activities, and improve the overall quality of high school English teaching eventually.

4. How to strengthen the cultivation of students' autonomous learning ability in senior high school English Teaching

4.1 Innovating teaching ideas and guiding students' autonomous learning

In high school English teaching activities, in order to effectively cultivate students' autonomous learning ability, teachers should constantly optimize and innovate teaching ideas, fully realize the important role of strengthening the cultivation of students' autonomous learning ability, and be able to integrate students' actual learning situation, and use advanced teaching ideas to build an efficient English classroom. In order to carry out quality education, in senior high school English teaching activities, teachers should meet the requirements and standards of comprehensive curriculum reform. By adopting more targeted teaching methods, students can strengthen the learning of basic English knowledge, improve their personality in the process of learning, establish a positive learning attitude, and fully realize their important role in English learning [2].In the process of learning, it is not enough to rely on teachers alone. More importantly, it is necessary to study independently, learn to explore and master the correct learning methods. Therefore, in senior high school English teaching activities, teachers should fully realize this, return the classroom to students, timely adjust the traditional teaching concept, and guide students to carry out corresponding learning activities, so that students can feel the charm of English knowledge. At the same time, it also enables students to master the correct learning methods and skills to improve the overall quality of high school English teaching. In order to guide students' autonomous learning, in senior high school English teaching activities, teachers can use flipped classroom to exert a subtle influence on students with a warm attitude, so that students can have a correct understanding, establish a correct concept of learning, and strengthen autonomous learning.

4.2 Optimizing the teaching method and exploring the way suitable for yourself

By guiding students to carry out autonomous learning activities, students can master the correct learning methods and skills in the process of exploration, and effectively improve the overall quality of high school English teaching. In order to effectively cultivate students' autonomous learning ability, in senior high school English teaching activities, teachers should actively carry out corresponding teaching activities. While strengthening the basic knowledge teaching, students can master the correct learning methods, and can strengthen the application of learning methods in specific practical activities, so as to effectively improve students' learning efficiency.Therefore, in the current high school English teaching activities, teachers should constantly optimize innovative teaching methods, so that students can master the skills of autonomous learning, actively participate in the corresponding learning activities, choose a more suitable learning method, strengthen English knowledge learning, and improve students' learning effect. Before the formal class, teachers can guide students to preview after class. In the process of guiding students to carry out autonomous learning activities, students can have a preliminary understanding and understanding of the content of this lesson, and can put forward targeted problems through systematic learning to strengthen the cultivation of students' autonomous learning ability. Let the students look up the new words in the dictionary and enter the classroom with questions, improve the students' concentration, strengthen the learning of new knowledge, effectively stimulate the students' learning enthusiasm, and build an efficient English classroom [3].In classroom teaching, teachers can strengthen the interaction with students, effectively relieve students' psychological pressure, and can increase students' classroom concentration, combined with clear learning objectives, improve students' autonomous learning ability. In the classroom, guide students to group discussion, produce effective thinking collision, stimulate students' enthusiasm for learning. At the same time, more students can actively participate in the classroom, strengthen the cultivation of students' autonomous learning ability, improve students' language organization ability, expression ability and logical thinking ability.

4.3 Building a good environment and strengthening autonomous learning

In high school English teaching activities, teachers also need to build a good learning environment for students, give students full trust, let more students can actively participate in the class, strengthen the cultivation of students' independent learning ability. Therefore, in high school English teaching activities, teachers should give more encouragement and help to students, and give affirmation to students' efforts. In practical teaching activities, students should be provided with enough time to strengthen their knowledge learning. By building a good learning environment for students and fully mobilizing students' various senses, students can be guided to strengthen their English knowledge learning and understanding. In classroom teaching activities, teachers can also

guide students to strengthen after-class reflection, in order that students have a deeper cognition and understanding of what they have learned in this class. In the process of guiding students to reflect, teachers can guide students to strengthen thinking and exploration, enhance students' thinking and perception, make students have a more profound knowledge and understanding of the whole learning content, improve students' learning effect. In the process of instructing students to carry out extended learning after class, we should strengthen the connection between inside and outside class, maybe students can make use of their spare time and combine different situations to effectively improve students' autonomous learning ability. In high school English teaching activities, teachers can also guide students to carry out inquiry-based learning activities, and instruct students to strengthen independent learning by carrying out relevant thematic activities for students. During of cooperating with others and learning together, students' learning consciousness is constantly strengthened, and they can form a correct learning attitude and construct an efficient English class.

5. Epilogue

In short, in high school English teaching activities, we should strengthen the cultivation of students' autonomous learning ability, constantly strengthen the students' learning process, let students develop good learning habits, and build an efficient English classroom. Therefore, in specific teaching activities, teachers should improve teaching methods, stimulate students' interest in learning, so that more students can participate in the classroom. The improvement of teaching mode helps highlight the dominant position of students, tap the potential of students, effectively cultivate students' autonomous learning ability, so that we can have more students learn independently, effectively cultivate students' core literacy, and improve the overall quality of high school English teaching eventually.

6. Conclusion

In short, in high school English teaching activities, we should strengthen the cultivation of students' independent learning ability, constantly strengthen the learning process of students, make our students develop good learning habits, and build an efficient English class. Therefore, in the specific teaching activities, teachers should improve teaching methods, stimulate students' interest in learning, which is good for more students can participate in the class. Through the improvement of teaching mode, students' dominant position should be highlighted, students' potential should be explored, students' autonomous learning ability should be effectively cultivated, more students should be able to study independently, and the core quality of subjects should be effectively cultivated, thus improving the overall quality of English teaching in senior high schools.

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Brief Description of the Link Between DNA Bio-engineering and Human Health

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Abstract: As genetic engineering develops step by step, some methods of curing diseases that were thought impossible to be cured have been invented, but still, there will be more possibilities of creations we could bring by this technology. In the following report, the close relationship between genetic engineering and modern medical science would be illustrated.
Keywords: Cancer; Diagnosis; Medicine; Treatment; Inheriting diseases; Ethical issues

1. Historical events

In 1909, Johansson of Denmark named the genetic factor "gene". Then Thomas Hunt Morgan and his students published The Material Basis of Inheritance and Gene Theory, proved that genes are the genetic units on chromosomes.

Thirty five years later, Oswald Theodore Avery proved that genetic inheritance is in DNA. Watson and Crick, published a paper about their discovery in double helix structure of the DNA molecule on Nature, which laid the foundation for the development of subsequent genetic technology.

Then, in 1956, Arthur Kornberg isolated DNA polymerase from E.coli, as the start of DNA replication technology in vitro. Then came the genetic central dogma, the operon theory, and the successful deciphering of the genetic code, bringing the development of biology to another stage.

By 2000, scientists had published a working draft of the human genome, marking an important step forward in the process of interpreting our own "book of life".

2. Body

2.1 Gene diagnosis

Genetic diagnosis is the application of using DNA recombination technology to detect human diseases, also known as DNA diagnosis. Since the sequence of the human genome is formed as early as the beginning of the germ cell, it is possible to identify the defective genes at any point in human phase by obtaining the genetic DNA of the subject and applying the appropriate DNA analysis techniques.

A good example of how genetic diagnosis can be more accurate is profiling DNA methylation for the adrenal tumor diagnosis. "Methylation patterns were distinctly different and could distinguish normal, benign, primary malignant and metastatic adrenocortical tissue samples," said by senior investigator Electron Kebebew of the National Cancer Institute, Bethesda, Maryland, USA.[1]

Now, genetic testing, the simultaneous detection of thousands of gene loci by a new generation of sequencing technology, makes predicting the susceptibility of tumors and a variety of polygenetic diseases became possible. This new technology could also provide targeted guidance for clinical treatment.[2]

2.2 Genetic therapy

The first approved targeted medicine is Herceptin, which is for breast cancer. The traditional way to cure cancer is chemotherapy, which will cause huge negative side effects. While targeted therapies only affects targeted cells but have no influence on normal human cells.

The principles of different targeted drugs are different. Take passive targeting principle for an example, passive targeting works by using characteristics of tissues and organs to get natural distribution differences, mostly depends on the size of drug molecules. Particles larger than 7μm are usually trapped by the small capillary in the lung by filtration. In addition, the specific pH value of some parts of the body, can also be used to achieve the purpose of targeted drug delivery.

Targeted drugs are widely used to cure various types of cancer, including cerebral cancer, renal cancer and leukemia by killing cancer cells and stopping cancer cell division.[3]

2.3 Gene pharmacy

Biological gene technology can be used to treat gene defects that cannot be cured by general drugs through the method called animal pharmaceutical factory, which means that people can gain drugs from transgenic animals. These transgenic animals are the

equivalent of mobile pharmaceutical factories.

The most significant application of animal medicine factory is synthetic insulin. Since 1958, people began to explore the chemical method to synthesize insulin on the basis of previous studies on insulin structure and peptide chain synthesis, and thus determined the procedure of synthesizing bovine insulin. Natural insulin is first split into two chains and then recombined. In the second step, after the synthesis of the new double chain, the synthetic B chain was linked with the natural A chain. Then, combining the semi-synthesized A chain with B chain. In 1965, with the joint efforts of scientists all over the world, the synthesis of crystalline bovine insulin was successful. In 1979, the University and the gene technology companyof California in San Francisco successfully transferred human growth hormone into E. coli by using gene engineering technology. Growth hormone affects the growth of the body. However, it can work in patients only if it is obtained from other people. In this way, it can only be gained from the pea sized pituitary gland of a dead person. Therefore, human growth hormone is extremely expensive and its use is limited. According to the data, the treatment of a child with hypophyseal dwarfism requires the removal of human growth hormone from 50 corpses. Therefore, the production of human growth hormone by bacteria will be more effective. This is the beginning of a new era of hormonal medicine. In 1997, a British company used the nuclear transformation, which is used in cloned sheep, to breed 200 sheep carrying human gene, and successfully extracted α - 1 antitrypsin from mammary gland of the sheep. Firstly, the gene of antitrypsin was recombined into a new plasmid to construct the expression vector, and then the vector was inserted into sheep cells to extract human antitrypsin from sheep mammary gland.

Using genetic engineering technology to develop new therapeutic drugs is the most active field in pharmaceutical industry. [4] Since the advent of genetic engineering drugs, it has become a miracle in the pharmaceutical industry. Every year, an average of 3-4 new drugs or vaccines come out, and more than 50 drugs have been successfully developed. They have been widely used in the treatment of cancer, hepatitis, dysplasia, diabetes, cystic fibrosis and some genetic diseases. In many fields, especially in difficult diseases, they play a role that traditional chemical drugs can not achieve.

2.4 Application in creating "perfect baby"

There is a film named Gattaca, which considers that in the near future, people born through genetic engineering are normal, and without this procedure, children born naturally are treated as "patients". People who want to have a baby could simply choose the zygote with desirable characteristics through transferring one egg cell into another, so that the gene which causes unwanted diseases could be "repaired". Via genetic technology, the child will have the genetic material of three people - the child will have a "second mother". That is the ethical controversy of this technology.

2.5 Evaluation

With the rapid development of biological gene technology in the medical field, people are increasingly concerned about potential issues arising from it. Ethical and cost problems are the main concerns.

Among the ethical issues, the safety of genetic engineering is the most concerned. The safety problems brought by biological gene technology can not be ignored. At present, retroviral vectors are mostly used in gene therapy for genetic diseases, which may result in malignant transformation of cells, leading to cancer and other lethal diseases.

It is also a controversial field to try to correct the genetic defects of germ cells or to change the genetic characteristics of normal people by means of genetic engineering. Babies born through genetic technology may be prejudiced and discriminated against by people. People will doubt whether it is reasonable to give birth to babies with dominant traits by unnatural means, and whether it is unfair to the poor. Moreover, the variability of genes will be greatly reduced. As a result, a global pandemic could lead to catastrophic damages to human (hard to survive due to lack advantageous alleles under particular conditions)

High medical expenses also lead to low accessibility to the public. Zolgensma, a gene therapy drug for spinal muscular atrophy priced at 2.1 million dollars, becoming the most expensive drug ever put on the market.[5] Targeted drugs are relatively expensive compared to normal methods to treat cancer and the drugs are only accessible in sophisticated hospitals instead of small clinics.

3. Prospect

Breakthrough in the field of genetic engineering probably could help people gain a longer life expectancy. In some developed countries, the average live span has already exceeded 80 years. Some scientists suggest that as new methods found to cure cancer, cardiovascular diseases and other intractable diseases,100 years old could be the average life expectancy in most developed countries somedays between 2020 and 2030. Future decoding genes to promote human health and prolong life is predictable. [6]What's more, the techniques of decipher genetic codes not only can be applied to boost crop production but also play an indispensable role in innovating new technology in the field of bio-pharmaceuticals and medical science.

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On the Theory of Cultural Adaptation Model and Its Application in Chinese International Education

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Abstract: The acculturation model was proposed by the American scholar Schumann in the 1970s. It is a study of second language acquisition based on the rules of language learning. Based on the theory of cultural adaptation model, this article summarizes the enlightenment of cultural adaptation model in Chinese international education and teaching, and hopes to provide a reference for teaching Chinese as a foreign language.

Keywords: Cultural adaptation model; Chinese international education; Second language acquisition

Introduction

The acculturation model is an important concept in the establishment period of second language acquisition research. It studies the level of second language acquisition from the perspective of acculturation, and forms a distinct trend with the focus on second language acquisition from the perspective of linguistics at that time. Compared. Therefore, this article first defines the relevant concepts of the acculturation model theory, and introduces the application and enlightenment of acculturation model in Chinese international education.

1. Related research on cultural adaptation model theory

1.1 Social distance.

Mr. Wang Jianqin pointed out:"Social distance refers to the relationship between the second language learner group and the target language group, it affects the degree of contact between the second language learner and the target language group"[1]. If the social distance between the two groups is close, it is conducive to the learner's second language acquisition. Social distance has the following eight elements:

(1)Social dominance. Social dominance refers to the relationship between the second language learner group and the target language group. The society's economic, political, cultural and other aspects are equal, including the"dominant Position", "subordinate status"and "equal status". If the two societies are in an "equal position", it is conducive to the learner's second language acquisition, and if one party is in a "subordinate position"or "dominant position", it is not conducive to the learner's language.

(2)Integration pattern. The integration pattern means that the second language acquisition group is facing the target language group society. Attitudes and strategies held by cultural backgrounds, specifically including "assimilation strategy", "retention strategy"and"adaptation strategy".

(3) Enclosure. The degree of closure refers to the degree of contact between the second language learner group and the target language group in terms of social facilities, work, etc. If the second language learner has a long contact with the target language group and the degree of closure is low, the more conducive to language input, the faster the learner's language acquisition. Conversely, if there is less contact, the degree of closure will be higher, which is not conducive to the learner's language input.

(4) Group size. Group size refers to the size of the group of second language learners. That is, the number of people in groups with a common cultural background, language, etc. If the internal membership is large, the learner's pressure to"survive"is not great, which is not conducive to second language acquisition and the acquisition effect is poor. On the contrary, if the internal members are small, there are few opportunities for learners to communicate together, and under the pressure of "survival", learners will contact with the target language group is conducive to second language acquisition.

(5) Congruence or similarity of culture. It refers to the same purpose in the cultural background of the second language acquisition group. The degree of similarity between the language groups. The higher the cultural similarity between the two groups and the smaller the social distance, the better it is for learners to acquire a second language. On the contrary, if the culture similarity is not high, and the greater the social distance, the poorer the learner's second language acquisition effect.

(6)Attitude. Attitude refers to the second language learner group's attitude towards the target language group attitude. If learners treat the target language group with a welcoming attitude and are willing to adapt to the life of the target language group, then the effect of second language acquisition will be very good. On the contrary, if the learner has a bad attitude towards the target language

group and is unwilling to contact the target language group, it is not conducive to second language acquisition.

1.2 Psychological distance

Psychological distance refers to the mental impact of learners in learning a second language. "Including anxiety caused by language barriers, fear and tension caused by cultural shocks, motivation, self-esteem, etc. ". [2] The psychological distance specifically includes the following four aspects:

(1)Language shock. Refers to the fear that a learner generates when using a second language. Learners are unwilling to speak when learning a second language due to factors such as personality or language level. This difficulty impacts their confidence in learning, which creates a vicious circle and leads to language shock.

(2) Cultural shock. "Because the familiar cultural rules in the past are no longer applicable in the new environment, and the new cultural model is not a shelter but a place for risks for strangers"[3]. When learners are exposed to a new environment, they lose their familiar social communication symbols and produce a sense of anxiety.

(3) Learning motivation. Learning motivation refers to the supporting motivation for second language learners to learn the target language. [4] Mainly divided into internal"fusion motivation"and external"instrumental motivation".

(4)Permeability of language boundaries. Language boundary penetration refers to whether second language learners can maintain an open attitude and a proactive mentality when facing the target language to open the language barrier and accept language input. [5]

2. The application and enlightenment of cultural adaptation model in Chinese international education

2.1 The application and enlightenment of social distance in Chinese international education

2.1.1 Social dominance and integration

Schumann's social dominance theory is mainly reflected in the differences in macro-political and economic aspects. The author believes that in the teaching process, teachers should always treat students with an equal attitude, insist on taking students as the leading position, actively interact with students, and resolutely reject the"one-talk"teaching method. Teachers should also be cautious in their professional fields and teaching should be flexible.

The combination method is the attitude and strategy of the learner group towards the social culture of the target language group. [6]Specific to the teaching of Chinese as a foreign language, it is the integration of second language learners into classroom learning. If learners are not enthusiastic about class participation, similar to the"retention strategy"in the combination method, then this is not conducive to learners'Chinese learning. Teachers must innovate teaching methods in teaching to increase students'interest in learning. Teachers should actively give play to the"assimilation strategy"and"adaptation strategy"of students'learning, so that students can absorb learning motivation in the atmosphere of experiencing Chinese culture.

2.1.2 Degree of closure and cohesion

When the degree of closure is applied to specific Chinese teaching, teachers should create an all-round, multi-level, and wide-ranging teaching environment for learners. Teaching can not only be limited to offline teaching in the classroom, but can also be used for language teaching through watching movies and videos, playing Chinese music, organizing Chinese cultural festivals, conducting class debates, speeches, and skills competitions. [7]

Cohesion is specific to the teaching of Chinese as a second language, and teachers must maintain the circulation of students in the class. The teacher can divide the class group into groups, and when selecting the group list, they can take the form of numbering, and the people with the same serial number are a group. This will disrupt the cohesion within the learner group and promote them to learn Chinese better.

2.1.3 Group size and cultural similarity

The group size is specific to the Chinese language class. For students from different countries and different cultural backgrounds, teachers can also choose the sort number to divide the group size into groups. If the students are from the same country, in addition to sub-groups, teachers should encourage students to communicate in the target language, use a variety of teaching methods, and allow students to participate more in the Chinese classroom.

Cultural similarity means that in Chinese teaching, teachers will face students from different countries and different cultural backgrounds, how to grasp the greatest common factor between the culture of the second language learner group and the target language group, and improve the learners'cultural adaptability. The author believes that for students from different cultural circles, it is necessary to combine the reality of our country and prescribe the right medicine in Chinese teaching. For example, for students from the"Chinese character cultural circle"such as South Korea, Japan, and Vietnam, we will be relatively easy in cultural teaching, and we can conduct a large amount of cultural teaching. For students from Central Asia who believe in Islam, teachers can learn about the cultural knowledge of ethnic minorities with which our country has a common belief, and combine practical explanations of ethnic minority cultural knowledge in cultural teaching, so as to enhance the cultural intimacy of international students in China, and at the same time It can also improve their comprehensive understanding of Chinese culture.

2.1.4 Attitude

In Chinese teaching, attitudes are expressed as opinions between teachers and students. If the relationship between teachers and students is tense, not caring about each other, and negating each other, then the learner's second language acquisition effect will be poor. Therefore, as a teacher who teaches and solves puzzles, teachers must be patient with students, care about and encourage students, and actively give feedback to students'growth and progress.

2.2 The application and enlightenment of psychological distance in Chinese international education

2.2.1 Language shock and cultural shock

In response to language shock, teachers should actively encourage students to speak, and innovate teaching methods, such as role-playing and other dramatic methods to increase students'interest in learning. Teachers should also pay attention to the psychological growth of learners. For students who dare not speak Chinese, teachers should give them a certain growth space, be patient, and promptly encourage them when they find progress.

Cultural shock is a kind of anxiety that a learner produces when facing the social culture of the target language group. The learner finds that he is incompatible with the surrounding environment, which leads to a sense of loss in his heart. When facing this learner, teachers should actively guide them to develop in the direction of finding cultural commonalities. For example, guide them to compare traditional festivals, architectural styles, eating habits, religious beliefs, clothing culture, etc. and adapt to the target language culture while looking for cultural commonalities. Another important reason for some people's cultural shock is prejudice thinking. Teachers must first start from themselves, respect the culture of other countries, and treat related matters objectively and impartially. Guide students to be objective, fair and unique People who have the ability to think must actively promote positive things.

2.2.2 Learning motivation and language boundary penetration

In terms of second language acquisition, it is generally believed that fusion motivation is better than instrumental motivation. When teaching Chinese, teachers should consciously cultivate students'fusion motivation for learning Chinese. The Chinese culture is extensive and profound, and has a long history. Teachers must actively use new media technologies, such as Douyin, Kuaishou and other video software. A variety of teaching methods should be used, such as the use of media such as film and television dramas, songs, and literary masterpieces to spread Chinese culture. Comparing cultural commonalities in communication, on the one hand, can attract the participation of learners, on the other hand, it is conducive to the Chinese culture to go deeper into the hearts of learners.

3. Conclusion

In terms of language boundary penetration, when teachers are teaching Chinese, they should pay attention to students'sense of cooperation in the early stages of teaching. Language boundaries basically do not exist in the early stages of language acquisition. Teachers cultivate students'sense of cooperation at the beginning, which is beneficial to students. When the language is in a state of saturation, get out of the predicament through cooperation and communication with others, realize self-infiltration, and improve the level of second language acquisition.

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Developing Students' Intercultural Competence Through Virtual Global Apprenticeship Programme----A Case Study of A Chinese Private University

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Abstract: The dramatic development of virtual products can be seen as one of the most focused field for every industry. The global outbreak of covid-19 has pushed the development of virtual products, because every industry need to locate a quick replacement for their daily operation.Enormous online products appeared under this situation, but the feasibility and desired outcome need to be discussed when the covid-19 situation end. Currently it is still a debate that this online form will only used as a tentative replacement for emergency or it can be kept for normal operation. This article mainly focused on the discussion virtual global apprenticeship programme, namely online global platform for university's students internship, applied to Chinese University by analyzing the reflective study of a Chinese private university, who has conducted the first time online internship under the unexpected covid-19 situation. The discussion of the programme's outcome and the suggestion of future improvement will given in this article.

Keywords: Virtual product; Desired outcome; Reflective case study; Chinese private university; Intercultural competence

1. Background

D Nylén, &J Holmström.(2015)addressed the importance of delivering digital product for achieving business goal,and serious consideration about control and predict product needed to be discussed.The Chinese education industry, which is one of the most booming industry,has undoubtedly stepped into the digital technology innovation.[3]From Guan Jia(2014)illustrated the developmental situation, tendency and experience of educational product in Chinese market,it has introduced the popularity and variety of digital products and reveals the significance of the existing products and also pointed out the concerning issues with its expending scale.[4] After the the outbreak of Covid-19,the great demands of online educational products pushed the product development. Universities, as one of the most important market of online education,were searching online educational product with high quality,to replace the unexpected situation of international exchange. The programme introduced in this article is considered as the chosen online educational product under such situation. The virtual global apprenticeship programme(VGA)was a online educational product developed by an India company called Ingenious Face(IF), who specialized in gathering global resources for build the internship platform.The VGA programme aims to help students in their pre-employment stage, prepare their employment readiness such as awareness,attitude, knowledge and skills for future career development.In the over past few years,hundreds of students have been benefited from this programme.It runs well in the European market and Indian market. The Asian market is almost blank space to be researched and developed. Heilongjiang International University(HIU),established in 1993, located in northeast of China, is a Chinese high-ranked private university focused on foreign language teaching and research.The international strategy is one of the most important developmental strategies,the university has been concentrating for international strategic transition,which means developing more significant international cooperation and exchange with the global partners instead of the traditional students and teachers' exchange. The unexpected outbreak of covid-19 global crisis strongly hindered the international exchange activity for the university. Under this consideration the university started looking for the online programme which can be beneficial for the university's students. Under the situation of common interests and mutual need, the first trail of cooperation between HIU and IF implemented the VGA programme for the experiment.

2. Research methods

10 students were chosen as the participants by stratified sampling, they all from business-related major and proficient in English language use. A qualitative research has been conducted when proceeding the programme.Except the 10 participants, the teach coach from the HIU, and the coordinator from IF are also the research respondents for interview.The basic research objectives are: (1) Analyze the feedback for their competence improvement. (2)Examine the feasibility for the VGA programme for HIU and. (3) future improvement and suggestion for VGA.The duration of the first time duration is two months.All these students were organized by the programme coordinator, getting involved in many activities, which can be categorized into three parts. First one is about

communication, by online meeting and Email connection,which aims to practice the intercultural skill. Part two is about the soft skill such as creative and critical thinking skill practice.Part three focused on the business professional knowledge. Students are separated into three groups,each group will become the interns for a global company, the company mentor will give students supportive instructions for their assigned tasks. After each session, the coach from HIU and the coordinator from IF will communicate the performance of participants for the past period of their learning process.All the communicative record will be used as the analyzed data for the research.

3. Difficulties and challenges

There are two uncontrollable limitations when conducting this programme.Firstly, it is the time difference. Three groups connected with three international company,which based in Israel, Singapore and Netherland, the coordinator based in India,and all the participants in China, so at least three different time need to be coordinated when having online meeting. Therefore, all the meetings were arranged at night time around 8pm. The second limitation is about the network, there is no instant social media app, the email communication seems as the only way. And students in China could not use the IF online communicative system called dashboard, which brought convenience for students, coordinator and their connected company.

4. Research findings

All the interview data were collected and recorded. Three experts from research field decoded the data and find the keyword to describe the given questions. After conclude the analyzed data, the research questions can be discussed.

Firstly, What are the competences improved or focused by the programme? According to the programme design of VGA, every assignments and communication have clear targets for students'improvement. In other words, students'weaknesses also can be diagnosed by various tasks. After the first month participation, the coordinator gave the feedback of students performance of "Overall quality of the assignments need to be improved", and they also described their performance with specific points, including missing the weekly check-in activity, lack of individual meeting with their mentor, lack of acknowledging work emails, lack of active participation and lack of initiative to learn. The listed points basically can be concluded into three issues: attitude problem, professional Knowledge and cross-culture awareness and communication. For quickly save the situation, all students are gathered and interviewed. After analyze participants' feedback, the findings can be drawn as following. First of all, the students were chosen purposeful and fully acknowledge the importance of this participation, they were willingly to engage in. They may have difficulties but not attitude problem. Then, indeed, they lack of professional knowledge, but students addressed that the related professional knowledge are not very difficult to learn. It it commonly agreed that they seriously have some intercultural communication problems. There are certain things that they were not aware of, and sometimes they did not know what appropriate ways to respond.Afterwords, students are arranged to have training session about some intercultural knowledge and skills. At the end, nine participants out of ten have achieved the final certificate with their assessment comments and marks. From the whole process of the VGA, the intercultural competence can be drawn as the focal points for the participants. In addition, other competences were developed in the process, however, the intercultural skill can be seen as the fundamental bridge to help delivering other skills and knowledge,and keep the communication efficiency. Therefore, developing intercultural competence comes to the first and crucial discussion.

5. The feasibility of VGA programme

From the point of examine feasibility for HIU, it brings more significance to this research. Because the programme is totally creative attempt for Chinese market, if the feasibility shows positive trend,the potential market will be widely developed. And the VGA products may in great demand if under systematic plan. To some extent, it can be said as feasible implementation for certain university, whose aim to developing students' employability enhancement, focusing global talents education, and are flexible when facing changes and challenges.Due to every university has its own developing targets,so the programme may not suit every market. However, for HIU, a private university in northeast of China, which mainly focus on applied employablity development, the programme can be seen as the perfectly match.

6. Suggestions for future improvement

People often misunderstood the term of intercultural competence simply as "communicate with foreigners in foreign language". As the popularity of developing cultural intelligence attracting more attention nowadays, many models and explanation to clarify the complexity of intercultural competence has shown.Spitzberg and Chagnon(2009)gave one that was easily understood, which discussed the intercultural competence as "the appropriate and effective management of interaction between people who, to some degree or another, represent different or divergent affective, cognitive, and behavioural orientations to the world", the three levels, cognitive, affective and behavioral, namely mind-set, heart-set and skill-set.[6] many discussion of researchers have suggestted that learning intercultural competence can be considered as a developmental process. (Beamer, 1992; Bennett, 1986; Hammer, Bennett, &Wiseman, 2003). people can cumulatively learn things related to intercultural competence by time,experiences, and deliberate reflection.[2] In other words, intercultural competence cannot be really improved from a simple lecture or fluent use of foreign language.[1] It is a comprehensive competence from raising awareness to build attitude, and to adjust adaptability.[5] A well-designed intervention activity with clear objectives should be the most possible solution to improve the intercultural competence.

From the side of university, the focal problem is about the support, which assist students go through the process. The university must pay their attention to the performance of students. The outcome might not be optimistic if students were left alone to deal with the programme without the supported training or lecture from their university. Therefore,once the university decided to bring this programme to daily operation,a supported system should better be built for achieve desired results. In the case of HIU, a possible solution has been made after the first time trail. A public elective course was designed to support the programme. The course aimed to mainly enhance students'intercultural competence, professional knowledge and applied language skill. During the process, some

engaging activity will also help to improve students'self-awareness ability,critical thinking, team building and creative thinking ability. This course will systematically prepare students'for their participation in the programme.For instance, course will start two weeks earlier before the programme initiative.Students will start to learn the intercultural knowledge,and practice the related skill like email writing and communication.And when the programme start, all the assignment and task to bring to classroom for discussion and sharing,so that all the students cam understand the knowledge and apply to the real case.And most importantly,they can really make good use of the proragmme,and the quality of their assignment can be greatly improved.

From the side of company,Chinese market is definitely with great potentiality to explore, as so many business has attempted to enter this market. But with the consideration of the different culture background,many challenges should be taken into serious consideration.Except to solve the limitation of communication platform and coordinate the time difference, some characteristic of target customer should be researched.For instance, the Chinese students has very common characteristics of public speaking ability, they are shy to talk and share.It is a difficulty especially for online communication.How to break ice at the first time need to well-designed if desired feedback is expected from the students.Additionally,some attractive industry and job positions preference can be researched as well,students can be greatly motivated once they find something really attractive. Therefore,with well researched diagnose and designed engaging activities with proper way of communication, the programme can be well spread among Chinese universities who share the common developmental objectives. A word of mouth recommendation will be the most powerful promotion tool one day when the programme achieved certain results.

7. Conclusion

This research shows certain significance for online educational products consideration, expecially for Chinese Universities.There are certain limitation exited, firstly the research target chosen is not typical enought to represent all the Chinese private universities, especially the focal university in this case. The number of students involved in is not sufficiet. Once the number of participated students researched a certain number, more systemantical research methods shall be replied to enhance the research findings. It is certainly that more furhter related research need to be developed to support the development of online education product.

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Instrospection of Dual Personality in *Dr.Jekyll and Mr.Hyde*

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Abstract: The phenomenon of dual personality has attracted more and more attention. This article discusses this phenomenon with the help of Stevenson's *Dr.*Jekyll and Mr.Hyde, which intends to reveal the social problems of the Victorian era. Through pressure faced by the protagonists in the works, the thesis analyzes the situation of the mismatch between the material needs and the spirit of people. The essay aims to expose the dark side of the society at that time, and arouse people's deep thinking. Also, it aims to analyze how individuals can obtain an inner balance.
Keywords: Dual personality; Pressure; Instrospection

1. Introduction

Rob Louis Stevenson(1850-1894)was a famous writer of the Victorian period.*Dr.Jekyll and Mr.Hyde* mainly describes a generous noble gentleman and chemist named Dr.Jekyll.He enjoys a high reputation,but he desires to be a monster.As the opposite manifestation of Jekyll,Mr.Hyde tends to do evil things,which fully reveals the distortion of human heart.This work caused a huge response when it was first exposed to the public.Some people say that this kind of distortion is a punishment for God because of the evil thoughts in people's minds.The use of third-person narratives by *Dr.Jekyll and Mr.Hyde* can make the plot clearer.First of all,the definition of dual personality is crucial.Secondly,the characteristics of the characters can help us better understand the book itself.Thirdly,we can analyze the plot of the book and connect with contemporary society.Fourthly,we can discover the real cause of mental separation. Finally,it can give some tips of how to balance internal and external pressure.

2. Dr.Jekyll's dual personality

2.1 Dr.Jekyll

Dr.Jekyll is a generous and charming gentleman who always gives charity to the poor and the disabled.Because of his gentle manners,he enjoys great reputation and praise.As a chemist,Jekyll spares no effort in the development of various drugs.As a philanthropist,he never embezzles money and engages in corrupt practices.Under the careful management of the Dr.Jekyll,the old man's condition has been greatly improved,and he is completely cured later.Because of Jekyll's fame,he is invited to a feast held by all residents of the town.At the banquet,people toast him to express their heartfelt thanks for his kind action.From these two different perspectives,Jekyll's personality is fully displayed.This is in stark contrast to the way he changes into another person by drinking potions,and it also makes the plot of the novel fill more ups and downs.

2.2 Mr.Hyde(distorted Jekyll)

When the people in the town first see Hyde,they never thinks Hyde is the incarnation of Jekyll because their appearance is completely different.Until later,someone who lives in the town suspect they are the same people.He also hurts strangers living in the town and scars children and women with the purpose of mocking their frightened expression.Just as"In the street the newsboys were still shouting,Read about it！ Terrible murder."(Robert • Louis • Stevenson,1886)[1]The author describes him in detail from his appearance and behavior,and boldly expresses his inner distortions and ugly practices.And through the description of the fear of the town people's practices,Stevenson exposes his evil on a deeper level.

Through the analysis of Jekyll's character and his activities,it is not difficult to find that the shadow of dual personality exists in his body.The most prominent sign of dual personality of Jekyll is that he makes a qualitative change in his appearance by drinking a chemical liquid,then he turns himself into Hyde.(Sarah A. Winter,2015)[2]By this identity,Jekyll does many evil things which have huge contrast with Jekyll himself.

3. Unbalanced psychology between inner and outsider stress---reasons for Dr Jekyll's dual personality

The work *Dr.Jekyll and Mr.Hyde* implies that internal and external pressure is the main reason for the dual personality.

3.1 Social pressure

During Victorian period(1819--1901),the charity organization was very popular among the upper class and wealthy businessmen.

However,this was only a superficial phenomenon.People who had rights or lived in the upper class were willing to do charity.Their goal was simple,just to establish an elegant role for the public.Charities are more like a bottomless hole,madly absorbing people's money,exploiting labor,and giving only spiritual comfort(Verena, Krause, 2010)[3]

At that time,Everyone wanted to enjoy material abundance,a successful career,a good reputation and a perfect family.Dual personality was gradually recognized.As a way to comfort and prevent violence,the pastor incorporated dual personality into the punishment of God.With more and more people during that period getting dual personality,the church used this statement to raise a lot of money,and cultivated many devout followers.

3.2 Excessive desire

The external pressure of Dr.Jekyll's is similar with a chain that overwhelms him.The power of public opinion is also frightening. Although he spares no effort to disperse his thoughts to do evil things,his inner pressure drives him to be persistent in venting the darkness of his heart.The pressure inside him forces him to take measures to eliminate this negative emotion.(Jeon Pureum,Lee Jin A..2021)[4]These two aspects of pressure disrupt Jekyll's mentality.To him, Mr.Hyde can help him to vent out evil ideas.

From the book, both Dr.Jekyll and Mr.Hyde face internal and external pressure.When we make comments on them,the first thing is to understand that pressure is an important clue throughout the book.In order to expand the intention of the work,why did the author choose to depict ordinary a famous people, what social phenomena he wanted to show us,and what theory the author wanted to tell us should be analyzes.

4. Lessons

4.1 Nowadays social stress

Nowadays,the distortion of their thoughts and hearts has also become more serious for their failure to adapt the speed of the development of society.At work,ability is the most important factor in determining a person's promotion or demotion.People with dual personality have one thing in common,that is,they all lack sufficient abilities to meet their needs.In particular,the external pressure of the rich has a huge and specific impact on it.Wealth is like a series of intangible chains,binding their actions and thoughts.

Mentality is a key factor affecting emotions.To some extent,a person's temperament is often a true expression of his thoughts. (Jessica Cook,2020)[5]Healthy psychology can play a vital role in people's daily life and can make them have a positive and optimistic attitude towards life.Both external and internal pressures become propellants and can help form psychological distortion problems.

From this perspective,the functions and characteristics of society account for a large proportion.In-depth study of these phenomena and study of this principle can fully reveal human nature.

4.2 How to keep a healthy psychology

The first is that the development of society,enough abilities make it difficult for human beings to adapt to the needs of today's society,especially those with weak energy and thinking.In order to strike a balance between internal and external pressures,capacity is essential.From this part,as Darwin said,the survival of the fittest is a natural choice.Therefore,mastering multiple abilities can help people adapt to stress and adapt to society.The reasons for this phenomenon,different growth conditions,different levels of education and differences in temperament have all contributed to this reality.(Petr Stourac,2016)[6]In order to take a step forward,their character has an important meaning.

As is mentioned above,especially in big cities,human life styles are getting faster and faster,and it is difficult for them to have enough time to relax.For today's people,when they are under pressure,they should provide appropriate space which can help them to get a balance point of the stress to slow down the busy world.

The last angle to resolve the imbalance between the two aspects of stress is to exercise to maintain a healthy attitude.Keep a healthy and positive attitude,which can guide people to build a more beautiful world.

5. Conclusion

All in all,when people are under stress and losing balance,they must maintain a positive attitude,then slow down to appreciate the scenery,and understand their own personality.At the same time,they must exercise to gain more abilities.Only in this way,talents can avoid losing themselves like Jekyll.From the personal point of view,internal and external pressures make people's hearts distorted and difficult to return to their previous state of health.Therefore,it is extremely important to have an optimistic attitude,sufficient ability,and strong physique.

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Optimize the Reform of Primary School English Classroom Teaching Through "Flipped Classroom"

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Abstract: Under the guidance of the rapid development of society,multimedia technology has been gradually integrated with the education classroom,which has brought unprecedented changes for the modern classroom.In order to make full use of multimedia technology in the classroom and optimize the teaching methods of English class,we can continuously improve the efficiency of English class in primary schools through the form of"flipped classroom".The following is a brief analysis of the application of"flipped classroom"in the reform of primary school English classroom teaching.

Keywords: Flipped classroom; Optimization; Primary school English classroom

1. Introduction

Facts have proved that in China's education,because of the continuous integration of multimedia technology into classroom teaching,breaking the traditional teaching methods,so promote the rapid development of China's education,and the integration of multimedia technology and classroom is still in constant reform and innovation.In recent years,an American high school chemistry teacher proposed the form of"flipped classroom",which provides online learning videos for students to master the knowledge points under the guidance of video courses in the preview stage,and then actively interact and communicate with the teacher in class to efficiently complete classroom tasks.

2. The significance of "Flipped Classroom" to English classroom teaching in primary schools

With the help of the form of"flipped classroom",English classroom teaching in primary schools provides a brand new idea for teaching methods.Teachers do not need to use textbooks as simply as the traditional way of teaching,through the Internet this platform to enrich the teaching process.Moreover,due to the implementation of online classroom during the epidemic period,English teaching in primary schools has realized long-distance and multi-audience teaching,which has brought China's education to a new level.Such a reform will no longer allow students to"have five minutes in class and two hours after class".If they are absent-minded in class,they can also learn it through watching back or video teaching in time.At the same time,in class,because the students have carried on the preliminary study and master in advance,so the students have something to say in class,have questions to ask,and constantly strengthen the interaction with the teacher in class.Such a situation will make students more and more confident,and the interest in learning will gradually improve,and then continue to promote the efficiency of primary school English class,let the primary school English class from a teacher to a student's class slowly,to achieve the real goal of education and teaching.

3. Problems existing in the application of "flipped classroom" in primary school English classroom teaching

The proposal and application of"Flipped Classroom"makes the primary school English class no longer limited to the constraints of time and place,and enables teachers and students to communicate,exchange and learn in real time.However,in the process of applying"flipped classroom"in primary school English classroom teaching,there are some problems.As the management system of this method is not perfect enough,some teachers want to fish in troubled waters.In the production of online class videos,they can not record them by themselves,but search relevant videos on the Internet and directly apply them.Different areas have different classroom teaching objectives,and many online videos are inconsistent with the actual English classroom teaching.It is conceivable that such behavior is not targeted in students'teaching,and is less effective than traditional teaching methods,which will bring serious adverse consequences to students'learning.Secondly,in the application of"flipped classroom",it is difficult for teachers to know students'mastery and learning status in time.In the teaching process,it is impossible to ensure that every student is listening carefully to the class,nor to know which knowledge points students fail to grasp in time.It can not adjust the teaching content according to the actual situation. Such a situation is because teachers do not have a complete set of management and inspection system in"flipped classroom",which

makes the application of"flipped classroom"in English classroom teaching in primary schools more difficult[1].In addition,because online teaching videos are too boring,it is difficult for primary school students to arouse their interest in learning,which is also an important obstacle to the implementation of this new teaching form.

4. Apply the"flipped classroom"method in primary school English classroom teaching

4.1 Improve the quality of online teaching videos

The Internet platform is a very good material library,which provides a lot of directions and references for teachers'video production,and makes the application of"flipped classroom"in primary school English classroom teaching more smooth.Therefore,in the process of making teaching videos,primary school English teachers should make full use of the Internet platform to constantly learn new teaching methods with the help of other video teaching,so that their teaching methods become more novel and interesting.If you come across a very interesting or useful video,you can also download it in time to be used in the future teaching video production.In their own teaching video recording,we should make targeted teaching according to the audience of the video.Because teachers know their students'learning conditions and habits,and know which parts need to be explained in the course of lectures,the recorded video can be more effectively accepted by students.In addition,after students watch and learn the video,they can ask the teacher to explain it quickly by asking questions,making the whole teaching process and learning process more efficient with such cooperation.[2].

4.2 Improve the management and inspection system of online teaching

English in primary school is the foundation of English.It plays a vital role in the future English learning to let students develop a good English learning habit in primary school.Pupils in the primary school stage is very strong language talent, but also the most naughty stage.If the pupils'bad habits in the learning process can be timely restraint,can better play the pupils'thirst for knowledge,is conducive to their primary school English learning.Because of the active nature of children,they can't be serious and quiet in class,and the implementation of"flipped classroom"even makes them more"wild".This requires teachers to improve the management and inspection system of online teaching in a timely manner.In the process of online classroom, through the cooperation with students'parents,they can ensure that students pay attention to the class and take good notes.Before class,students can take the initiative to preview and prepare for the new lesson;After class,primary school students can independently finish the homework assigned by the teacher on time;They can also do some daily oral practice according to online videos[3].

4.3 Create lively and interesting online classes

In order to bring convenience in time and space to primary school English teaching,the implementation of"flipped classroom"requires not only the joint supervision of teachers and parents,but also the independent learning ability of primary school students.This puts forward higher request to network classroom."Flipped Classroom"has brought brand-new changes to the teaching methods of teachers and the learning methods of primary school students,and"flipped"the status of teachers and students in the classroom to a large extent.The realization of this process,teachers need to spend some attention in the production of network classroom video,use the advantages of this new form,let the network classroom become more vivid and interesting,constantly attract the attention of students in the classroom.Can also leave some questions after class,cause students to think,online class class on the students to ask and praise,in this way,not only inspected the students in the network classroom listen carefully,have a good thinking after class,but also let the students have a strong interest in learning and thinking.In addition,background music can be added to the whole video,so that students can study in a relaxed and pleasant atmosphere.You can also add some sound effects when some knowledge points appear to remind students to pay attention to this point.You can even use technology to add the cooperation of an animated character to realize communication and dialogue in the video,so that students will be more interested in the video class and gradually realize independent learning.The method of creating lively and interesting online classroom promotes the application of"flipped classroom"in primary school English classroom teaching.

5. Conclusion

In order to make full use of modern technology and continuously optimize primary school English classroom,the application of"flipped classroom"is proposed.The application of this method has brought China's education to a new level,transforming the primary school English classroom from a teacher-centered classroom to a classroom for students,and realizing the real goal of education and teaching.However,in this process,the teacher did not pay enough attention to the video production process,resulting in the teaching is not targeted,so that the new teaching method is counterproductive.There is also a lack of a complete management review system,which makes the application of flipped classroom difficult.In order to solve these problems,we should constantly improve the quality of teachers'online teaching videos,so that the teaching and learning process can become more efficient in cooperation.It is also necessary to continuously improve the management and inspection system of online teaching to provide a strong guarantee for the application of"flipped classroom"in primary school English classroom teaching.At the same time,it can also promote the implementation and application of new teaching methods by creating lively and interesting online classes.

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To Explore the Singing Skills of the Ancient Poetry Art Song "Night Mooring at Maple Bridge"

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Abstract: Since modern times, most composers have chosen ancient poetry as their theme for music creation. The author selects an art song "Night Mooring at Maple Bridge" created by the famous composer Mr. Li Yinghai as an example, and analyzes the problems that should be paid attention to and the solutions when singing the art songs of ancient Chinese poetry in combination with his years of practical experience in university singing, so as to provide help for the future vocal music study.
Keywords: Ancient poetry; Art song; "Maple bridge at night"; Singing skills

1. The song "Maple Bridge Night Park" by China's famous composer Mr. Li Yinghai creation.

After the song came out, it won the gold medal of the "1980s Chinese art song creation competition" and was recognized by the music industry. The song "Night Mooring at Maple Bridge", created by Mr. Li based on ancient poetry works, integrates the traditional seven-tone mode of Chinese music, and the climax at the end uses the traditional six-tone mode, which makes the musical style of the work retain the elements of Chinese folk music to a large extent. From the perspective of singing, this song integrates traditional opera elements into the singing style, which shows that the style of Chinese folk music is more obvious. From the point of view of poetry to the effect, the present paper arrives at an inter pretation "is a poem rides, at that time, the tang dynasty poet depressed due to fallen off poetry, on the way return way fengqiao town, he created the first historic tion, so the work in the process of singing by certain singing skills to better grasp the dreary melancholy dominant style. This art song has been performed by many singers, the most representative of which is the version sung by Ms. Wu Bixia. It can be said that it is deeply rooted in the hearts of the people, which is inseparable from Ms. Wu Bixia's superb handling of the singing skills of this song. This article combines the author's singing practice experience for many years to analyze how to better grasp the singing skills of ancient poetry and art songs, so as to provide help for the future vocal music learning.

1.1 Words and Expressions

The connotation of language and the smooth and clear articulation of words are the key to shaping the image of characters, expressing thoughts and emotions, and deeply depicting the theme in vocal music art. As an art song of ancient Chinese poetry, "Night Mooring at Maple Bridge" should pay special attention to the correct pronunciation and roundness when singing, and it is necessary to correctly grasp the rhyme of consonants and vowels, so as to convey the deep meaning expressed by ancient poetry to the audience.

The pronunciation of words in singing consists of vowels and consonants. In singing, vowels make the sound coherent and transparent, while consonants play a role of excessive linkage. To grasp the pronunciation of an ancient poetry song, we can find the resonance position of the word by using consonants, and then sing the vowel to the sound position of the consonant, so as to extend the resonance of the vowel. Vowels are airflow out of the lungs to vibrate the vocal cords, making a loud, rounded sound as it passes through the mouth and pharynx without any obstruction. Consonants are in contrast to vowels, where airflow out of the lungs vibrates or not.

Almost every sentence of this song is weak, such as a sentence: "Moon falls, black crow, frost all over the sky" in the "month" word, do not sing the weak sound into a virtual sound, adhere to the position of consonants, to have a sense of telling. In addition, the "full" word, the prefix "M" do not sing the time value is too long, instantly take over, transition to the belly up, here can be understood as the consonant is the prefix, the vowel is the end. In addition, the "frost" word should also pay attention to the interval between the beginning and the abdomen of the word should not be too long. The pronunciation should fall to the vowel, and the sound should be full and make musical expression on the vowel. The end of the word should pay attention to the rhyme to "ang".

The word "sorrow" in the sentence "jiangfeng fishing fire to sorrow sleep" is the only expression of emotion in this sentence, here should emphasize the rendering. "Mian" in the singing of the word to add a big tremor to small tremor singing treatment, more appropriate to express the poet's "one chant three sigh" feelings.

Turn words "gusu city hanshan temple" in the "cold" "mountain" two words, words before lost after the final word when connected to the initials, singer should maintain open cavity, abstract, singing the initials voice when the swimmer in the teeth in the front of the above two front teeth, voice when the swimmer in the finals on the teeth after pharyngeal nearest molar tooth position, to ensure that the air channel is smooth, avoid the occurrence of nasal.

The word "ship" in the sentence "midnight bells to the passenger ship" is called the rhyme in the poem. In vocal music, generally speaking, the feet or syllables are usually in the force-beat or in the position of the bar. If the first sound at the beginning of the rhyme word falls on the board position, it is called the solid board; If the last beat of the prolongation falls on the board, it is called the backboard. "Maple Bridge Night Park" this song is basically the way of rhyme with the bottom plate.

1.2 The use of breath, timbre and sound location

In the singing of the first phrase, to use the method of weak sound, breath to slow operation, in the "moon fall black cry" breath; When singing the word "frost", because the interval span is wide, it should be in the stable support of breath under the condition of sudden outbreak, help to sing this word more full; The word "heaven" at the end of the sentence ends the first sentence with three sighs in succession. While keeping a low mood and a steady breath, we should also pay attention to maintaining and unifying the singing position.

When performing the second phrase, "Jiang Feng the fishing" pick up "for sorrow sleep" is a big jump, five interval for the interval span large phrase in the process of singing to do the processing of a sleek lines, not the processing of terraced, processed sound will be slightly fruity and full of elasticity, note also couldn't carry a larynx otherwise it will cause in the process of singing breath sounds very stiff, that is to say, high-pitched singing will not come up, will not solid bass. You should sing in an open humming state with well controlled breathing.

When the end note of the second phrase is followed by the third phrase, there is an octave big hop interval from the first group of small words to the second group of small words. The high pitch is required to be sung weak-pitched, so as to avoid the hard top singing in the high pitch. The expected timbres can not be achieved by using extra force. The solution of high pitch has a certain relationship with the speed of the airflow. When singing high pitch, the airflow should be accelerated, and there should be a feeling of gasping in surprise. Be ready to inhale, avoid the phenomenon of lifting air, and keep the upper suction and the lower sigh.

When singing the third phrase, pay attention to the breathing orifice and breathe after "out of town". The character "Su" of "Gusu" is composed of five different pitches with fewer sounds and more. During singing, pay attention to the position of singing not to move with the change of pitch.

The fourth phrase is the climax of the whole song, which requires that the singing state should be more excited and active, and the relaxed breath of the body should naturally sink. Singing in a relaxed state can achieve a satisfactory singing effect, and it is absolutely not to perform in the climax with the whole body tense and mechanical waiting for the first half of the beat. When singing the word "to", the time of the beat is longer, which also requires adequate breath in advance, and the flexible use of head cavity resonance to show clear, high and rounded timbre. In the singing process can do fade processing will be more poetic charm.

The fifth phrase is not only the epilogue, but also the repetition of the fourth phrase. When singing, the low timbre can be used to express the lonely mood of the author and the desolation of the environment. As the final part of the tone area is low, it is necessary to prepare for inspiration and sing actively to maintain the unity of singing position. The so-called "bass singing", bass do not press down, catch the word to catch the strength, catch the strength to catch the gas.

The poem "Night Mooring at Maple Bridge" created by the poet Zhang Ji has been sung for more than one thousand years, spanning thousands of years. Mr. Li Yinghai, a bosom friend of Zhang Ji, set the song for this poem, making it more widely spread. Both the poems created by the poet Zhang Ji and the musical works created by Mr. Li Yinghai are very wonderful. For vocal music learners, this is an excellent work that can test the singer's technical level and artistic accomplishment.

2. Conclusion

Through the writing of this paper, the author also has a deeper understanding of the unique charm of ancient poetry and lyrics art songs. In the future vocal music learning, I will be involved in more ancient Chinese poetry and lyrics art songs, and do further in-depth study and research on such songs.

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Internet Customer Reviews in Chinese and English on Apple App Store Based on Appraisal Theory

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Abstract: Online product reviews are often posted by consumers on online shopping sites. Previous studies are involved in all aspects of linguistics and lack pertinence. For example, the application of the access system of functional linguistics in the online evaluation text and the emotional tendency implied in the online evaluation text, etc. This study aimed at revealing the similarities and differences between Chinese and English attitude resources on online product reviews. Four hundred Chinese and English positive and negative reviews on TikTok from the Apple App Store were selected randomly and analyzed based on the appraisal theory. The results show that both Chinese and English online product reviews are based on product quality, after-sales service, and service; the difference is that the two are very different in expression and language style. First, although English and Chinese ICRs are consistent with each other in the overall allocation of attitude resources, they do differ in certain subtypes of Attitudes. Second, Attitude resources in Chinese and English ICRs may have different assessment concentrations, which are statistically similar to each other or share similar realizations. As a comparative study of the attitude resources of online commodity reviews in English and Chinese from the perspective of linguistics, this study has enlightening significance for both the online commodity reviewers themselves and the Appraisal Theory.

Keywords: Online commodity reviews; Comparative research; Appraisal Theory; Attitude resources; Systemic functional linguistics

1. Introduction

With the promotion and help of the rapid development of information technology, all kinds of software on mobile phones have become indispensable for people. These APPs bring convenience to ordinary people who can save time and money and enjoy better service at the same time, so it is highly praised.

As many users may have noticed, another advantage of mobile apps is the ability to post and read reviews of products on app store websites. On the one hand, these reviews allow customers to share their first-hand user experience with potential customers and serve as a counterweight to biased ads on description pages. As such, they are critical to the decision making of many potential users. These online reviews are also called Internet customer reviews (ICR), on the other hand, full of users' attitudes towards the services obtained by using the software. [1] Although the applied research in the literature of Appraisal Theory at home and abroad accounts for the vast majority, there are still some gaps in the research objects. For example, the analysis of discourse with evaluation as the main purpose is also rare. The Appraisal Theory has a wide application future in solving practical social problems.

The operating theory of Appraisal Theory (AT) in the current study is developed under the framework of Systemic Functional Grammar, and its research focuses on interpersonal meaning in language. [2] Dedicated to discourse analysis, AT has stood the test of a variety of genres, including political speech, journalism, literature, and more. However, as mentioned above, ICR analysis using the AT model is an unexplored area, let alone an English Chinese ICR comparison. Questions may be asked about similarities and differences between English and Chinese ICRs assessment resources, which explain the theoretical and practical value of this research. This paper attempts to provide a starting point for a more comprehensive study by comparing the attitude system of one of the three ICRs systems in English and Chinese. [3]

2. Literature review

2.1 Appraisal theory

As an extension and improvement of interpersonal meaning in functional linguistics, Appraisal Theory is a set of resources for expressing attitudes in language. Appraisal Theory divides evaluative resources into three aspects according to semantics: attitude, engagement and graduation. They are further refined: attitude is subsystematized into emotion, judgment and appreciation; Intervention is refined into self-talk and borrowing; The gradation is further divided into potential and focus. These three subsystems are described in detail below. [4]

2.2 Previous studies of appraisal theory Overseas and in China

The research on Appraisal Theory began in 1980 and reached the hottest in 2014, with a total of 3,696 related papers. With the

deepening of the research, more and more research sites related to Appraisal Theory have emerged, forming a huge research network. The following are the research sites with high correlation. Interdisciplinary research on Appraisal Theory has also developed rapidly. It has penetrated into many disciplines such as Chinese language and literature, law, etc., and derived a number of cross-disciplinary topics. The following are several infiltration disciplines and their corresponding research topics. [5]

It focuses on the various attitudes that can be negotiated in discourse. Previous literature Appraisal Theory in discourse analysis in some applications, such as the commercial packaging words, historical discourse and autobiography, discourse analysis, and put forward the problems existing in the application of: namely further understanding attitude of "human nature", contextual factors in the evaluation methods to identify, for evaluation as interpersonal meaning and the importance of the division of concept and evaluation and the relationship between the language class, etc. [6]

After searching core journals, doctoral dissertations and some non-core foreign language journals of Peking University, we have obtained 109 related papers, two monographs and two papers. According to the purpose of literature review and Appraisal Theory, we divide the literature into six categories: theory review, literature review, improvement or revision, innovation of other theories, discussion and application of philosophical perspectives. The applied category is divided into seven sub-categories according to the research objects: applied in translation, English teaching, discourse analysis theory, discourse analysis practice, Chinese Appraisal Theory, rhetorical phenomena, and social practical problems. In the applied category, the number of papers in the practical category of discourse analysis is the largest, so it will be further subdivided into several sub-categories according to the type of discourse. Among them, the research on Chinese evaluation system, discourse analysis theory and social practical problems provide theoretical basis for this study.

Which can be seen that although the Appraisal Theory and the language of evaluation significance in nearly 100 years has become a hotspot in the research of the linguistics and literature "numerous", but particularly focus on the application and theory book, application class literature category specific language or in a specific discourse of discourse analysis for the most part, to the improvement of the theory and correction, contact to other theoretical innovation of literature Appraisal Theory is relatively small. (Chen Lingjun, 2007)

3. Methodology

3.1 Data collection

The ICRS of this study was selected from Chinese and English online reviews of Tiktok on Apple App Store. A total of 400 positive and critical customer reviews were selected. Specifically, there are 200 ICRs for each language, and according to the App Store's star classification, 200 ICRs are five stars or positive. When the customer uses the same attitude resource three times in a review but not the same phrase, we count it as three times. If the customer uses the same attitude resource three times in a review and the same phrase is counted once.

The main reason for data collection is that Apple App Store is currently the only online app store that has bilingual reviews in both Chinese and English as well as multiple users. The reason for choosing Tiktok for data collection is the recent US ban on Tiktok. In this political situation, the use of Tiktok as a software is more controversial. The data collected in this way can be reasonable and comparable.

It is worth mentioning that the collected data retains all the original forms of ICR, including uppercase, net speech, non-standard expressions and some incorrect forms, because they are natural forms of language and may also contain attitude resources.

3.2 Data analysis

The data is divided into two types: positive reviews and negative reviews. The classification standard comes from the Apple App Store. The review considers 5 rating stars as positive and 1 rating star as negative. Generally speaking, the higher the customer's satisfaction with the product, the higher their rating of the product when writing a review. Rating stars is the most direct way for customers to express their attitude towards the products they buy. People with positive emotions may be different from those with negative emotions; they are not satisfied with their evaluation language. Therefore, it is necessary to classify these two types of data.

Four small-scale corpora, Active English ICRs corpus (referred to as PEIC), negative English ICRs corpus (referred to as NEIC), positive Chinese ICRs corpus (referred to as PCIC) and negative Chinese ICR corpus (referred to as NCIC). In order to facilitate analysis and exemplification, each ICR is coded from 1 to 100 in the corpus.

AT provides a relatively complete Attitude resource data coding system, which can be well applied in this research. Before proceeding with the coding process, the author thoroughly studied the coding of attitude resources in the work of Martin and White (2005). The encoding process went through two rounds to ensure the accuracy of distinguishing and encoding gesture resources. As with all discourse analysis, when determining attitudinal resources, it is inevitably affected by the researcher's culture and personal background. Therefore, the objectivity of research results may be more or less affected in this way.

The key step in the coding process is to mark the attitude resources of the ICR. Specifically, the name of each attitude type is enclosed in square brackets in abbreviated form (see Table 3.1). These square brackets will be inserted to identify the corresponding Attitude resource. The plus and minus signs (+ and -) were introduced to mark positive and negative attitudes. Negative feelings, such as unhappiness or unhappiness, are represented by the grammatical negation "neg" and are also placed in square brackets. Morphologically negative feelings (for example, unhappy, disappointing) are regarded as negative attitudes because they are inseparable words. Therefore, unhappiness is coded as [hap], which is the same as sadness. Both English and Chinese ICR are vaguely expressed as attitudes, which are invoked by conceptual markers (also called "[t]"). [7]

Table 3.1 Abbreviation of attitude subtypes

Attitude type	Attitude subtype	Abbreviation of the subtype

	reaction	[+reac]
		[-reac]
Appreciation	composition	[+comp]
		[-comp]
	valuation	[+val]
		[-val]
	dis/inclination	[+des]
		[-des]
	un/happiness	[+hap]
Affect		[-hap]
	in/security	[+sec]
		[-sec]
	dis/satisfaction	[+sat]
		[-sat]
	normality	[+nom]
		[-nom]
	capability	[+cap]
		[-cap]
Judgement	tenacity	[+ten]
		[-ten]
	veracity	[+ver]
		[-ver]
	property	[+prop]
		[-prop]

4. Findings

4.1 Attitude in English Internet Customer Reviews

We will begin our analysis by providing an overview of the attitude resources identified in PEIC and NEIC, including positive and negative English ICRs. The occurrence rate and percentage of each attitude resource in the two corpora are counted, as shown in Table 4.1 below.

Table 4.1 Distribution of Attitude Resources in PEIC and NEIC

Attitude type	PEIC		NEIC	
	occurrence	percentage	occurrence	percentage
Affect	68	54.4%	17	15.74%
Judgment	9	7.2%	31	28.7%
Appreciation	48	38.4%	60	55.56%
sum	125	100%	108	100%

It can be seen that both PEIC and NEIC have abundant attitude resources, with 125 attitude resources and 108 attitude resources respectively, including 100 ICRs respectively. In other words, for each positive English ICR, there are 1.25 attitude resources on average. For each negative English ICR, there were an average of 1.08 attitude resources. The results also show that PEIC contains more attitudinal resources than NEIC. This is most likely due to the fact that, although NEIC equals PEIC in the number of ICRS entries, the individual ICRs in NEICs tend to be longer than PEICs. PEIC is composed of 1644 words and NEIC is composed of 2614 words. It seems that many satisfied customers are reluctant to add reviews after receiving goods. And even when they do, they tend to write pleasantly, casually, and succinctly. Dissatisfied customers, by contrast, are serious critics who are fully aware of the difficulties that can arise in challenging a product's good reputation. Therefore, they need to provide detailed evidence to support their position. The ratio of attitude resources to words for PEIC and NEIC is 0.076 and 0.041 respectively, that is to say, there are about 0.41 ~ 0.76 attitude resources in every 10 words for PEIC and NEIC. Respectively, It should also be pointed out that, although an attitudinal meaning may be interpreted by several words, in order to facilitate coding counting, in this study we treat an attitudinal meaning as an attitudinal resource, receiving only one code. To a certain extent, this factor will affect the result of attitudinal resource pair word ratio. However, there is still reason to believe that the attitudinal resource frequencies of PEIC and NEIC are roughly similar.

The distribution of Appreciation resources and Affect resources in the two corpora ranked first, accounting for 55.56% and 54.4%, respectively. As introduced in the second chapter, the allocation of appreciation resources is to evaluate things. Since ICRs are reviews of products, reviewers must focus on the products they purchase, and their appreciation of the products must play a key role in the review process. They should decide if the product is attractive to them; Whether they like it or not; Product quality is high or low; Or whether the product is worth buying. Below is an excerpt from the NEIC, which has a lot of resources to enjoy.

Example 4-1: Although sometimes tiktok can be interesting[+reac] and addictive[+sat], the communities on tiktok are so toxic[-comp] and the tiktok algorithm mixes people with different communities and they let toxicity spread and grow instead of shutting down these toxic people[-comp]. They let them grow and get people to be more toxic[-comp] and let people ruin others life's for using words.(NEIC-29)

This negative review evaluated TikTok from multiple aspects: TikTok's overall quality, communities, algorithm, and user and comment management. The author uses many Appreciation values, such as "addictive" and "toxic" to clearly indicate that he thinks TikTok is a bad choice. From the beginning, the author focused on appreciating TikTok. But later, he mainly criticized and provided many supporting details, which helped him draw his conclusion that TikTok he downloaded was not worthwhile.

At the same time, in PEIC and NEIC, the distribution of Affect resources accounted for 54.4% and 15.74% of Attitude resources

respectively. One possible explanation for this fact is that in the process of purchasing goods from Apple App Store and writing the ICRs on the website, the author may encounter certain emotions when evaluating the product. They may be satisfied with the video props of TikTok, they may be content with the flow of the platform, or they may be disappointed with Big data problems they find. See example 4-2 below.

Example 4-2: Amazing[+reac]! Love[+hap] it!(PEIC-18)

The author of this review did not expand as in Example 4-1. His/her evaluation of Tik Tok-"Amazing"-is concise but very positive. Clearly, Tik Tok provides him/her with a good user experience, so he/she has a positive feeling about it ("love it").

In the two corpora, the number and frequency of Judgments are ranked last, accounting for 7.2% and 28.7% respectively. In the ICRs discussion, most of the content evaluated is the product and its evaluable parts. However, no commercial activities can be carried out without the participation of people. The same is true in Internet application downloads. The main participants in the Internet application download activity are the purchaser, the manufacturer and the download platform. ICR will closely record and evaluate their behaviors, especially when there is a problem and make judgments about the manufacturer or download platform. This may answer the following question: Why are more Judgment resources allocated in NEIC than in PEIC. Example 4-3 is a comment containing Judgment resources.

Example 4-3: This app literally got me out of a dark[+cap] place. It made me happy[+hap] and I have new[+cap] friends. (PEIC-45)

In Example 4-3, the customer expressed that Tik Tok helped him/her regain happiness and was satisfied with Tik Tok. Based on his/her positive feelings, the author made a judgment on Tik Tok.

In short, English ICRs authors distribute a large amount of Attitude resources in both positive and negative Internet customer reviews. They focus on appreciating things and expressing their feelings accordingly. They also make Judgments the behaviors of those TikTok bloggers.

In the next section, we will focus on the characteristics of Attitudes in China's ICRs by analyzing statistical results and examples.

4.2 Attitude in Chinese Internet Customer Reviews

In this paper, two small-scale corpora, PCIC and NCIC, are used to collect Chinese ICRs. PCIC is a collection of positive comments and NCIC is a collection of negative comments. Table 4.2 below shows the incidence and percentage results of the distribution of each major attitude system in the PCIC and NCIC.

Table 4.2 Distribution of Attitude Resources in PCIC and NCIC

Attitude type	PEIC		NEIC	
	occurrence	percentage	occurrence	percentage
Affect	73	58.4%	15	10.4%
Judgment	3	2.4%	26	18%
Appreciation	49	39.2%	103	71.6%
sum	125	100%	144	100%

Chinese ICR writers, like their British counterparts, take a variety of attitudes when writing reviews. 125 and 144 attitude resources were identified in the two corpora respectively. From this result, we can infer that NCIC has more attitude resources than PCIC, with 1.25 attitude resources for each positive Chinese ICR and 1.44 attitude resources for each negative Chinese ICR. It can also be explained that since the PCIC contains 1355 Chinese characters and the NCIC contains 4057 Chinese characters, negative Chinese ICRs tend to be longer than positive ICRs. The attitude-to-trait ratios of PCIC and NCIC were 0.09 and 0.035, respectively. As we all know, Chinese words are usually composed of more than one character. In addition, the attitude resources identified in PCIC and NCIC contain at least one word (see Example 4-4). Therefore, the ratio of attitudinal resource pair words in PCIC and NCIC can be significantly higher than that of attitudinal resource pair words.

Example 4-4:

(1)超好的[+reac]平台，感谢平台给我们分享这么多精彩[+sat]有趣[+reac]的视频。赞[+prop]！ (PCIC-44)
(Super good platform, thank you for sharing so many wonderful and interesting videos for us. Great!)

(2)建议不要下载[-comp]，这样的垃圾[-prop]软件，换句话说，软件没错[neg][+reac]，运营的人错了[-comp]，低俗的[-val]东西太多，太多。 (NCIC-29)

(It is recommended not to download such junk software. In other words, the software is correct, the operator is wrong. There are too many vulgar things, too much.)

Similar to that of English ICRs, the number of Appreciation resources in Chinese ICRs ranks first among all Attitude subsystems in PCIC and NCIC, and they each share 39.2% and 71.6% of all Attitude resources. The fundamental reason for this distribution is similar to the reason for the large Appreciation of resources in English ICRs, that is to say, the authors of Chinese ICR also focus on evaluating "things" in their comments. Example 4-5 is the Chinese ICR selected from PCIC.

Example 4-5: 挺好的[+reac]平台就是从不給我热门[-comp]。 (PCIC-82)

(Very good platform just never make me popular.)

This short excerpt contains a mix of Reaction resources(挺好的) and Composition resources(从不給我热门). These resources are related to the overall user experience and specific aspects of Tik Tok. Although Tik Tok has slight flaws, the author of this review gave it a very positive evaluation.

On the other hand, Affect resources are another important role in Attitude resources in China's ICRs. It accounts for 58.4% and 10.4% of PCIC and NCIC respectively.

As we analyzed in Example 4-2, many Affect resources are used to describe how the author feels about the product. However,

other purposes are to achieve diversification, which will increase a lot of Affect resources. For example, many Chinese ICRs are recorded as the experience of Internet application download activities, which may involve their emotional experience. In the first excerpt from Example 4-6, the author faithfully describes the author's psychological experience through a series of Affect resources. Although he/she "doesn't know how to play", he/she still "likes it" and thinks "it is very good". All in all, the writer is satisfied with the app. In addition, the authors of China ICRs often express their views on other parties in the business. The second excerpt from Example 4-6 expresses the author's extremely negative feelings about Tik Tok. Zhang Yiming is the CEO of the manufacturer of the product reviewed in this review. According to records, Tik Tok "specializes in stealing personal information". The author requested that "Zhang Yiming should be killed".

Example 4-6:

(1)喜欢[+hap]，特别好[+sat]，就是不太会玩[-comp]。(PCIC-81)

(I like it. It's very good, but I don't know how to play.)

(2)这种垃圾[-val]软件专业盗取个人信息[-comp]，应该把张一鸣杀了[-prop]！(NCIC-100)

(This kind of junk software specializes in stealing personal information and should kill Zhang Yiming!)

Judgment has a low frequency in PCIC at the proportion of 2.4%. However, it appears as frequent as Affect in NCIC by sharing 10.4% of Attitude resources. This is because, in general, the authors of positive Chinese ICRs focus on product evaluation and seldom pay attention to the judgments of other parties involved in the purchase, while authors of negative Chinese ICRs have many complaints against manufacturers. The author of the first comment in Example 4-7 thinks that Tik Tok can be rated lower("One star is high, because it can't be low"), and hopes that "Apple take the Tik Tok off the shelves". He/She also thinks it is "disgusting". The author of another comment encountered a problem with the management of Tik Tok's comments, madly claiming that Tik Tok was one of the "pioneers of CPC speech censorship", and judged that Tik Tok was "dirty".

Example 4-7:

(1)一星算给高[neg][+reac]了，因为不能再低[-reac]了，苹果什么时候把抖音下架了就好[-comp]，恶心的[-prop]软件。(NCIC-52)

(One star is high, because it can't be low. When will Apple take the Tik Tok off the shelves? It's disgusting software.)

(2)提议Apple store认真考虑全球下架字节跳动公司产品[-comp]，它们都是GCD言论审查的先锋[-prop]，抖音最下作的[-prop]是除你本人外其他人都看不到你的评论，因为你自己可以看到还以为是正常的[neg][+norm]，不像直接删除那么明显。我注册了两个抖音号才发现它们的龌龊[-prop]手段。支持美国封禁tiktok[-prop]。(NCIC-82)

(It is suggested that Apple store seriously consider removing Byte's products worldwide. They are all pioneers of CPC speech censorship. The most important thing about Tik Tok is that no one but you can see your comments, because you can see them and think it is normal, not as obvious as deleting it directly. I registered two Tik Tok accounts before I discovered their dirty tricks. Support the United States to ban tiktok.)

So far, we have discussed the attitude resources in English and Chinese ICR as a whole. Before continuing to analyze the Attitude subsystem in Chinese and English ICR, we will briefly compare them in the next part.

4.3 Appreciation in English Internet Customer Reviews

As presented in section 4.1.1, Appreciation resource is the most frequently distributed resource in PEIC and NEIC. The distribution of Appreciation is expressed in Table 4.3.

Table 4.3 Distribution of Appreciation Types in PEIC and NEIC

Appreciation type	PEIC		NEIC	
	occurrence	percentage	occurrence	percentage
Reaction	43	89.58%	21	35.00%
Composition	2	4.16%	39	65.00%
Valuation	3	6.25%	0	0.00%
Sum	48	100%	60	100%

We can see it clearly from the above table that all types of Appreciation are involved writers of both PEIC and NEIC. For positive English ICRs writers, 'reaction' is the most frequent Appreciation resource, taking up 89.58% of all Appreciation resources identified in PEIC; ' composition' and 'valuation' are both found to be less frequent, at 4.16% and 6.25% respectively. However, for negative English ICRs writers, the most frequently adopted Appreciation resource is ' composition', taking up a share of 65.00% of Appreciation resources in NEIC; 'reaction' is taking up a share of 35.00% of Appreciation resources, becoming the second largest type of appreciation resources in NEIC. In addition, ' valuation' , it doesn't appear in any of them.

The results suggest that writers of positive English ICRs tend to record their reactions while those of negative English ICRs tend to record their composition. There are some examples that can help us find the different between the positive and negative English ICRs.

Example 4-8

(1)I am having a wonderful experience [+reac]! Thank you for this app! I can interact with young people once more! was high school teacher! This has helped me stay sane at this time with the virus! Thank you!

(2)This app is so cool. [+reac]

(3)Its really entertaining [+reac] . Im a dancer in the making and this app helped me learn new dances and new moves [+comp] . But to top it all off always have fun doing it. Like no matter if you're famous or not or if you know how to dance or not it's all about having fun with your friends or whoever and that's what matters the most!!!

(4)helped [+val] me

The pieces of ICR of example 4-8 is selected from PEIC. We can analyze that the writer is very satisfied with this APP. For example, the writer can clearly get a perfect experience from it, or the APP helps the writer to some extent, or the APP teaches the writer a lot of things.

Example 4-9

（1）Ban [-reac] tiktok （2）This app is bull [-reac] （3）why we can't conecting?!!!!![-comp]

（4）The app used to be a 5 star but then around the end of 2019 a swarm of soft people came into the app and now no one can make a joke without getting canceled. Also they brought with them politics about blm and the government. If the app ever returns to the era when people could actually take a joke then I might change this review but until then the app just isn't good anymore [-comp]

The pieces of ICR of example 4-9 is selected from NEIC. We can clearly analyze that the writer is full of complaints and bad feelings about this APP. For example, they think that the APP is too boring, or they want to ban the APP, or they think that the APP is no longer able to entertain the user.

4.4 Appreciation in Chinese Internet Customer Reviews

In this section we will focus on analysing Appreciation in Chinese ICRs. The distribution of each Appreciation type is presented below.

Table 4.4 Distribution of Appreciation Types in PCIC and NCIC

Appreciation type	PCIC		NCIC	
	occurrence	percentage	occurrence	percentage
Reaction	46	90.19%	30	29.12%
composition	3	5.88%	60	58.25%
valuation	2	3.92%	13	12.62%
sum	51	100%	103	100%

According to the table 4.4, for the positive Chinese ICRs, we can see the most frequent type is 'reaction', taking up 90.19%. However, 'composition' and 'valuation' are both less than the 'reaction', at 5.88% and 3.92%. On the other hand, for the negative Chinese ICRs, the 'composition' become the most frequent part. It's more than the two of 'reaction' and 'valuation' put together, taking up a share of 58.25. 'reaction' is taking up 29.12% and 'valuation' is taking up 12.62%.

By this data, we found that Chinese customers tend to take aspects other than the App itself into consideration in their views. Those presented in Example 4-10.

Example 4-10:

(1) 从抖音里得到了好多知识和现实中的生活小妙招！［+comp]

(2)［+reac］［+hap］玩抖音真的会上瘾，一闲下来就想打开看看，甚至晚上上厕所都会忍不住点开看看，作品有没有人评论，有没有点赞，粉丝有没有增加不知道怎样才能被抖音粑粑发现或是得到抖音粑粑的恩宠

(3)［+reac］［+val]抖音平台简直就是人生的转折点

(4)［+reac］　感谢抖音平台

The pieces of ICR of example 4-10 is selected from PCIC. We can see that the people who use the APP are genuinely grateful for the APP. They have learned a lot from the APP and it has been a turning point in their lives, or maybe the APP has a special quality for them that keeps them hooked.

Example 4-11:

(1)抖音能适配一下横屏吗哎［-comp]

(2)账号莫名的829被陌生人登录上去，发布了几个黄视频，导致账号封禁，申诉了好久，提示申诉无效，什么平台么？啊，为什么陌生人可以登录，不用任何的信息的，怎么监管的？垃圾平台，果断卸载卸载！［-reac]

(3)这玩意下载次数这么多嘛？评分这么高？我不信，qq微信都没你零头多。我下了一次，来看看是啥样的，看了一会后只有一个感受:浪费时间；加点感受:毫无营养。老年人少看点，多去室外，多做些脑力活动，我感觉这东西会加速那啥。话说里面的人拍这些视频不尬吗？就真为了赚钱啥都不管了呗。还有里面的配乐，就硬怼上去dj，啥音乐火放啥，没有一点独特性。这东西真的是精神毒品，建议大家看好家里的小孩和老年人。多去室外走走，看这些有营养的东西。看小猪佩奇都比这好吧［-val］　(4)不利于身心健康［-val]

The pieces of ICR of example 4-11 is selected from NCIC. According to the comments of there writers, we can see that they are full of bad emotions about this APP, because they do not get a perfect experience in this APP, so in their opinion, this APP needs to be improved in function, and even they think that this APP is not conducive to physical and mental health and affects people's spiritual health.

4.5 Affect in English Internet Customer Reviews

We now analyze of Affect resources in English ICRs. The results of occurrence and percentage for each subtype of Affect resources are presented in Table 4.5.

Table 4.5 Distribution of Affect Types in PEIC and NEIC

Affect type	PEIC		NEIC	
	occurrence	percentage	occurrence	percentage
Dis/inclination	0	0.00%	4	16.67%
Un/happiness	65	95.59%	3	12.50%
In/security	0	0.00%	10	41.67%
Dis/satisfaction	3	4.41%	7	29.17%
sum	68	100%	24	100%

According to the table 4.5, in PEIC, 95.59% of Affect resources are distributed to Un/happiness. Another only 4.41% of Affect resources are distributed to Dis/satisfaction. Dis/inclination and In/security, none of them show in the data. In NEIC, however, the largest proportion (41.67%) of Affect resources is shared by In/security. Dis/satisfaction ranks the second place by holding 29.17% of all Affect resources. Dis/inclination and Un/happiness are the least frequently employed resources in NEIC, amounting to 16.67% and 12.50%.

Through the samples we collected, we can see the positive English ICRs writers to express their happy emotion in the review they submitted. There are some examples to express.

Example 4-12:

（1）[+hap] i love this app so much, pls dont delete it is the best thing to happen to me 2020, its my lifeline.（2）[+hap] Love this app.（3）[+sat][+hap]I genuinely enjoy.（4）[+hap]It's so addicting but I love it. When we I'm having a bad day it's always an app I go to, to laugh& smile.

The pieces of ICR example 4-12 is selected from PEIC. In this part, the ICRs of PEIC expressed their love for this APP through words like 'love', 'happy' and so on. TikTok keeps users engaged and addicted.

Example 4-13:

（1）[-des]It's horrible （2）[-sec]The app is toxic

（3）[-sat]I'm disgusted with this app after my 11 year old saw a man commit suicide and they left it up for days!!! Shame on you!

（4）[-des]This app has horrible users showing horrible content please ban Tik tok.

The pieces of ICR example 4-13 is selected from NEIC. Here the writers are very dissatisfied with the APP. They hate it. Through some bad words, such as 'horrible','toxic' and so on, to against the APP.

4.6 Affect in Chinese Internet Customer Reviews

Affect also has a strong presence in Chinese ICRs. This section is focused on the analysis of Affect resources in Chinese ICRs. We will begin, as usual, with a discussion of results in table 4.6 below.

Table 4.6 Distribution of Affect Types in PCIC and NCIC

Affect	PCIC		NCIC	
	occurrence	percentage	occurrence	percentage
Dis/inclination	0	0.00%	0	0.00%
Un/happiness	32	43.83%	6	4.00%
In/security	0	0.00%	7	46.67%
Dis/satisfaction	41	56.16%	2	13.33%
sum	73	100%	15	100%

In PCIC, 56.16% of Affect resources are distributed to Dis/satisfaction. Another 43.83% of Affect resources are distributed to un/happiness. However, in NCIC, the largest proportion (46.67%) of Affect resources is shared by In/security. Besides, there isn't dis/inclination in NCIC. Un/happiness and dis/satisfaction become the least proportion (4.00% and 13.33%) of Affect resources.

Example 4-14:

(1)［+hap］太喜欢抖音 （2）［+hap］喜欢 （3）［+sat］必须五星好评 (4)［+sat］大大大的赞

The pieces of ICR of example 4-14 is selected from PCIC. Writers express their love and satisfaction with the APP through comments like it or five-star reviews.

Example 4-15:

［-sat]抖音现在全是无脑喷人，还无缘无故封号，我认真做的视频播放量从来没上过五百。真的，不是我说，圈子越大越乱，对现在的抖音无语

［-sec]这种垃圾软件专业盗取个人信息，应该把张一鸣杀了！

［-hap]有钱就有流量，没钱就有寂寞。

［-sec]　搞不懂为什么抖音非要搞得跟聊天工具一样，学着加什么在线功能，休息的时候想要一点独处的空间没有，看一下抖音还会被别人看到然后就又不能看了，一点隐私空间都没有

The pieces of ICR of example 4-15 is selected from NCIC. We can infer from these statements that writers are annoyed that this APP has stolen personal information and violated their privacy.

4.7 Judgment in English Internet Customer Reviews

Judgment does not receive much attention in English ICRs. However, it still performs as an indispensable part of the system. Table 4.7 presents the occurrence and percentage of these types in PEIC and NEIC

Table 4.7 Distribution of Judgment Types in PEIC and NEIC

Judgment type	PEIC		NEIC	
	occurrence	percentage	occurrence	percentage
normality	0	0.00%	1	3.13%
capacity	4	44.44%	0	0.00%
tenacity	5	55.55%	0	0.00%
veracity	0	0.00%	4	12.50%
propriety	0	0.00%	27	84.37%
sum	9	100%	32	100%

In PEIC, there are only 9 Judgment resources identified, much less than the 32 Judgment resources identified in NEIC. Capacity and tenacity take up the whole Judgment resources identified with a percentage of 44.44% and 55.55%. In NEIC, propriety is the most important Judgment types. The proportion of veracity in PEIC is 12.50%. However, normality has a smaller share in NEIC, occurs for only 1 times in NEIC.

Example 4-16:

[+ten] Don't want to see e-girls dance? Just memes like me? Just work a little bit on your algorithm, like what you like and press not interested on what u don't like

[+cap] I think tiktok should add more guidelines for the younger people on this app by there dat they should add guidelines for that

[+cap]Let's me be me

[+ten]TikTok is my life I hope nothing ever happens to it

The pieces of ICR of example 4-16 is selected from PEIC. The writers believe that this APP has helped them a lot in life. It allows them to be themselves all the time, which is the hope of their life.

Example4-17:

[-norm] I was being normal on tik tok and then saw i guy live killing him self when it started from facebook .

[-ver] It's cringe and malware it will steal your information

[-prop] If musically was back these half naked boys and girls wouldent be here.

[-prop] Please do not download this app it shows a video of man killing himself do not recommend it is very awful and will be shut down soon if you have children do not let them download this app I and my mother do not recommend this app is very sad this app is supposed to be happy and fun for kids and adults for 12 and older but recently it has not been do not recommend this app please do not download if you see this show to friends.

The pieces of ICR of example 4-17 is selected from NEIC. The writers through a lot of language to express their dissatisfaction, and then, and advise others not to download the APP. A series of negative words against the APP.

4.8 Judgment in Chinese Internet Customer Reviews

The five subtypes of Judgment is also unequally distributed in Chinese ICRs. We provide the results of occurrence and percentage of Judgment types in PCIC and NCIC below in Table 4.8.

Table 4.8 Distribution of Judgment Types in PCIC and NCIC

Judgment type	PCIC		NCIC	
	occurrence	percentage	occurrence	percentage
normality	0	0.00%	1	16.67%
capacity	0	0.00%	0	0.00%
tenacity	3	100%	0	0.00%
veracity	0	0.00%	0	0.00%
propriety	0	0.00%	5	83.33%
sum	3	100%	6	100%

The table indicates that, in PCIC, tenacity is the major Judgment types, accounting for 100%, although it only presents 3 times in PCIC. In NCIC, propriety is the major Judgment types, accounting for 83.33%. Normality takes up 16.67%. it only presents 1 time in NCIC.

Example 4-18:

[+ten]希望抖音粑粑适度投放我的作品让我开心快乐每一天！！！

[+ten]为抖音而努力

The piece of ICR of example 4-18 is selected from PCIC. Writers here to record their own wishes for the APP.

Example 4-19:

[-prop]不太推荐学生用这个玩意不仅脏还很浪费时间

[-ver]理都不理一下反馈，发什么都要申诉，真的不想玩了问题那么多，说了反馈也没人回复

[-prop]之前刷抖音是有趣。现在刷的是习惯！现在全是广告消费你的受众开始割韭菜了是么？

The piece of ICR of example 4-19 is selected from NCIC. The writers here believe that while the APP is a waste of time. There are also many problems with it, especially in the lack of response and the rich of ads.

5. Discussion

5.1 Similarities between Attitude Resources in English and Chinese Internet Customer Reviews

First of all, both English and Chinese ICRs are loaded with a large number of Attitude resources. Each piece of English and Chinese ICR contains an average of 4.68 to 7.08 Attitude resources. Among all the ICRs studied, Appreciation resource focusing on the evaluation of things ranks first in terms of incidence; Affect resource, the embodiment of personal emotions, is the second most important Attitude resource in English and Chinese ICRs. As an assessment of people and their behaviors, Judgment resources are the least used Attitudes in English and Chinese ICRs. Only in negative Chinese ICRs, its number is slightly more than Affect resources.

Secondly, the total number of positive Attitude resources and negative Attitude resources are dominant in positive English-Chinese ICRs and negative English-Chinese ICRs respectively. Nevertheless, negative resources of certain Attitude subtypes may exceed its positive resources in positive ICRs, or may be replaced by them in negative ICRs. For instance, in NEIC and NCIC, negative security resources will exceed positive security resources in positive ICRs of English and Chinese, and inclination exceeds disinclination.

Finally, ICR writers of English and Chinese generally use indirect knowledge to induce negative Attitudes, such as dissatisfaction, negative propriety and negative veracity.

Compared with previous studies, it is obvious that both English and Chinese online evaluations do contain a large number of attitude resources, which are effective text resources for evaluation theory research. [8] The difference lies in the previous studies that the detail and quantity of negative resources in the evaluation texts are greater than that of positive resources. However, in this study, the number of negative resources and positive resources is equal. And previous studies believe that Chinese people tend to express

their negative attitude in euphemistic ways. However, it is found in this study that both Chinese and English online evaluation texts prefer to use indirect ways to express negative attitudes.

5.2 Differences between Attitude Resources in English and Chinese Internet Customer Reviews

First, although English and Chinese ICRs are consistent with each other in the overall allocation of attitude resources, they do differ in certain subtypes of Attitudes. Un/happiness, dis/satisfaction and in/security situations in PEIC and PCIC are typical examples. We find that in positive ICRs, English writers tend to use happiness resources to express their positive emotions, while Chinese writers tend to use satisfaction resources that are not as fervent as happiness. In addition, positive Chinese ICRs have a larger share of insecurity resources than English ICRs. This seems to indicate that Chinese writers of ICR pay more attention to safety issues than English writers.

Second, Attitude resources in Chinese and English ICRs may have different assessment concentrations, which are statistically similar to each other or share similar realizations. For example, valuation is usually used by Chinese writers specifically to determine the authenticity of products, rather than evaluating value (that is, the attention of English writers). When Capacity is realized in the form of "negative words plus positive ability", it is often used by negative Chinese ICR writers to make negative judgments on the ability of manufacturers. At the same time, English writers usually use the same form of capacity to judge their own abilities. Tenacity is a subtype of Judgment. It is usually a manifestation of support in English and Chinese ICRs. It has also been used many times in NCIC to judge the efforts of authors to protect their consumer rights.

Compared with previous studies, the commonality lies in the rich emotional resources in the comment sentences. [9] English and Chinese ICRs are the same in the overall allocation of attitude resources, but there are differences in some attitude subtypes. But previous studies have found that Chinese customers prefer to express their negative emotions in indirect ways. However, this study shows that both foreign customers and Chinese customers prefer to use indirect ways to express their negative emotions.

6. Conclusion

This research aims to compare the differences in the allocation of Attitude resources between Chinese and English Internet customer reviews from a linguistic perspective, thereby providing insights into English and Chinese ICRs and Appraisal Theory.

Our research shows that in Internet customer reviews, Chinese writers tend to consider more aspects than English writers, because they often mention after-sales service in their reviews and so on. This shows that Chinese customers strongly demand that manufacturers and other service providers provide better services.

Our research also shows that security is the main concern of Chinese online shopping customers. This concern may be caused by improper behavior of the seller recorded in their reviews by other customers. When customers encounter problems in their Internet application download activities, they may be disappointed at the way the manufacturer treats them. Chinese Internet application manufacturers should abide by social ethics and create a safer environment for Chinese customers. As the English ICRs shows, honest manufacturers can attract a large number of loyal customers.

On the other hand, Appraisal Theory has been proved to be an effective theory for analyzing Attitudes of Chinese and English Internet customer reviews in this study. The classification of Attitude types and subtypes is comprehensive and convincing. Nevertheless, in our coding process, we sometimes got confused due to the overlap or blurry boundaries between certain subcategories. For example, veracity and propriety are regarded as two subcategories of Judgment related to social morality. Since dishonest behavior must also be inappropriate, Propriety may overlap with veracity. In addition, we also find that capacity can be further divided into the judgment of ability and the judgment of capability. However, we need further researches to test the feasibility of this classification.

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An Analysis on the Application of Virtual Reality Technology in Physical Education Teaching

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Abstract: This study adopts the method of literature, logic analysis, mainly from the computer virtual reality technology in sports teaching the fusion path, the application of technical challenges, as well as about VR technology used in the sports teaching discipline theory problems of these three aspects. Studies suggest that VR technology can from the following three paths into sports class: (1) the virtual teaching and traditional teaching of harmony, (2) virtual teaching and practical teaching organic combination, (3) the virtual teaching and sports "educational" mission combination; Challenges mainly reflects on the problem of VR technology, one of the biggest disadvantages is that movement experience loss of authenticity; From the point of subject theory, VR technology is just effective auxiliary tool of the physical education teaching, cannot replace in the sense of "body cognitive" teaching.
Keywords: Virtual Reality Technology; Virtual Teaching; Sports; Physical Education

1. The cause of the research

In March 2019, the Ministry of Education issued "education informationization and network security priorities for 2019," the document stresses that the push to big data, such as virtual reality, artificial intelligence technology in the application of the education teaching. Then a sudden new virus worldwide, physical education in China has launched an unprecedented large-scale online education practice, online teaching has become a hot topic. Due to the traditional single video network teaching is difficult to meet the needs of physical education curriculum, so the computer Virtual Reality technology, Virtual Reality, hereinafter referred to as the "VR technology") has entered people's field of vision. Using China National Knowledge Infrastructure (www. cnki.net), which will retrieve conditions limit theme of "virtual reality", retrieval scope limited to "sport", statistical results a total of 324 articles (retrieving date on November 6, 2020), among them, the first paper is published by the Chinese scholars Guangyun Meng in 1995. Chinese scholars to the virtual reality technology in sports teaching research started relatively late, the main research results are mostly concentrated in the published after 2010. After preliminary generalization, found that the contents of these documents are divided into the following three categories: 1) about the introduction of VR technology. Mainly on the discussion of the concept and connotation of VR technology, also to the VR technology in sports training, sports teaching, sports broadcast application are introduced and described.2) research on sports teaching and training practice, focus on areas of begin to pay close attention to a particular sport. Combine with teaching ways, among them, the VR technique research mainly focus on the football, gymnastics, martial arts, and volleyball project, and in areas such as soccer, martial arts and calisthenics have carried on the auxiliary teaching practice research, especially VR technology in football teaching of the project, there are more fruitful results. Overall, VR technology combined with physical education teaching research from the content and depth also slightly shallow, lack of strong longitudinal empirical research. 3) about VR technology used in the value of physical education teaching, the researchers also the concrete application of the virtual teaching aspects has carried on the empirical research, found that VR technology in dancing, tennis, shot put, etc., which has great help to stimulate students' interest in learning. But look from the conclusion, slightly shallow depth of the study, not real depth analysis of its advantages and disadvantages from the theory.

Based on previous studies of small defects, this research will have on the VR technology can be applied in the sports teaching, and how to reasonable application, where discipline theory basis for discrimination.

2. Definition of VR technology

VR (Virtual Reality) is a word, in the domestic most often translated as "Virtual Reality", this seemingly contradictory rhetoric words, is hot topic of science and technology and education field in recent years. Its application field and cross areas, almost to the point of everything, including the field of industrial production, medicine, entertainment, arts and cultural heritage field, education field, and many other fields[1].

Definition of VR technology, the researchers give explained from different angles, in order to make people more simple and clear understanding of VR technology, I of VR technology are defined as follows: VR technology is the use of computer science and technology related with the combination, to build a virtual 3 d environment, in order to "cheat" human body awareness, let people

experience the consistent with the real environment perception of technology.

3. Application of VR technology in physical education

Application in the field of VR technology in sports in our country at present, the main focus in terms of live events, in the development of the sports teaching is still relatively slow[2].

2003 Chinese scholars Wei Xiao in the article, the brief analysis of the physical education curriculum of the application of network technology in remote education, he believes that physical distance education in the teaching get rid of the barriers of time and space, but there are also many limitations, mainly reflected in the network transmission speed and popularity[3]. For a specific research on sports teaching.2010 Chinese scholar Kuncheng Chen city this paper expounds the application of virtual reality technology in volleyball teaching and training, and the simulation of the volleyball technique and tactics design reference opinions are put forward[4]. In 2018, Chinese scholars Ruifang Shao adopted experimental method, taking Hangzhou Normal University students majoring in sport as participants, and applying VR technology in the teaching of the professional sports students' skill, including golf, track and field, wushu three sports. The research results show that the VR technology used in golf, track and field, wushu, is good for improving the students' interest in learning, the ability of independent inquiry learning, as well as the special physical and technology[5]. Then, in badminton, sports dance, table tennis and other sports, scholars have also conducted VR: an empirical study of the classroom.

Overall, the application of VR technology in the sports teaching is a kind of trend, but the VR technology in the sports teaching practice research also slightly shallow, experimental research and the lack of a case-control study, unrealized VR technology and the depth of the physical education class teaching.

4. VR technology and the fusion of sports teaching path

The application of VR technology in physical education is unstoppable, and the development and research of related software is also proceeding in an orderly manner. The application of VR technology in sports teaching, expand the current teaching methods, optimize the student's learning path, stimulated the students' interest in learning, let the students to better grasp the sports skill, in training students' aesthetic ability plays a subtle role, in order to achieve the comprehensive development of students provided a powerful support[6]. Analyze the fusion path of VR technology and physical education teaching is helpful to improve teaching efficiency and teaching quality, realize the leap development of sports discipline.

4.1 The virtual teaching and traditional teaching of harmony

This new form of sports teaching by students in the preliminary practice of love, but in the early stage of development, the virtual teaching must be fully absorbing excellent traditional sports teaching experience, the essence, discard the dregs, to good traditional teaching mode to fully mix to the virtual teaching, achieve the combination of virtual and reality[7]. Traditional sports teaching. Theory class daunted, simple demonstration, the interpretation of practical class is difficult to meet the needs of the students' learning. Traditional sports teaching. The cramming-style teaching of educational theory courses and the simple demonstration of practical courses can hardly meet the needs of students. Use the method of virtual reality, to present the theory and technique and tactics, can better assist teachers to complete teaching[8]. For example, in the sports anatomy, sports biomechanics, and other theoretical strong on the classroom teaching, can make use of VR technology allows students a full range of observation, a bone or more image observed pedal foot Angle and the range of the swinging leg with the ground, the original abstract, obscure theory knowledge into vivid three-dimensional imaging. In the skill practice class, VR technology is used to explain the technology and tactics, so that students can grasp the situation as a whole and better understand the practical application and other issues.

4.2 The organic combination of the virtual teaching and practical teaching

According to the characteristics of the virtual teaching and the characteristics of sports discipline itself in harmony. Virtual is "virtual" after all, therefore, need to combine virtual and reality, if can undertake teaching reality, as far as possible don't virtual teaching, return to nature. Sports discipline is a "move" discipline, has strong practicality and its own particularity. According to the characteristics of PE course, the virtual teaching must be combined with the actual teaching, according to actual teaching situation right amount increase or decrease in the application of virtual technology in the teaching, VR technology is a kind of auxiliary means, eventually have to return to the "nature" of sports. Such as auxiliary in the virtual teaching environment after the students master the skill movements of good individual, must return to the actual movement of feelings, which in turn is in reality the reserves of knowledge into practical ability.

4.3 The combination of virtual teaching and sports "educational" mission

Sports as a discipline of education of people, in the process of teaching should be closely linked the mission of "education". If the virtual teaching cannot merge with the depth of the mission, there is no future, no vitality. Sports classroom condensing all sorts of "truth, kindness and beauty", in the process of sports teaching, in addition to the emphasis on skill learning, to cultivate students' cultural quality of physical education curriculum. Virtual teaching as a teaching means, must be combined with the attributes in the nature of physical education curriculum, to achieve "and repairing of body and mind, soul and cast" effect. Therefore, the future development of VR technology in sports teaching process, the need to consider these factors.

5. In the sports teaching the application of virtual teaching challenge

VR technology as a new technology, if can reasonable application in the process of sports teaching, must have many advantages, but in its development and application in the process of sports teaching, there are still many technology and the discipline theory problem.

5.1 Virtual teaching in physical education teaching in the process of the existing technical challenges

First, the transmission problem. VR live is big rate transmission, but at present domestic average bandwidth speed did not reach

4 k live streaming broadband transmission level[9]. Although at present, China's per capita broadband speed efficiency is not high, but with the continuous development of 5 g technology and the comprehensive popularization, the problem will be solved.

Second, the vision problems. VR display device to produce visual signals does not include the human visual system detected outside the scope of the artifact. As people say, "corner" of the eyes not well, just in the sports technique and tactics teaching, often need to use peripheral vision to detect the external environment. The bigger problem is that not everyone the same visual field, therefore, immersive experience will be affected, which in turn causes the discomfort of the body. And the stability of the VR footage is poorer, movement will bring people vertigo, a low resolution of VR filming equipment at the same time, resulting in poor user experience[10].

Third, equipment wear experience problem. VR technology requires a lot of data transmission and processing, and the current wireless technology cannot achieve the real-time display technology is very high, so the equipment connected to the human body the cable very much, in addition to wear in the body of the equipment quality is bigger, drop pressure equipment will also greatly reduce the user's experience[11]. At the same time, these expensive external devices, whether high resolution of helmet mounted display, or high precision data glove, most still stays at the locality of the force feedback level, at present can't well meet the needs of students in the process of sports teaching experience.

The VR technology in the developing process, must have failed to solve many technical problems. But with the deepening of the study, 5 g technology, AR technology, artificial intelligence, computer etc. The core technology of continuous development and improvement, solve the technical problems existing in the VR technology will a piece of cake. Therefore, consider applying VR technology in the sports teaching, or use in education activities, consider discipline theory problem also is very important.

5.2 Virtual teaching combined with physical education teaching, discipline theoretical challenge

Virtual teaching for a better development, must be closely integrated with the "education", so must seek the support of the education theory will show gave birth to the restless vitality. The application of virtual teaching in sports discipline, too, must be combined with the characteristics of sports discipline, clear the mission of "education", to play its role. But sports discipline has its particularity, in the mode of cognition, emphasize more on body sexual cognition is given priority to, so in the sports teaching the application of virtual teaching there is a tremendous amount of discipline theoretical challenge.

First, it is difficult to truly show cognitive experience completely, causing the loss of information. There are three ways for humans to understand the world: conceptual cognition, image cognition and body cognition. The "body cognition" is not physics, anatomical cold, lifeless "body", it is the movement, with feeling is permeated with the breath of life "body"[12]. The virtual teaching is the core technology of using the computer fixed "program", tend to cause some undiscovered information loss. At present, the application of VR technology in physical education only stays at the level of local physical perception, which cannot meet the needs of students in the process of physical education experience. Movement in the process of the body, not just a part of body awareness, but the overall feel of the body, is the whole people to participate in the movement of learning, understanding the process of the world. As a poem "plunges three thousand feet, suspected galaxy nine days", not to "fly", "flow", "straight"…Simply cut down the word by word to understand, so also can't understand, can only from the whole to grasp.

Second, the one-way communication, which is difficult to generate emotional resonance. Physical education teaching, must be have the teacher's teaching, students' learning, but the computer virtual teaching, no the real-time guidance teacher, the teacher can't see the student, only for single machine communication, can cause many problems. Experience such as martial arts movements, not between the students and teachers or students and students of physical contact, will only stay on the level of the "form". Sports has its particularity, and literature, history, philosophy, the conceptual and abstract knowledge have very big difference. Such as tourism, is more than just visual stimulation, people in the real world will resonate with the local folk customs, and local residents of the local cultural and ideological exchange.

Third, the cold mechanical education, lost "personality" education, is a deviation from the education mission. Sports teaching is not the biological renovation to the person, it is not in the simple "exercise" or "transform" human body, it cannot simply use a variety of physiological indexes evaluation. Sports should not be kept from the height of the "anthropology" demoted to the level of the "biology" to talk about. Such as, the 100 - meter run on the treadmill, despite the fact that in various physiological indicators and the effect of the physical education class ran 100 meters is the same, but on a treadmill run one hundred meters, equivalent to the real physical teaching run one hundred meters? The answer is definitely no, because of physical education and other subjects teaching, as its primary task is to education students. Sports education is not to train "limbs" developed, simple deformity, the one, but a true and comprehensive "holistic" education[12]. And this kind of holistic education, virtual reality of mechanical education is never reached.

6. Conclusion

In the sports teaching the application of VR technology is the trend of The Times, is also the objective requirement of The Times development. On the one hand, the virtual teaching has many advantages, but also has a lot of insufficient place, to correctly understand the pros and cons. VR technology as an auxiliary tool of sports teaching, must grasp the scale of the application of reasonable, cannot blindly pursue sports scores, the improvement of learning efficiency, or some physiological index, blindly use virtual teaching. Virtual teaching, on the other hand, to better serve the sports teaching, cannot be made as to the teaching form of islanding must be closely integrated with the "education", to avoid deviation from the direction of the education, can be called a true and 'holistic' education.

Finally, the VR technology in the sports teaching or in the education application, have to delve into sports discipline theory or the support of education theory, for the development of VR technology in the future to better serve the education career.

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Cultivation of Modern Educational Technology Application Ability of Preschool Education Major Students

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Abstract: With the rapid development of educational information, the application ability of modern educational technology has become an important part of preschool teachers' professional ability. Pre-school education majors are analyzed in this paper the importance of modern education technology ability training, and in view of the current in the process of modern education technology application ability training of the students education are discussed combining with our school students actual technology application ability training strategy, hoping to modern education technical ability training of pre-school education professional students help.

Keywords: preschool education; Modern educational technology; Application ability cultivation

Under the background of "cloud matter big wisdom" era, society has put forward higher requirements for the modern educational technology application ability of preschool teachers. From the perspective of the current modern educational technology application ability of kindergarten teachers, there are still some problems in the training of modern educational technology application ability of preschool education specialty in junior colleges. Therefore, as the main position of training preschool teachers, preschool normal colleges should explore effective training strategies of students' modern educational technology ability, strengthen the training of students' modern educational technology application ability, so as to improve the quality of kindergarten education and teaching.

First, the importance of cultivating the application ability of modern educational technology of preschool education major students

(1) It is conducive to promoting the professional development of preschool teachers

Pre-school education professional is the main professional training early childhood teachers, it is a major education training goal of early childhood education and conservation theory and skills as the core, outstanding preschool education teaching ability, ideology and moral character, the modern education technology application ability, and the related theoretical teaching and practical teaching for effective integration, make students comprehensive qualities comprehensively technology of skilled talents. Preschool education major graduates career direction is early childhood teachers, due to personal accepted the education in preschool period, can produce the most basic for its future development, the influence of young children's physical and mental characteristics determine the preschool teachers of the children must use modern information technology and means more comprehensive, positive education guidance. Therefore, it can be seen that training the modern educational technology application ability of preschool education major students is the necessary professional ability for them to become preschool teachers, and is also the need of children's lifelong development.

(2) the needs of kindergarten education evaluation reform in the new era

With the development of The Times and the deepening of early childhood education reform, the evaluation system of kindergarten education also needs to be reformed so as to better adapt to the overall development of early childhood education in the new era. Therefore, the students of preschool education should have a better grasp of modern educational technology, so as to provide necessary modern educational technology support for them while adapting to the reform of preschool education evaluation.

Second, the current student modern education technology application ability training activity existence insufficiency

(1) Students lack of learning awareness of modern educational technology

Modern educational technology refers to the theory and practice of applying information technology under the guidance of modern teaching and learning theory to promote the design, development, application, management and evaluation of teaching process and resources. At present, most students majoring in preschool education in junior college think that kindergarten is their main workplace in the future, and the main object of work is children. The application ability of modern educational technology does

not play a special role in actual teaching, so it is not necessary to understand and master this ability. Some students believe that in the later educational practice, they will naturally master the application ability of educational technology, so the current study is lack of due practicality and cannot provide help for their professional ability. Based on this understanding, the enthusiasm of students to learn the application ability of modern educational technology is not high, the initiative is not strong, which seriously affects the training of their own modern educational technology ability.

(2) Teachers do not pay enough attention to the cultivation of students' educational technology application ability

At the present stage, due to the poor hardware facilities of colleges and universities in some areas, teachers also lack a correct understanding and cognition of the application ability of modern educational technology. This leads to professional teachers in the actual teaching process, cannot physically demonstration of modern education technology application ability influence on teaching effect, cannot demonstrate the modern education technology can be integrated with the five areas of teaching content, cannot build training education technology application ability for students of teaching environment, some teachers even only the modern education technology application ability embodied in the teaching material content is copied to the courseware, in the process of class according to read, save the time for writing blackboard writing and their teaching, interactive multimedia courseware is not enough, gave the students a more negative effects.

Third, the strategy of effective training of the application ability of educational technology for preschool education major students

(1) Improve teachers' and students' awareness of cultivating the application ability of modern educational technology

In order to further improve the learning efficiency of the courses related to the level of modern educational technology, it is necessary to raise the corresponding consciousness of students and teachers when cultivating students' application ability of modern educational technology. In actual teaching, the teacher should pay attention to analyze the teaching content and technology application, integration, and the related education technology into practical teaching activities, let students experience the targeted at the same time to train the students' ability to use modern education technology, to make the students to study in the osmosis, so as to lay a foundation for students after learning and work. When teachers use modern educational technology to carry out teaching activities, they can build an effective teaching environment to make students truly feel the importance of modern educational technology, and guide students to learn relevant knowledge more actively, so as to better grasp the corresponding technology and ability [3]. Therefore, in the development of teaching activities, teachers must actively adopt modern educational technology, guide students to take the initiative to learn, so that students can take the initiative to participate in teaching activities, so as to improve the ability of students to master and use modern educational technology.

(2) strengthen the cultivation of students' ability to integrate modern educational technology and curriculum

To strengthen students' ability of modern education technology and curriculum integration ability, which requires the modern education technology course teachers should not only pay attention to cultivate the students' technical ability, but also according to the professional practice of students, education based on the constructivism theory, social learning theory, tacit learning theory, adopting project teaching method, results oriented teaching method, classroom flip, case study, etc., to encourage students in kindergarten teaching the use of information technology in the field of five. The teaching activities designed and implemented by students are discussed and studied by means of self-evaluation, group evaluation and teacher evaluation.

Four, conclusion

General Secretary Xi Jinping made the decision and deployment of "childcare" in the report of the 19th National Congress of the Communist Party of China, which shows that the country attaches great importance to the comprehensive and healthy development of children. Specialist preschool education majors as a repository of preschool teachers at the grassroots level in the education informatization rapid development today, the college students should be clear goal orientation of modern education technology curriculum, the specialized course teachers should students do body force in their own teaching behavior positive behavior model, the preschool education specialized student should strengthen the initiative of the modern education technology ability training, to improve the modern education technology application ability of students, cultivate qualified preschool education graduates for the society.

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Discussion on the Application of Chinese Films in Teaching Chinese as a Foreign Language

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Abstract: In recent years, with the further acceleration of China's economic development speed, as well as the further deepening of the degree of openness, and the exchange and contact between countries is more and more frequent, in the international political influence is also more and more big, and this for the spread of Chinese also played an important role in promoting. More people are learning Chinese. Chinese began to become a language with the largest number of learners after English, which continuously expanded the scale of Chinese teaching. However, Chinese learning is quite difficult, so foreign teachers of Chinese should strengthen the research of teaching methods in the process of teaching, so as to improve the quality and efficiency of Chinese teaching. This article focuses on the application of Chinese films in teaching Chinese as a foreign language. First, it discusses the significance of introducing Chinese films into teaching Chinese as a foreign language, and then it elaborates the specific application strategies for the reference of relevant units and personnel.
Keywords: Chinese film; Teaching Chinese as a foreign language; Used to investigate

Quote:

For foreigners, in the process of learning Chinese, they are faced with many problems. On the one hand, most of the Chinese character structure is relatively complex, at the same time, Chinese has its unique grammar, and there are great differences between other departments. Foreigners in the learning process of learning the complexity and difficulty of producing boring feeling and sense of failure, the study enthusiasm of foreigners will gradually decline, and the pure language learning is not enough, foreigners need to understand Chinese because of the Chinese culture, understand the various customs of China, into language learning and culture learning, can be easier and refining of mastering the Chinese language. This requires foreign teachers of Chinese as a foreign language to get rid of the traditional teaching methods and adopt targeted teaching methods according to the characteristics of Chinese, and the more effective teaching method is to carry out teaching activities of Chinese as a foreign language based on Chinese movies. This is because the characters in Chinese films have conversations in Chinese, and the dialogue process contains a certain amount of Chinese language art. Meanwhile, foreigners can also acquire certain cultural customs from the dialogue and the movie scenes, which can further improve the language literacy of foreigners. More important relative to the directly in Chinese teaching, based on the Chinese movie's Chinese teaching activities more able to arouse the study enthusiasm of foreigners, because of both pictures and music, the attraction and appeal of foreigners is bigger, can fully focus of foreigners in the classroom, but also can deepen the foreigners understanding and memory of a Chinese vocabulary.

1. The significance of introducing Chinese films into teaching Chinese as a foreign language

The main purpose of introducing Chinese films into Chinese teaching activities is to enhance the effectiveness of Chinese teaching and improve the Chinese literacy of foreigners. Its specific teaching significance is mainly reflected in the following aspects. First of all, the Chinese film is not a simple narrative of the story, the film will involve a lot of language of dialogue, the dialogue is mostly foreigners are frequently used in daily life, foreigners in the process of watching movies, can learn more authentic English expression, but also can exercise foreigners Chinese listening, a mock object for foreigners Chinese accent. Foreigners who watch Chinese movies for a long time can make great progress in both listening and speaking. Secondly, in the Chinese movie contains the excellent national spirit in our country, embodies the habits and customs of many foreigners can learn more about China by watching films, more profound understanding of the development of Chinese and profound experience from Chinese language charm, so as to arouse the study enthusiasm of foreigners. In addition, movies also have a strong function of explanation, especially when it comes to some difficult nouns to explain, foreign teachers can simplify the difficulty of learning by playing movies for foreigners. For example, in western countries, there is no such cultural content as the 12 zodiac signs, and it is difficult for foreigners to understand because of the difficulty in interpretation. At this time, foreign teachers can make foreigners understand the meaning of the 12 zodiac signs by playing cartoons or movies about the 12 zodiac signs for foreigners [1].

2. Specific application strategies of Chinese films in TCSL activities

2.1 Conduct listening training by using Chinese films

In Chinese learning activities, listening teaching is very important. Only with strong listening ability can foreigners communicate with others normally in Chinese, and listening training is a long-term process, so foreign teachers need to make long-term training plans by using Chinese movies. First of all, in the classroom teaching activities, foreign teachers should use Chinese movies to carry out listening training for foreigners. And this requires foreign teachers should do a good job in the choice of Chinese film according to the quality of different foreigners listening material to choose the appropriate films, for example, according to the lower level foreigners can choose listening materials mainly animated films, while for foreigners is low can choose relatively complex film content, listening to foreigners in this way, at the same time also let foreigners know to watch movie is also a good means of listening practice. Secondly, foreign teachers can arrange listening teaching tasks, such as using WeChat or QQ and other ways to release movies and videos containing Chinese subtitles to foreigners, and then let foreigners write out what they hear, in this way to carry out targeted training for foreigners' listening. Compared with the traditional listening training means, this movie-style training method is more interesting and can arouse the enthusiasm of foreigners to participate.

2.2 Cultivate the oral ability of foreigners by using Chinese movies

In Chinese film activities, there will be a lot of dialogues between characters, and a film often contains a large number of Chinese vocabulary. Therefore, foreign teachers can use Chinese films to improve the oral ability of foreigners. First of all, foreign teachers need to do a good job in the selection of Chinese movies, which are as close to the life of foreigners as possible, with positive energy and relatively simple plot content. Then, after playing the movie for foreigners, foreign teachers can divide foreigners into several groups and ask foreigners to play roles to interpret the content of the video in the form of drama. In this process, foreigners will make a commitment to watch video, and in preparation for the drama will be repeated to imitate the pronunciation of characters in the video, when meet don't understand the words will be active to refer to the dictionary, and then in gradually can rich foreigners vocabulary, oral English ability of improve the foreigners. In addition, the film does not simply narrate the words, but the characters are often full of emotions in the dialogue. Foreigners will also be affected by such emotions in the simulation process, which plays an important role in improving foreigners' sense of Chinese language [2].

2.3 Spread Chinese language art through Chinese films

Chinese has experienced thousands of years of development, in the process of the birth of many art of language, the language art culture cannot be taught by the theoretical knowledge of foreign teachers, need foreigners to understand understand themselves, therefore, the foreign teachers need to use Chinese movie the art activities to do a good job of teaching of Chinese language culture, but also to promote Chinese excellent culture to the world. For example, most of the language used in Chinese expression is euphemistic. Even when refusing others, they will not directly refuse, but will always dodge them in a euphemistic way. This is the language art of Chinese. Western countries, on the other hand, are more direct in language expression. Foreign teachers can choose the movie "If You Are the One" in the teaching process. The movie content of "marriage soliciting" in this movie can fully reflect the euphemism and implicative characteristics of Chinese language. Then, foreign teachers can also choose a western film with the same plot, analyze and contrast the language use in Chinese and western films, and put forward targeted questions to trigger the discussion among foreigners. "What are the linguistic differences between the two films? Why the difference?" In this way, it can arouse the discussion and thinking of foreigners and guide them to analyze the language from the perspective of culture. In addition, it can also simulate specific dialogue situations for foreigners, such as how to politely refuse others. Invite others to have dinner, etc., through this way to let foreigners know the language art contained in Chinese [3].

3. Conclusion

To sum up, film is not a simple form of artistic expression. An excellent film can reflect the changes of history, reflect the culture of a country and convey the charm of a country's language. Therefore, Chinese films should be fully introduced into the teaching activities of Chinese as a foreign language to stimulate the interest of foreigners in learning and make foreigners feel the charm of Chinese, so as to promote Chinese culture, expand the influence of Chinese in the world and let more people learn Chinese.

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Research on the Current Situation and Improvement Countermeasures of Student Association Management in Application-oriented Universities Under the New Situation -- Xi'an Aeronautical University as an Example

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Abstract: This paper carries out a survey on the satisfaction, cognition and expectation of student associations among teachers and students, analyzes the current situation of student association management in application-oriented universities, makes clear the problems existing in the current management of student associations, and probes into the application of community management from four aspects: talent training plan, party and league construction work guidance, organizational system innovation, and work innovation in the new situation of post epidemic How to effectively enhance and improve the management of student associations and promote their healthy development.

Keywords: Application oriented undergraduate; Community management; Improvement measures

1. Introduction

In recent years, college student associations are booming. As an important carrier of the second classroom in Colleges and universities, they play an important role in cultivating students; sense of social responsibility, innovative spirit and practical ability, improving students comprehensive quality and promoting students growth. Compared with research-oriented universities, application-oriented universities should strengthen students; practical ability and application ability as the first and second classroom guidance. Therefore, application-oriented colleges and universities should pay special attention to the function of the second classroom, but there are still some practical difficulties in the current student associations, such as imperfect organization construction, unbalanced activity quality, imperfect educational function, limited development space, etc. [1]. It is urgent to promote and improve the healthy development of student associations through mechanism innovation.

1.1 The current situation of student association management in application oriented universities based on questionnaire survey

In this paper, Xi'an Aeronautical University student associations as an example, to carry out a questionnaire survey. At present, Xi'an Aeronautical University has 59 registered student associations, with nearly 5000 registered members, accounting for 36.3% of the students. Taking college students, community leaders and community instructors as the research objects, the online questionnaire survey and field interview survey were carried out. A total of 500 questionnaires were distributed to college students, and 484 valid questionnaires were actually recovered, with a recovery rate of 96.8%; through field interviews with 20 community leaders, 20 questionnaires were distributed, 18 questionnaires were recovered, with a recovery rate of 90%; 18 community instructors were interviewed,18 questionnaires were sent out and 17 were returned, with a recovery rate of 94.4%.Through SPSS software to process the effective questionnaire, to ensure the accuracy of the data, and the data statistics, how to improve and enhance the quality of college community management are discussed.

Through questionnaire and interview analysis, the basic situation of students composition is shown in the table below.

Table 1 - Survey of students

project	Gender		student cadres		major			grade				Political outlook		
	male	female	yes	no	science and engineering	Liberal arts	Sports Art	Freshman	Sophomore	Junior	Senior	CPC Members	communist youth league member	The masses
percentage	70.1	29.9	41.6	58.4	79.3	18.5	2.2	35.3	38.2	16.8	9.7	12.4	69.8	17.8

1.1.1 Participation and evaluation of community activities

(1) Community participation motivation. The school brings students participation in community activities into the second classroom credit recognition, and college students are more and more active in participating in community activities. The survey shows that 90.56% of college students actively and enthusiastically participate in community activities, and college students; participation in community activities is relatively high. The student associations with higher student satisfaction are culture and sports, voluntary public welfare, innovation and entrepreneurship, academic science and technology, while the ones with lower student satisfaction are ideological and political. It can be seen that the more satisfied the students are, the more popular the community activities are.

(2) The quality and effectiveness of the activities.

According to the survey results, most students think that the frequency of club activities is low, the activities are mostly competitions, artistic performances, volunteer services, etc., the form is relatively single, the number of high-quality brand activities is less, the theme and content of activities remain unchanged for many years, or they are too catering to the public taste and one-sided pursuit of interest and entertainment.

1.1.2 Organization construction and evaluation of mass organizations

(1) The cognitive aspect of organizational management. Most of the students know little about the organization of the association and the relationship between the association and the League organization. Ordinary students often confuse the relationship between associations and student organizations, such as the student union. They have a lot of cognitive impressions about school management associations, such as "not enough attention, too many restrictions, and complex approval".

(2) The identity of community construction. The vast majority of community leaders said that most student associations have regulations and instructors, but the system of member training, community rewards and punishments, awards and other aspects is still not perfect. Due to the loose internal management of community organizations, it is difficult to recruit new members, to retain talents, to lack core backbone personnel, to change the term of office nonstandard, and to have a strong randomness of activities. Many ordinary members and even the person in charge of the community do not care about the honor of the community, and do not care about the construction and future development of the community.

1.2 Analysis on the management of student associations in application oriented Universities

1.2.1 The internal organization construction of the association is not perfect

As a mass organization organized by students in combination with their interests and specialties, the structure of student associations is relatively loose, and the organizational form is not close enough. For a long time, the coverage of Party and League organizations is not enough, the political attribute is weak, and the management is loose, which can easily lead to the tendency that student associations are attracted by Western hostile forces. The imperfect internal organization and management of college students is the development process of student associations It is the most prominent problem in the field.

1.2.2 The importance and support of the school are not enough

Due to the fact that the school has been upgraded from junior college to undergraduate soon, the relevant hardware supporting facilities, management foundation and other aspects are relatively weak, especially the school leadership pays more attention to the management of the first classroom teaching, and ignores the important role of the secondary classroom student associations in the cultivation of Applied talents [2], so there is less help in resources (materials, funds, venues).

1.3 Countermeasures and work innovation of student association management in application oriented Universities

1.3.1 Leading the management of student associations with the work of Party and League building

In the critical period of establishing the important values of life, college student associations should play an important role in cultivating the core values of college students. The activities of student associations should reflect the leading role of the ideological and political values of the party and League organizations[3]. The strong leadership of the Party committee in Colleges and universities is the first prerequisite for the development and construction of student associations. It is necessary to bring the work of student associations into the overall planning of Ideological and political work in Colleges and universities.

2. Conclusion

In short, the members of the association can improve their comprehensive quality by learning a lot of knowledge, technology and ability that they can not learn in class

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Application of Task-driven Teaching Method in Physical Education Teaching in Colleges and Universities

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Abstract: Physical education reform is an important requirement for the development of colleges and universities, and training high-quality talents is the key work of physical education reform and innovation in colleges and universities. Based on the significance of task-driven teaching method, this paper analyzes and discusses the importance of applying task-driven teaching method in college physical education teaching, and puts forward some scientific suggestions and countermeasures to improve the application value of task-driven teaching method.

Keywords: Task-driven teaching method; College physical education teaching

Application researchWith the progress of The Times and the development of national economy, more and more attention has been paid to physical education in colleges and universities in China, and many reforms and innovations have been made in teaching methods. China vigorously promotes the application of task-driven teaching method in college physical education teaching, which not only enables students to create situations and predict contents in the learning process, but also cultivates students' independent learning consciousness and cooperative learning ability. It is necessary to combine task-driven teaching method with physical education teaching in colleges and universities. They complement each other, depend on each other, help each other and benefit each other, which fully reflects the application value of task-driven teaching method in physical education teaching in colleges and universities.

1. Overview of task-driven teaching methods

"Task drive" is to point to in the process of learning information technology, with the help of the teachers and students closely around a common task activity center, under the intense question motives drive, through active application of learning resources, interactive autonomous inquiry to cooperative learning, and at the same time of complete the task, guide students to create learning practice. Task-driven teaching is a teaching method based on constructivism teaching theory. It requires the goal of the present "task" to create a teaching situation. Let students learn in the exploration, in the real task of learning. In this process, students constantly obtain a sense of achievement, can stimulate their desire for knowledge to a greater extent, and gradually form a virtuous circle of emotional and psychological activities, so as to cultivate independent exploration, enterprising self-study ability. It transforms the traditional teaching idea of imparting physical education knowledge into a multi-faceted interactive teaching idea of solving problems and accomplishing tasks. To transform teaching into inquiry learning, so that students can learn independently, each student can put forward solutions to problems according to their own understanding of practical problems, using common knowledge and their own unique experience. The multi-dimensional interactive teaching concept aims at solving problems and completing tasks, integrating the past reappearance teaching method into the inquiry teaching method, so that students have the enthusiasm for learning and the strong desire for knowledge, and achieve the learning quality of independent learning, inquiry and problem solving. Task-driven method also has the characteristics of creating teaching situation and task objectives, so that students can explore learning in real situation[1] Through the application of task-driven method in physical education teaching, students' strong curiosity and thirst for knowledge can be stimulated, students can feel the sense of achievement and satisfaction in exploration and learning, and gradually form the consciousness of students' independent learning and the ability of cooperative learning. In this way, students can form a good learning cycle of knowledge, cultivate their self-learning ability of independent learning, and make students have the courage to explore and seek truth and progress in learning.

Task driven teaching method in physical education teaching in colleges and universities refers to the teacher according to the specific requirements of the syllabus, according to the core of the total target of teaching, according to the teaching schedule, the corresponding teaching content can be divided into many tasks, take appropriate teaching methods for students under the subtasks, through guidance, inspiration and auxiliary means import task learning situation, students are encouraged to complete the teaching under the premise of mastering the subtasks must learn knowledge and skills. Task driven teaching method is based on piaget's constructivist learning theory, it emphasizes the inspire and cultivate students' autonomous learning consciousness of teaching methods, the basic program is "task design, task arrangement, task activation, to complete the task, sum up experience", therefore, the

task driven teaching method is a practical method of the characteristics of the learning process, through efficient drive sports teaching tasks of students' autonomous learning, inspire and mobilize students' learning desire, long-term sustainable development and ensure that students autonomous learning consciousness, cultivate students' comprehensive quality and ability, to promote and cultivate students' autonomous learning ability have certain effect. [2]Compared with physical education courses in colleges and universities, students' mastery of sports skills is also a process from shallow to deep. Therefore, the task-driven teaching method in college physical education teaching has certain practicability and plays an important role in promoting the innovation of teaching methods of college physical education courses.

2. The importance of task-driven teaching method in college physical education teaching

2.1 Task-driven teaching method can stimulate students' interest in learning physical education

PE class is a favorite subject of many students. However, there are still students who do not like sports all the time and do not like college physical education courses. For example, the athletics class and ball class in college physical education teaching. In many cases, students do not participate in physical education classes and do not play sports because of a lack of interest in the actual physical education classes. Einstein once said that "interest is the best teacher". In order to stimulate students' interest in training, college physical education teachers should mobilize students' enthusiasm through task-driven teaching method. Task-driven teaching method, on the one hand, get rid of the traditional teaching, physical education teachers control students too much situation; On the other hand, the task-based teaching method provides students with more opportunities for independent learning, which is conducive to mobilizing the initiative of students' independent learning, thus arousing their interest in learning physical education courses. When teachers take basketball as an example for teaching, some girls may not be interested in it, but through the task-driven teaching method, they are divided into different groups and assigned tasks, just like 10 basketball "relay teams". That kind of targeted teaching changes students, so that students can relax themselves and finish their tasks in time.

2.2 Task-driven teaching method can improve students' comprehensive quality

The purpose of education is to cultivate talents, and colleges and universities are to cultivate talents with comprehensive quality and all-round development. The traditional teaching method is mainly based on teachers' teaching and students' passive regional learning. It is difficult to cultivate students' independent learning ability, and even more difficult to cultivate long-term learning. The comprehensive quality of the students. Through the task-driven teaching method, the traditional teacher-centered teaching mode is changed. According to the characteristics of the set, students are divided into several groups and corresponding task arrangements are made. In the completion stage, students can discuss with each other, and teachers can not directly interfere with students' learning tasks, which is conducive to the development of students' independent learning ability and independent thinking ability. In the process of task execution, students can communicate and discuss with each other, which is helpful to cultivate students' team spirit and sense of cooperation, and even stimulate students' innovative thinking through task execution. In addition, with TBLT, teachers will guide students to communicate and enhance students' communication and expression ability. And students will make a self-summary after completing the task, which is helpful to cultivate the ability of self-summary of students.

3. Conclusion

In a word, the task-driven teaching method plays an important role in the current physical education teaching in colleges and universities, which helps to improve students' comprehensive quality, stimulate students' interest in learning and relieve teachers' teaching pressure. In practical application, we should arrange scientific tasks reasonably and strengthen PE classroom management.

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Research on the Development Status and Promotion Countermeasures of Community in Application Oriented Universities--Take Xi'an Aeronautical University as an Example

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Abstract: This paper makes a comprehensive and in-depth analysis and Research on the current situation of the development of student associations in Xi'an Aeronautical University, understands the basic situation of the development of student associations, analyzes the specific problems and difficulties faced by the current development of student associations, investigates the students; satisfaction with the current construction of student associations and their expectations for the development of student associations, and puts forward some suggestions for improving and enhancing the construction level of student associations Countermeasures, in order to provide a theoretical basis for the development of student associations in Xi'an Aeronautical University, and provide some reference for the construction of student associations in other application-oriented universities.

Keywords: Student associations; Development status; Promotion countermeasures

1. Introduction

1.1 Analysis of students; participation in social organizations in Xi'an Aeronautical University

(1)Analysis on the community participation rate of Xi'an Aeronautical University. Among the investigated college students, 81.77% of them joined the club. Among them, 75.87% students participated in 1-2 associations, 5.16% students participated in 3-4 associations, and 0.74% students participated in 5 associations. Generally speaking, the participation rate of associations was high, and only 18.23% students did not participate in associations. Therefore, in the survey of community participation rate, 63.14% of the students think that the community participation rate of Xi'an Aeronautical University is not low or even high. However, 36.86% of the students think that the participation rate of school associations is low.

(2)Analysis on the tendency of students participation in associations in Xi'an Aeronautical University. Xi'an Aeronautical University has many types of student associations, such as ideological and political, academic and technological, cultural and sports, voluntary public welfare, innovation and entrepreneurship. Through the investigation, it is found that students have different tendency to participate in various kinds of associations.The participation rate ranges from 15.82% to 37.5%. If 25% is taken as the cut-off point of the participation rate, the relatively popular student associations are campus cultural associations, voluntary public welfare associations and sports fitness associations, with the participation rates of 37.8%, 27.55% and 27.35% respectively. The relatively low participation rates are ideological and political associations, academic and technological associations and innovation and entrepreneurship associations82%, 23. 86% and 15. 82%, respectively. It can be seen that the more close to the needs of students, the more entertaining and less professional the community activities are, the higher the participation rate of students will be.[2]

(3)Motivation analysis of Xi'an Aeronautical University participation in community. About the motivation of students to participate in the community survey results show that 69.84% of the students are based on their own interests and hobbies, in order to better develop their own interests and hobbies; 50.74% of the students are based on the perspective of learning to participate in community activities, in order to learn more things, improve their professional skills and cultural level; 46.45% of the students participate in the community for better development They hope to have more opportunities and platforms to communicate with other students, comprehensively exercise themselves, improve their communication skills, and lay a good foundation for future employment and entrepreneurship; 35.59% of the students rely on the community platform to exchange their experience with the students with the same aspirations; 30.43% of the students are to get the second classroom credits by participating in the community activities, but a small number of college students add Joining the club is to increase credit. After a comprehensive analysis, it can be seen that students participation in associations has a strong purpose, only a very small number of students participate in associations

for fun, which can also be seen that student associations directly or indirectly serve the growth of all students from different angles.

1.2 Analysis on the situation and difficulties of community activities in Xi'an Aeronautical University

(1)Analysis on the development of community activities in Xi'an Aeronautical University. First, from the perspective of the frequency of community activities, it basically presents a positive distribution, with 49.84% of the medium frequency of community activities once a week or a month, and 9.94% and 20.21% of the ultra-high frequency or ultra-low frequency of community activities once a day or more than two months, respectively; second, from the perspective of teacher guidance community activities, it is 84.49%Among them, more than 46% of the instructors can provide professional guidance for the activities of student associations.

(2)Analysis on the dilemma of community activities in Xi'an Aeronautical University. After in-depth investigation, Xi'an Aeronautical University students association activities are facing many difficulties, such as the difficulties of activity venues, funds, insufficient professional guidance, enthusiasm of association members and so on. These dilemmas restrict the effective development of community activities to varying degrees, affect the healthy development of student associations, and reduce the sense of acquisition and satisfaction of students participating in community activities. Among them, the problems of venues and funds for community activities make students reflection relatively concentrated, accounting for 52.68% and 54.14% of the students, respectively. Students also have different degrees of reflection on other problems.

1.3 Analysis of satisfaction and influencing factors of X Xi'an Aeronautical University students on community construction

The survey found that the satisfaction of Xi'an Aeronautical University students to the current school community construction is approximately in the form of normal distribution, the satisfaction accounts for the majority, and the proportion of very satisfied or very dissatisfied is relatively small. Among them, 14.05% were very satisfied, 35.59% were basically satisfied, 37.38% were generally satisfied, 6.67% were relatively dissatisfied, and 6.23% were very dissatisfied. Generally speaking, students were relatively satisfied with the construction of community, 87.01% did not show dissatisfaction, and 12.99% showed dissatisfaction.

1.4 Countermeasures for the improvement of community construction in Xi'an Aeronautical University

(1) Strengthen the leadership of the school Party Committee on the development of Student Associations. The Party committee of the university should comprehensively strengthen the control and leadership of the overall development of student associations from the aspects of organization construction, system construction, activity brand construction, etc., rely on the construction direction of Application-oriented Universities with distinctive aviation characteristics, do a good job in overall planning and top-level design for the development of student associations, set the general tone for the development of student associations, and integrate the work of student associations into the ideological and political work of the University We should make overall planning, strengthen the construction of the management mechanism of student associations, broaden the management path of student associations, and often listen to the work reports of student associations. Under the leadership of the Party committee, the Youth League Committee should give full play to the positive role of the management department of student associations, guide the development and construction of student associations, and play a good role as a bridge between the Party committee and the associations. One is, two is, three is[3]. (2) The League Committee should establish a general branch of Student League organizations at the level of the League Committee, further strengthen the extension of the Communist Youth League organization in the society, and strengthen the guidance role of the Communist Youth League organization to student associations, and achieve certain results. Further explore the leading role of the party building in the development of student associations, and take the lead in Xi Jinping new era China characteristics according to the actual situation and characteristics of the student associations. Independent party branches should be set up in the ideological and political theory societies such as the socialist ideological learning and reading club. (3) Relying on new media platform to improve the construction level of Student Associations. Tiktok: let new media have a sense of existence in the construction of associations, thus establishing a better system of new media associations; at the school level, we should positively guide the society and let them develop information publishing platforms that meet the needs of the times, so that positive energy can be transmitted to the greatest extent by means of the new media platforms such as the Internet, WeChat official account, micro-blog, jitter, and so on, so that new media and University associations can be achieved. We should pay attention to the cultivation of the ability of student associations to use the new media platform, so that members of the association can not only obtain information through the new media, but also exercise some of their thinking ability[1]. We should encourage student associations to fully integrate traditional and new media.

2. Conclusion

Social practice is the core link of applied talents training and an important way for students to form their social practice ability. Students' study should not only be confined to the campus, but also contact the society to broaden the new field of community activities, and deepen the community activities into social life. Therefore, it is necessary to give full play to the role of practice base outside school and encourage associations to organize students to visit enterprises and participate in school-enterprise cooperation projects.

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Use Computer to Promote the Classroom Revolution of "Error Theory and Measurement Adjustment Foundation" Promote the Classroom Revolution of "Error Theory and Measurement Adjustment Foundation" by Effective Teaching

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Abstract: Higher vocational education emphasizes the practical ability, students have a natural fear of formula derivation and a lot of calculation, but in the teaching is not around the past content, must pay attention to the effectiveness of teaching. This paper discusses on the error theory and the measurement adjustment of basic teaching, according to the characteristics of higher vocational students based on the students to master the tools, combined with teaching practice, using modern computing information within reach for everyone, in order to EXCEL, and MatLab as the basic computational tools, dilution formula derivation, strengthen results, complete "can see and touch" complex calculations, let students gain confidence in a large number of verification calculation, eliminate fear, make the teaching get unexpected results.

Keywords: Three whole education; Measurement adjustment; Effective teaching; Classroom revolution

1. Introduction

The implementation of General Secretary put forward "what kind of people to train, how to train people and for whom to train people" requirements, to achieve this to grave needs to have a specific analysis of the problem, need to have practical ideas and practical measures. The status quo of low-efficiency classroom has seriously deviated from the high quality requirements of the development of higher vocational education, which also presents the most realistic reform topic for higher vocational teachers to carry out classroom revolution. Classroom revolution is to solve the problem of invalid classroom with practical measures. The reform needs to carefully analyze the current situation of students, form rules according to knowledge and skills, use the methods and efficient tools suitable for the teaching objects, and put them into practice in the classroom, so as to achieve unexpected practical results.[1]

2. The main battlefield of "three whole education" is in the course education, we must do a good job in diagnosis and analysis, and determine the appropriate method and path

The Ministry of Education clearly points out in the work requirements of "Three Whole Cultivation" : "As the starting point of all the school work to promote students' development", "comprehensive reform of college and department level to adhere to the teachers and students as the center, the understanding of the characteristics and development needs of teachers and students to optimize the supply, improve work method, carrier innovation work, overall plan as a whole school administration in various areas, education teaching each link, in all aspects of the talent training education resources and man power, give full play to the curriculum, scientific research, practice and culture, network, psychology, management, service, financing and organization work of the education function, build three whole education integration work system" "" top 10 education concrete will be implemented to the school work and each link, To every faculty member ". According to this requirement, curriculum education ranks first in the "ten education" system.

The course "Theory of Errors and Fundamentals of Measurement Adjustment" is very practical in itself. However, due to the influence of the writing style and content of the existing teaching materials, the course with very strong practicality is turned into a purely theoretical course in the actual teaching. In all kinds of textbooks of this course, most of them devote a great deal of space to formula derivation, and teachers often talk about formulas in teaching. As a result, students are very painful, so most of them choose to give up. The teacher feedback and complained that the students poor foundation, bad learning habits, math knowledge and so on.[2] Objectively, we should recognize that this is the current situation of students, and carefully study how to design our teaching based on such teaching objects, so that students can more easily learn and master the content we want to teach, and achieve the teaching purpose. Instead of expecting students to be what we want them to be, we'll teach them.

The course of measurement adjustment involves important mathematical knowledge, including advanced mathematics, linear algebra, probability theory and mathematical statistics, etc., and the specific important knowledge points are permutation and combination, random events and their probability, mathematical expectation, probability distribution, probability density, matrix

operation, conditional extreme value, etc. It is unrealistic to require higher vocational students to systematically study advanced mathematics, linear algebra, probability theory and mathematical statistics. Settle for second best, how to let the students can also be a lot easier to learn and use the above a few points, and learn to use modern tools to complete the corresponding adjustment calculation, solve basic problems in measurement, really implement "according to their aptitude", not "material" for teaching, that is measuring adjustment course will focus on the problem that cannot be separated from the teaching object, teaching problems.[3]

3. Initiate effective learning activities based on Excel training

For simple calculations, students can use a mobile calculator to complete, for a large amount of calculation, the use of Excel tools for calculation, the basic use of this tool is mastered by students. Although Excel can carry out complex operations, including measurement adjustment programming calculation, it is unrealistic for vocational college students to write complex programs at the beginning. Based on the foundation of students, it is very useful to use Excel to carry out simple and large amount of calculation. Students can easily master the calculation of correction, variance, median error, covariance, etc., and it is very helpful to understand these concepts through practical calculation. How sophisticated formulas and theories seem, calculation can be easily completed in Excel.[4] 40, for example, to compute the two groups have observed value of the mean, variance and covariance data in the table input observation group A series of L (40), and it is easy to get the average M, calculation of correction (each observation value and average value), then calculate (correct number square), calculated again, the next step is easy to get the variance of data.

The observation series of group B is also calculated. It is easy to calculate the covariance of group A and B with their respective corrections. Students only need to input the observation quantity and get the desired result through simple operation.

Students use Excel to verify the calculation examples in the textbook. When the calculated results are consistent with those in the textbook, students will get unprecedented achievements and greatly improve their learning confidence. For similar data calculations, it is easy for them to understand the actual significance of values such as variance, median error and covariance by using their own actual observed values, and to understand the significance of results changes in data changes.

4. Solve complex problems with Matlab and lead learning activities into depth

In the practice of measurement work, the least square principle is generally used to calculate the adjustment for the observed data. The teaching of measurement adjustment course mainly teaches the classical method of measurement adjustment, including four adjustment function models: conditional adjustment, conditional adjustment with parameters, indirect adjustment and indirect adjustment with constraints. For different adjustment models, conditional adjustment is easy to understand, students can master the list of conditional equations, but it is unrealistic to require students to carry out the whole process of adjustment calculation according to the least square method. Therefore, with the help of Matlab matrix operation function, students can easily complete the calculation and get the adjustment results. In matrix operation, directly input the sequence of matrix elements, supplemented by simple statements, you can realize the matrix sum, difference, multiplication operation, matrix transpose operation, matrix inverse operation, matrix general inverse operation.[5]

5. Conclusion

Advance "revolution" class, must according to the external demand of higher vocational education, condition change, the foundation of the students, and so on and so forth, each lesson will provide rich optimization space for teachers, teachers on the basis of understand the teaching content, teaching material system limit, based on the perspective of students to arrange each lesson, teachers and students can give prize. School on rankings, project, declaration, such as field demonstration, backbone, high-quality work, should focus on more happen every day, involving thousands of teachers and students class level, the classroom is khalid ents in the forefront of the the most dynamic and innovative, events happen every day change students status, for a limited time, highlight the practical validation, enhance interest in learning, to build confidence, the significance of this is the advance class revolution.

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The Formation and Mode Realization of College Students' Physical Education Psychological Quality

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Abstract: College students' psychological quality is a comprehensive expression of psychological quality closely related to their study, physical exercise and life practice. Sports psychological quality is not only closely related to psychological quality, ability, personality, mental health and creativity, but also has great differences. The construction of College Students' sports psychological quality should be based on the law of human brain development, the law of College Students' psychological development, and the combination of sports psychological quality, theoretical thinking and empirical research.

Keywords: College Students' physical education; Psychological quality; Construction

Today, with the continuous development of society, knowledge updating is more rapid and information transmission is more convenient. It puts forward higher requirements from the knowledge model and personal innovation consciousness of college students. It also requires college students to have positive personal consciousness, the ability to bear problems, the sense of competition, the ability to cooperate with others, and the ability to manage personal emotions, This requires college students to have a higher psychological quality. The main function of physical education is to cultivate students' healthy psychological ability, so it puts forward higher requirements for physical education.[1] After the research and Discussion on the development of education, we realize that the psychological quality education of physical education, as an open and developing system, can promote the all-round development of students' psychology and the psychological education of students, and is conducive to the better establishment of students' psychological quality.

1. On the model of College Students' physical psychological quality

As the subjective initiative of fully mobilizing students' cognition and practice through heredity and environment, sports psychological quality can promote students' psychology and physiology, develop their personal cognitive ability and intelligence better, and establish a healthy psychological quality. Physical education psychological quality mainly depends on congenital or genetic, so as to get the characteristics of nervous system and sensory organs, which plays a vital role in the development of College Students' psychological quality.

1.1 The basic elements and characteristics of sports psychological quality

The basic elements of sports psychological quality are mainly shown in the following aspects: first, need system. Based on the potential of demand, which includes personal physical fitness, sports psychology, personal beliefs and other rational and systematic needs. Second, cognitive ability. Based on procedural potential, which includes observation, memory, thinking, imagination and comprehensive ability, its main core is psychological and personal thinking ability. Third, the ability of cooperation. Based on the potential of people's psychological interdependence, which includes the identification of roles in physical education, mutual assistance between students and so on. Fourth, the subject of the pledge. The whole potential basis is taken as the basis, including personal consciousness, survival consciousness, sports adaptability, responsibility consciousness, sensitivity and so on.[2]

The characteristics of sports psychological quality are as follows: first, relative stability and sustainable development. As one of the individual psychological characteristics, sports psychological quality is not the performance of individual behavior and psychology, nor the embodiment of behavior and psychology in a period of time. But the psychological quality of physical education has been developing continuously during the University, and has the ability of self extension. Second, comprehensive.[3]

1.2 The effect of sports psychological quality education on College Students' psychological development

First, the process of sports psychological quality education is to find and solve the psychological obstacles of students. The teaching process is mainly manifested in the imparting of knowledge and skills, and at the same time, it can make students feel successful emotionally. The concrete manifestation of mental health is emotion. A person's emotion shows his behavior, emotion and consciousness in the process of learning and physical activities, which is a very real reflection. Therefore, we can find students with psychological barriers in this process; second, the physical education teaching process is the main way to cultivate students' good psychological quality. Physical education is usually carried out outdoors. Students can not only feel the test brought by nature.

Through sports competition, students can challenge themselves, surpass themselves and feel the result of competition by using the method that everyone affirms. No matter whether they succeed or fail, students can feel the meaning of their existence. This promotes the ability of cooperation between students, know how to care about others, and establish a good sense of collective.

2. On the construction of College Students' Sports Psychological Quality

A series of problems, such as the evaluation system of College Students' sports psychological quality, the training of specifications and the implementation of the program, are closely related to the research on the structure of College Students' sports psychological quality. As the main component of a person's overall quality, sports psychological quality is not only the foundation and carrier of the whole social and cultural quality, but also the main intermediary of the external environment's influence on human behavior and the interaction between the whole social and cultural quality and physical quality. From this we can see that sports psychological quality plays a very important role in the development of individual psychological quality. In the process of carrying out quality education, a very important theoretical basic work is to investigate the psychological quality structure of every college student. We can take this work as the fundamental starting point of cultivating quality education and psychological quality.

3. The construction of College Students' sports psychological quality education mode

As the material basis of students' psychological development, the learning environment and sports training of college students affect the development of the brain. At present, the main object of education is people, and the main development goal is also people. Human development is also the development of the brain, which is closely related to the acquired learning environment, teaching methods and sports. Intelligence is not the only factor that determines a person's success or not.

3.1 Sports psychological consultation

The ways of sports psychological consultation include interview, telephone, e-mail, etc. The problems in students' life, the troubles in their growth and the psychological pain brought by their parents in the family are difficult to solve in the daily psychological class, life and learning process. Therefore, we should let students participate in sports, and feel the sense of success and failure in the process of sports, so as to reduce the psychological burden of students, and also conducive to sports psychological counseling. In the process of sports psychological consultation, we should keep secrets for students, make friends with students and really solve problems for them.

3.2 Establish sports psychological archives

Some psychological tests, such as emotional stability test, personal emotion test, personal consciousness test, are carried out on students when they first enter the university campus. According to the results of the test, the basic situation of students and individual differences to do an understanding, similar to the establishment of student status in the form of establishing a sports psychological file for students. According to the results of the test, the students with unstable mood, extreme personality, psychological depression and low personal consciousness are selected to give them special education to help them solve their psychological problems.

3.3 Establish a psychological cooperation group

If the group members have some problems that are difficult to solve, they can ask the PE psychology teacher for help. Group members help each other to guide each other. There is no cut-off point for the topic of communication between members. Students can communicate freely and openly in their own way, so as to solve everyone's psychological problems.

3.4 Change teaching methods

The combination of health education, psychological education and physical education requires adding appropriate class time in the process of physical education, increasing class time for teaching related aspects of mental health, and improving students' understanding of health education and psychological education.

In a word, the main goal of physical education psychological quality education is to develop students' sound personality psychological quality. Sports psychological quality education is of great significance to college students' personality development, personal physical and mental health, future career development and the whole life. It also adapts to the actual needs of the current society for new talents, is conducive to the construction and development of students' psychological quality, and promotes social progress. In addition, in the process of physical education psychological quality education, including a broader social significance, which exceeds the school physical education, to achieve the education for the whole society. The future sports psychological quality education should change the traditional school physical education mode like the basic health education or the basic quality education, apply the sports psychological education to the education, and play its due role.

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The Present Situation and Prospect of the Use of the NWCA in Middle School Teaching

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Abstract: In order to explore the use of the NWCA(the notebook with wrong and corrected answers) in middle school teaching, this paper uses the method of literature research to study the attitude, method, effect and Prospect of the use of the NWCA of middle school students and teachers in Shanghai and Nanchong since 2009.The research found that most students have a positive attitude towards the NWCA, and teachers of different disciplines think that the NWCA is effective, but the way teachers and students use the NWCA still needs to be improved; the effect of using the NWCA is significant. In China, the research on the NWCA in middle school teaching is biased to mathematics, physics and other disciplines, lacking theoretical support. The research methods are mainly questionnaire survey, interview and observation, and there are few experimental research methods. Future research should focus on theory-based, multi-disciplinary research, the use of experimental methods to explore the effect and improvement measures.
Keywords: NWCA; Middle School Teaching; Literature Research Method

1. The general situation of the NWCA

1.1 The definition of the NWCA

The NWCA, defined from the Teacher's point of view, is a textbook that the teacher collates the typical mistakes in the feedback of students' work in order to find out the weak links in the students' learning process and improve the students' learning efficiency[2]. From the student's point of view, it is a book that students use to record typical mistakes, reflect on mistakes, reduce the repetition of mistakes and improve their learning efficiency[3]. From this, it can be seen that, for both the teacher and the student, the wrong questions are the booklets which collect the students' typical wrong questions and aim at improving the students' learning efficiency. Therefore, the establishment of the NWCA conforms to the new curriculum teaching request, therefore the research of the NWCA is of great significance.

1.2 The function of the NWCA

Researchers Kelly a. chillarge and others found that compared with error avoidance, error management can significantly improve learning test scores[4]. Doerte heimbeck et al. Found that the short-term and medium-term performance of the subjects who have received error management training is better than that of the subjects who have received error prevention training and allowed to make mistakes without error management training [5]. The scholar Chen Yihui believes that in mathematics teaching, the wrong question can be used as a resource. The correct use of the NWCA can not only improve the learning efficiency to a certain extent, but also improve the knowledge structure of students. If we can find out the root of the mistakes and draw lessons from the past, we can improve students' problem-solving ability [6]. Qiu Yingdong pointed out that in English teaching, wrong questions can be used to explore the gains and losses in the teaching process, deepen teachers' understanding of students, improve teaching quality, enhance students' interest in learning, and cultivate their good learning habits[7]. Yang Xiayue and others believe that in the teaching of classical Chinese, wrong questions can help students construct and update their knowledge system, promote students to correct their mistakes and reflect in time, and form new cognitive and learning strategies[8]. Jiang Mengnan pointed out that in biology, the instinct of wrong questions reflects the learning situation of students to teachers, which urges teachers to adjust teaching strategies and improve the quality of teaching; the NWCA can cultivate students' habit of diligent reflection and improve the systematicness of students' learning of biological knowledge[9].

To sum up, in Chinese, mathematics, English, biology and other disciplines, the NWCA plays an important role for both teachers and students. Teachers can understand students' mastery of knowledge through the wrong questions, so as to improve their teaching mode and improve the teaching effect. In the process of learning, students can review their mistakes, improve the efficiency of making mistakes, and improve their knowledge system.

2 The use of the NWCA

2.1 The present situation of the NWCA

2.1.1 Teacher's attitude and way of using the NWCA

Xu Dong, a teacher in Jiangsu Province, observed that many teachers around him didn't record the wrong questions carefully. They didn't make up the wrong questions until they were checked by their superiors. There are also some teachers who just mechanically extract students' wrong questions, only undertake the task of carrying, lack of teachers' own thinking. Zhang Maopeng believes that many teachers are devoted to the sea of questions tactics, and they do not guide the students' wrong questions, ignoring the value and significance of the wrong questions. Ren Na found that teachers do not pay attention to the management of wrong questions, and the guidance of wrong questions management is single.

2.1.2 Students' attitude and way of using the NWCA

Many students just write down the wrong questions and don't form a good habit of reading the NWCA[3]. Senior One students in an ordinary high school in Inner Mongolia do not avoid wrong questions emotionally (Ren Na's research on junior high school students also draws a similar conclusion), and generally realize the significance of wrong questions for learning. However, there is a lack of good awareness and systematic management strategy of wrong questions, and the value of wrong questions is not fully understood. In the attitude and concept of wrong question management, the excellent class is significantly higher than the ordinary class. The students with better learning are more inclined to complete the correction and reflection of the wrong questions independently, but they will also turn to the outside world for help when they encounter problems; the students with poor performance are lack of self thinking when they deal with the wrong questions, and they are not good at turning to others for help when they face problems. It can be seen that there is a certain correlation between academic performance and attitude towards wrong questions. Most of the students lack the guidance of reasonable and effective management strategies[9]. Yang Qinfei's research found that the attitude of sophomore in a model high school in Nanchong, Sichuan is the most negative, and that of senior three is the most positive; in township middle schools, the attitude of science students is significantly more positive than that of liberal arts students. The male students' wrong question value consciousness and wrong question handling strategy are not as good as the female students. In terms of gender differences, Wang Ding's research results are similar to Yang Qinfei's, that is, girls' attitudes and strategies in error management are significantly higher than boys'. However, students and teachers generally hold a positive attitude towards the NWCA.

2.2 The effect of using the NWCA

Ma Li, a junior high school physics teacher in Yinchuan City, found that in her four classes, the improvement effect of the three classes using the NWCA was significantly higher than that of the other class without using the NWCA. The students of the three classes who use the NWCA are generally satisfied with it. The NWCA plays an important role in improving the physics performance[1].

3. Suggestions and prospects of the research

3.1 Supported by theory

Most of the authors are in-service teachers with rich experience, so most of the articles are based on experience and lack of theoretical basis. I think that we can discuss how to form the NWCA suitable for students from the perspective of educational psychology. If there is theoretical support in the research, it will make the research fuller and more rigorous.

3.2 Carry on the research of multi-disciplinary NWCA

In the process of research, I found that most of the research on the NWCA is about mathematics, physics, English and other subjects, and the number of research literature on the NWCA is far ahead. However, there is little research on the NWCA of politics, history and other subjects. Is it that liberal arts does not need error books? I think that only scientific research can draw a conclusion. Therefore, we can carry out multidisciplinary research in the future.

3.3 Research methods need to be improved

Most of the existing researches are observation, interview, questionnaire survey, etc. most of the questionnaire methods are the attitude research of students or teachers on the NWCA, which is subjective, few of them objectively compare the effect of using it and setting methods of NWCA on learning effect. And the existing experimental research is only to compare the teaching classes of a teacher, and then compare the results before and after using the NWCA, and then draw the conclusion. So I think the rigor of the research methods needs to be improved.

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Study on the Construction of Linguistic Conception in English Literary Works

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Abstract: English literature has a long history. With the change of The Times, it has gone through a complex process of evolution. It is influenced by reality, history, politics and culture. In English literature, the way of constructing the linguistic conception has also been widely concerned by the society. Many people go to explore the linguistic beauty of English literary works .The following article on the English literary works of language artistic conception of the construction of exploration.

Keywords: Britain; Literary works; Language artistic conception

In the period of interest in capitalism, Britain produced a lot of excellent literary works, which had a certain influence on the development of world literature .Explore the language artistic conception in the British literature can help us understand the British culture, let our culture and build a communication bridge between the British culture, expand foreign cultural knowledge for us to make us at a later time when translating English literature, thinking to think translation can make use of English literature, for our country's literature language provides a lot of help,It also allows us to know more about the traditional culture of Britain.

1. Rich writing skills

There are many classic literary works in Britain, and their writing techniques are very special. They not only create a strong sense of atmosphere in language, but also leave a deep impression on people when they see this article. Through careful thinking and analysis of the writing techniques used to create artistic conception in English literary works, we can realize the deep meaning that the author wants to express, and help readers to feel the core content of the work more intuitively when they read the article [1]. After reading, people can learn a lot from it, and they can also use the writing method of constructing artistic conception of language appropriately when writing. A good work contains rich and colorful language artistic conception. The author creates the language artistic conception through a variety of writing techniques such as metaphor, dramatization and irony, which enables the author to describe the characters and psychological activities in the work in a richer and more interesting way, so that the readers can still have more to say after reading the work.

William Shakespeare's Hamlet, for example, uses a large number of dramatic soliloquies to create the mood: "To be or not to be, that is indeed a question: which is nobler? Is it to endure the merciless ravages of fate, or stand up against the sufferings of the world and sweep them away? Dead, asleep, it's all over If sleep could put an end to the pain of the soul and a thousand pains that the body could not bear, that would be the best thing I could ever wish for."This poem is full of thinking meaning, reflecting Hamlet in the face of the tragic fate and two choices into the complex thinking, as well as his painful struggle. through this monologue, Shakespeare negates the two extreme views on fate and makes readers understand that people's misfortune is due to their personal nature and choice, so they should have a proper attitude towards fate.

2. Various forms of language expression

In British literature, created a lot of characters with distinctive personality, the author in shaping characters when they use a lot of kinds of rich language skills to create, some authors directly to simple language to describe personality, some authors can through indirect language to express the character's artistic conception ideas. Therefore, when reading English literature books, it is necessary to pay attention to the author's expression of the characters' language artistic conception, from which we can analyze the character changes and the ending. For example, the novel Robinson Crusoe written by the British writer Daniel Defoe uses the form of the first person and memoir to create the novel. The content of the novel describes the life of Robinson on the desert island in a realistic and natural way, and describes the character image of Robinson in a concise and clear style .The author through the description of daily life Robinson and highlights the surrounding environment, to create a strong and fight with nature's image, Crusoe rely on their own hands and wisdom to improve his life, he never discouraged constantly try to make your own guns instrument, built houses for myself and grow food, The author praises the adventurous spirit and enterprising spirit of the bourgeoisie in the period of primitive accumulation of capital through the description of Robinson's drifting on the desert island.

3. Language artistic conception to create a realistic portrayal

Most of the excellent English literary works are the portrayal of the real life, and the authors create their own criticism of the society at that time or pursue it through the artistic conception of language. Therefore, if we want to explore the specific content of the creation of language artistic conception in English literary works, we must understand the society under the writing background at that time, and realize the author's creative intention and the core idea that he wants to express. At the same time, we need to adhere to the research principle of intercultural communication when exploring the linguistic conception of English literary works. Instead of appreciating the linguistic conception of works from the perspective of self, we need to tolerate different cultures and conduct the linguistic conception exploration from an objective perspective [2].In this way, readers can effectively understand the author's core ideas and effectively improve their reading ability and reading aesthetics .For example, Charlotte Bronte's novel Jane Eyre begins:As a child, Jane came across a book on the history of English birds, and found it amusing, and was reading it by herself from behind a curtain, very strangely, when her cousin, her aunt's child -- a stout, wild, energetic boy of fourteen or fifteen -- discovered it, and snatched it away from her, saying: You have no right to take our books. You are dependent, my mother said: you have no money, and your father has left you nothing. You ought to be begging. You ought not to be living here with the children of gentlemen like us, eating the same food as we do, wearing clothes that mother bought...Roll !Such words greatly insulted Jane's dignity, and made the idea that there was no dignity to talk about without money become a reality. The real life of that time was reflected through this linguistic conception.

4. Conclusion

To sum up, the exploration of the artistic conception of English literary language needs to be carried out from an objective point of view, and it needs to know the social, cultural and humanistic background of the work, so as to truly understand the deep meaning that the author wants to express.

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Talking About How Counselors Can Cultivate People by Virtue in Spreading Traditional Culture

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Abstract: Chinese culture is extensive and profound. After thousands of years of development, Oriental culture has long been deeply rooted and has become the life inheritance of our Chinese nation. As an important platform for inheriting innovative and excellent culture, college counselors should take the initiative to undertake the responsibility of inheriting Chinese excellent traditional culture, and constantly promote its transformation to innovative development, which is the key content of implementing the practical work of cultivating people by virtue efficiently.

Keywords: Counselor; Traditional culture; Lide Shuren; Internet plus

In recent years, the CPC Central Committee has paid more and more attention to the promotion of Chinese culture, and constantly devoted itself to the construction of the spiritual home of the Chinese nation, which requires that it must come down in one continuous line with our traditional culture. For the development of our country, excellent traditional culture plays a vital role in it, and once it is lost, it is like losing its spiritual lifeline. Zhang Zai, a famous scholar in the Northern Song Dynasty, once said: "Establish a heart for the world, establish a life for the people, continue to learn from the saints, and open peace for all generations." In fact, this sentence conveys to us the importance of inheriting Chinese culture. We should vigorously publicize and popularize the national spirit. Traditional culture, as the soul, is regarded as the most proud thing for our people. We must start from ourselves, constantly recharge ourselves, and promote our traditional culture more widely on the basis of in-depth understanding.

In view of the tasks and requirements of the new era, we must thoroughly sort out and integrate Chinese traditional culture, so as to make the past serve the present and firmly rush to the bright future of the Chinese nation. The key and core of national spirit lies in carrying forward and cultivating, but we want to better deal with the internal relationship between inheritance and innovation in this period. It is necessary to make it clear that inheritance is the premise, and innovation is the most important point.

General Secretary Xi Jinping believes: "Chinese excellent traditional culture is the outstanding advantage of the Chinese nation and our deepest cultural soft power." We must constantly devote ourselves to the promotion and development of Chinese excellent traditional culture. Only in this way can we enhance the level of China's cultural soft power day by day, build a socialist cultural power day by day, and achieve the goal of the Chinese nation's great rejuvenation of the Chinese dream faster. The propaganda and promotion of China's excellent traditional culture can not be separated from the support and participation of all the people, and at the same time, it should constantly create a high-quality environment. At present, the propaganda and promotion of Chinese excellent traditional culture in colleges and universities still faces many difficulties, which puts forward higher requirements for counselors' work, especially when ideological and political education is carried out, modernization consciousness should be fully reflected, and the overall professional level should be continuously enhanced. Taking the dissemination of Chinese excellent traditional culture as the key content of cultivating people by virtue, we can maximize the purpose of influencing people by culture, achieve the development goal of interpreting, recognizing, practicing and promoting students in an equal relationship, strictly follow the coordination between instrumental rationality and value rationality, and promote the process of personal spiritual value gradually transforming into social value.

As an important platform for inheriting innovative and excellent culture, college counselors should take the initiative to undertake the responsibility of inheriting Chinese excellent traditional culture, and constantly promote its transformation to innovative development, which is the key content of implementing the practical work of cultivating people by virtue efficiently. Therefore, to accurately position one's own role, as a counselor, one should constantly devote himself to the spread of Chinese excellent traditional culture. From this aspect, there are essential differences between counselors and professional teachers. Counselors have natural advantages, mainly because of the multi-level work content, which can fully close the distance with students and truly spread them anytime and anywhere; The comprehensiveness of ability is conducive to the innovation of communication mode, and then enhance the effectiveness of communication; The dual identities of teachers and management cadres require the integration of innovative education and refined management, which is very beneficial to college students' recognition of Chinese excellent traditional culture. The above natural advantages essentially determine the role of counselors. They are bound to become persistent inheritors, conscious

communicators and leading practitioners of Chinese excellent traditional culture, and truly lead and help college students to practice the value of Chinese excellent traditional culture. In the actual communication link, counselors should become designers of communication activities, organizers of open discussions and monitors of communication effects, innovate and diversify communication carriers day by day, promote college students' deep understanding of cultural essence, gradually internalize spiritual essence, carry forward values, and maximize the goal of "internalizing in the heart and externalizing in the line".

Chinese excellent traditional culture has a profound cultural foundation and accumulation, leading the value trend of modern China in the global development process. General Secretary Xi Jinping believes that cultivating and practicing socialist core values must start with Chinese excellent traditional culture. On the premise of deep understanding of their role, college counselors must constantly change the concept of the times, cultivate modernization consciousness, and truly achieve the goal of cultivating people in the process of spreading Chinese excellent traditional culture.

If we can't deeply understand and control the key role of Chinese excellent traditional culture in school development and personnel training based on the overall level, colleges and universities will naturally have value deviation when spreading Chinese excellent traditional culture, and communication will become a form. Therefore, counselors must make clear the awareness of intellectuals when spreading traditional culture, and enhance their cultural consciousness and self-confidence. The awareness of being literate mainly involves two aspects: first, we should always firmly believe that the advanced socialist culture and the excellent Chinese traditional culture can humanize people and interpret the inner meaning of being literate to the maximum extent. In the process of educating people, "Wen" plays a fundamental role, covering both the advanced socialist culture guided by Marxism and the excellent traditional Chinese culture. "Humanization" is the key, and scientific channels and modes of humanization can influence the actual effect of communication to the maximum extent. How to give full play to the diversified functions of Chinese excellent traditional culture and help college students become adults lies in the channel of humanization. "Humanizing people" is essentially "educating people", which represents the value trend of Chinese excellent traditional culture. Many high-quality cultural genes in Chinese excellent traditional culture are very helpful to lead and help college students to establish a good three views, keep awake in the complicated social tide, and make correct decisions when encountering right and wrong. The second is to actively and consciously innovate the working mode and give full play to the humanization of Chinese excellent traditional culture. Counselors should look at culture and its influence in the world from a higher perspective. Internal culture affects the height of Chinese people's wisdom leading thoughts to a certain extent, and then can help college students improve their emotional identity for cultural communication. We should make clear the historical origin, distinctive features and values of Chinese excellent traditional culture, and spread the political power in our national voice efficiently. Only in this way can we exert the great influence of cultivating people by virtue.

Counselors' team should develop towards professionalization and specialization, which puts forward higher requirements for professional ability and specialization level. In the author's opinion, the ideological and political education work must achieve collaborative innovation in the process of cultivating people by virtue, and should take the work experience as a scientific one, and carry out and carry out the established specialized contents through specialized paths and means. Therefore, the professional ability level of counselors in the process of spreading Chinese excellent traditional culture is particularly critical, which is closely related to the effectiveness of communication.

Text creation in the process of spreading Chinese excellent traditional culture is the foundation. There are many readers in this field, but the actual effect in the actual communication link is not very good. Texts that conform to the ideological trends and preferences of college students in the new era must reflect and take into account the social reality that college students are most concerned about, must conform to the discourse expression mechanism of college students at the present stage, and must fully arouse their ability to distinguish right from wrong in the actual communication link. Counselors must have the ability to reflect on reality and to transform creatively when creating actual texts. First, we should carry out students' dialectical criticism of traditional culture, clearly define modern values, and constantly select the best and discard the dross. Constantly endow traditional culture with brand-new connotation of the times. Secondly, we should creatively transform the excellent traditional Chinese cultural texts and cultivate the sense of community of destiny of individuals and countries. For individuals, traditional culture belongs to the pursuit of self, and belongs to the connection between individual and national community, self and others. Therefore, in the process of text conversion, it is necessary to connect the national development with the real needs of individual students in an increasingly innovative way, and build a close relationship bridge and link between students and the country. Third, innovate the mode of discourse expression to adapt to the discourse expression habits of college students in the new era. For example, the discourse transformation from "people are the foundation of the state" to "people-oriented"; The thought of "harmony" and the idea of "benevolent people love others" are transformed into the discourse of "harmony" and "friendliness".

Students' work should build a diversified development platform. When actually inheriting Chinese excellent traditional culture, counselors need to create a multi-win platform ecosystem, and strive to achieve interaction and win-win between platforms. First, with the strength of extracurricular practice, we should increase the output of content, create diversified practice platforms, and carry out the education work of "practice cultivation". And infiltrate some of our excellent traditional culture, guide and help college students to realize the importance of reading and practice, deeply understand and experience the charm and value of Chinese excellent traditional culture through field investigation, and truly realize the unity of knowing and doing. Second, create a three-dimensional communication platform, create a high-quality environment, and efficiently implement the education project with "cultural influence" as the main body.

Under the communication environment of "internet plus", the internal system logic of "value creation" and "value transmission" must be formed on the basis of various resources. The dissemination of Chinese excellent traditional culture is not accomplished overnight, nor can it be accomplished by one's own efforts. Among college students, the dissemination and education of Chinese excellent traditional culture must cultivate a strong team of teachers with the theme of "full-time teachers+counselors+league

cadres+other resources", and gradually form a triple force of education between home, school and community. Only when we have a clear understanding of the boundaries of responsibilities can the work of counselors be carried out with ease. Therefore, this puts forward higher requirements for counselors' ability to coordinate resources. Deeply explore the important educational role that Chinese excellent traditional cultural resources can play in educational work; Make full use of time nodes such as entrance education to link Chinese excellent traditional culture into campus cultural resources, for example, establish a spiritual link between Chinese excellent traditional culture and campus culture such as school spirit, study style and university spirit, establish a mechanism link with rules and regulations, operating principles and organizational structure, establish a material link between educational facilities, campus landscape and community organizations, and strive to expand its campus growth point and vitality in the connected places; Consciously connect with alumni resources, strive to provide material premise for efficient college students to experience and feel Chinese excellent traditional culture, and vigorously promote the in-depth sharing and integration between Chinese excellent traditional culture education and material environment, professional courses, cyberspace and campus spirit.

In the process of spreading Chinese excellent traditional culture, college counselors must have the necessary modernization concept and professional ability, which can not be separated from the support of concrete practical work, accumulate communication experience and skills in practice, and constantly improve academic ability to realize cultural consciousness; In addition, we should achieve the unity of knowledge and practice, realize that we are their best role model, influence college students by example, produce a positive guiding and leading role for them, truly infect them through the power of Chinese excellent traditional culture, better serve the students' learning and development, help them become adults, cultivate outstanding young people in the new era, and guide students to make it my true value pursuit and life belief in the future.

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The Innovation of TESOL's Method and Theory Under the Background of Lnternational Education

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Abstract: Since 1970s, second language acquisition has been studied as an independent subject for more than 40 years. As a leading figure in this field, the famous American linguist Krashen proposed the monitor theory. At present, this theory is one of the most comprehensive and influential language acquisition theories in the world, but it is also controversial. Some scholars put forward different views on the input hypothesis. This paper will analyze the influence and deficiency of Krashen's input hypothesis on College English learning, and put forward teaching suggestions for the existing English listening and speaking course.
Keywords: TESOL; Language monitoring theory; Input hypothesis; I + 1 theory; Student centered teaching principle

1. Introduction

With the accelerating process of education and economic globalization, there is a serious shortage of high-level English teachers in China. International English teachers with standardized professional teaching skills are rare, so the demand for international teacher resources is more urgent. TESOL means "teaching English to Speakers of other languages". Chinese translation is "teaching English as a foreign language". Its theme is to explore the methods and theories of English teaching and improve the level of English teachers. TESOL originated in the United States, and has been studied and studied as a professional course of College English education in the United States. To carry out the research on TESOL teaching methods and theoretical innovation can help to cultivate the high-level English teachers urgently needed in China, so that these English teachers can form a scientific teaching system for non English native students, so as to guide the actual classroom teaching, and enable students to be willing to learn, able to learn, and have a solid grasp in classroom teaching activities English listening, speaking, reading and writing function, adapt to the increasingly competitive workplace environment. In the study of TESOL, Professor Krashen's five hypotheses on second language acquisition are of great significance. This paper will also analyze and study Krashen's five hypotheses on second language acquisition, especially the input hypothesis, and design a set of practical and effective English teaching methods according to the I + 1 theory and the learning purpose and motivation of students in the Institute of international education.

2. Krashen's hypothesis

2.1 Acquisition / learning hypothesis

Krashen's hypothesis is divided into five parts: acquisition learning hypothesis, monitor hypothesis, natural order hypothesis, input hypothesis and affective filter hypothesis. Among them, the acquisition / learning hypothesis is the most important one, which is the starting core of all Krashen's forces. Krashen believes that there are two ways for adults after the age of 18 to learn a language: acquisition and learning. Acquisition is a subconscious process, a process of analyzing and processing knowledge after internalizing knowledge; learning is a conscious process with strong subjectivity. In the process of learning, influenced by subjective consciousness or inherent learning style, learners will pay more attention to the rules and forms of language. Krashen believes that the fluency of second language acquisition depends on what learners have learned, not what they have learned[1]. From a certain level, acquisition and learning are mutually exclusive. In order to achieve greater success in language learning, learners' acquisition must be enhanced.

2.2 Input hypothesis

Input hypothesis is another core theory of Krashen, which holds that second language acquisition only occurs when learners make comprehensible input. If the learners' language input is comprehensible, comprehensive and sufficient in the process of learning, then the necessary grammar or the core of the language will be acquired automatically. It is worth noting that Krashen emphasizes the importance of language input environment in the input hypothesis, that is to say, the difficulty of language input is higher than the learners' current language ability. If the second language learners' current language level is I, then the difficulty of language input is I + 1, and so on. Although language input has certain difficulties, it is more challenging and easier to improve learners' learning motivation, which is also of great significance to learners' future language learning.

3. The influence of Krashen's input hypothesis on College English Teaching

In the context of international education, English plays an increasingly important role in international trade and communication, and has become an international language. At the same time, more and more Chinese students choose to go to native English speaking countries for further study and study, which can obtain advanced theoretical knowledge and acquire English in foreign language environment. In this context, in order to help students get rid of the dilemma of "dumb English", English Teaching in Colleges and universities has explored a set of practical and effective teaching methods, so that English learning is no longer just a tool to cope with examinations and obtain academic degrees, but to give it more practical significance, so as to help students study abroad to lay a good language foundation and better understand English Adapt to life abroad[2]. Therefore, in the context of international education, English teaching should reform and innovate its teaching mode according to the characteristics and special needs of students, and explore a set of scientific and feasible English teaching methods, so as to fully mobilize students' initiative in learning English, so that they can be more willing to learn English and learn English, and then lay a good language foundation for future study abroad .

4. The application of input hypothesis in College English Teaching

4.1 Multiple language input

At present, the language input in China's English teaching is mainly based on textbooks. Among them, English listening and speaking course is a course mainly based on language input and output. Its teaching mode mainly discusses and exercises according to the theme provided by textbooks, and encourages students to express themselves subjectively according to what they have learned. The advantage of textbook teaching is that it is very systematic, but it also has great limitations, which is not conducive to broaden students' knowledge and communication. In the era of diversity, second language teachers should let students contact more language knowledge, so that they can quickly grasp the characteristics of the language and complete more corpus accumulation. Language learning includes listening, speaking, reading and writing, which is a whole and cannot be carried out alone. Therefore, listening is not the only part of language input. Teachers should guide students to effectively combine listening, speaking, reading and writing.

4.2 Student centered classroom teaching mode

According to Krashen's acquisition / learning hypothesis, acquisition is a kind of subconscious behavior, which is based on natural communication. Therefore, in English teaching, teachers need to help students effectively turn language input into language output, so that they can produce more subconscious behavior[3]. Teachers can improve students' acquisition ability through the teaching mode of "input understanding absorption internalization reorganization output". This kind of teaching mode needs to be student-centered, according to the actual reflection of students to make the improvement of teaching plan, such as group discussion, classroom debate, situational communication, language games and so on. Teachers should not interfere with students too much. In the classroom, teachers can only act as a designer and guide. With the improvement of students' subject status, their learning interest and participation will also be improved. At the end of the class, the teacher summarizes the teaching according to the actual learning situation of the students.

4.3 The teaching content of the combination of examination oriented and practical application

Examination oriented education is a way to select talents in our country, which has a deep-rooted and unbreakable social status. On the premise of not changing the selection method, we should improve the quality of teaching, so that students can get more beautiful, useful and rich experience in the process of learning. In second language learning, teachers should improve students' practical ability, so that students can connect with practice and apply knowledge to practice[4]. Teachers can increase students' language use rate through dialogue. Due to the limitation of the environment, the time of students' language input is mainly concentrated in the classroom. Therefore, teachers should make full use of the classroom time, improve students' language application ability through dialogue, and encourage them to communicate after class, so as to extend the time of language output. According to Krashen's I + 1 theory, teachers can also formulate reasonable and targeted language ability training for students according to their actual situation, so as to improve their confidence in second language learning.

5. Conclusion

Krashen's input hypothesis is an important theory in the field of second language acquisition and one of the most influential and controversial theories in the world. In second language teaching, teachers should combine Krashen's input hypothesis theory with learners' subjective role, carefully analyze and study students' learning purpose and motivation, and explore a set of effective teaching methods in line with the international education background.

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On the Gods' Revenge on Their Rivals in Ovid's *Metamorphoses* by the Theory of Defamiliarization

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Abstract: This paper dwells on gods' revenge on their challengers in Ovid's *Metamorphoses* by the theory of defamiliarization. Through striping transformation and defamiliarization, this paper tries to reveal a series of stories about the defences of gods' authority at the cost of blood and violence. It also deals with deep social problems revealed by these stories.
Keywords: Metamorphoses; Defamiliarization; Revenge on challengers; Authority of gods

1. INTRODUCTION

Imperfection of gods in Greek and Roman myths is one of the greatest differences from those in eastern myths. In Ovid's *Metamorphoses*, gods and goddesses showed no tolerance when faced with rivals and took violent and cruel revenge on their challengers. Gods and goddesses have their own limitation and have the same desires and emotions like human being. They either changed their challengers into non-human or made troubles to cause the ruin of their challengers indirectly. By revenges on their rivals, gods and goddesses protected their divine status and authority which they considered to be sacred and inviolable. Compared with some related realistic problems, the revenges of the gods on their challengers are quite illuminating and worth studying. Furthermore, in these stories, the fairness and justice of these revenges on their rivals is a noticeable problem which needs careful thinking and has a profound realistic meaning.

In this paper, transformation is identical with metamorphosis in meaning. Both of them refer to the state of changing from one form into another. In Ovid's *Metamorphoses*, transformation is used as metaphors and it actually is a kind of defamiliarization. By defamiliarization, an alien and exotic effect can be created based on the fantastic understanding ability of people. Readers have an ability to restore some unreasonable artistic structure within certain range. Based on certain context, readers can re-organize, process, add to or delete something from the strange artistic structure, reviving the strange artistic structure into its normal work and getting a better understanding of both the artistic work and daily life.[1]

2. INTEPRETATION OF METAMORPHOSES IN REVENGES

2.1 Metamorphoses in the story of Muses and the Pierides

Pierus' daughters, the Pierides were conceited about their songs and challenged the Muses to a contest. They took the Nymphs as jurors. The Pierides sang about the war between gods and giants while the Muses sang about the stories about Ceres, Proserpina and Death with two interludes of Arethusa and Triptolemus. With the last words sung, all the Nymphs gave the honours to the Muses. The Pierides cursed and railed but were turned into talking crows by the Muses.

The Pierides thought they can compete with the Muses in all aspects, including their number, skills at poetry, song and dance. In the competition with the Muses, the Pierides sang about the transformations of gods in the war between the gods and giants, implying the cowardness of the gods and praising the giants' valour. Here is the description of the transformations of the gods in their song: "Jupiter became a ram, leader of sheep—Ammon of Libya wears his crooked horns—Apollo was a crow, Bacchus a goat, and Phoebus' sister then became a cat, and Juno a great cow, white as a snowdrift, Venus a fish and Mercury an ibis." [2] What the Muses sang was Ceres, Proserpina and Death. Ceres represented life and wealth; Proserpina, the daughter of Ceres, married Death by Venus and Cupid's trick which symbolized love, serving as a link between life and death. In the narration of story of Proserpina and death, the Muses had two interludes of Arethusa and Triptolemus inserted, praising the girl's chastity and showing the price paid for blasphemy and greed in the metamorphosis of lynx from Lyncus the king.

2.2 Metamorphoses in the story of Pallas and Arachne

Arachne was a girl who dared to rival Pallas at the loom and thought herself superior in art. The girl had neither family nor proper place. And she denied the goddess was her teacher. When Pallas in person disguised as an old woman to persuade her to accept her reputation among mortals but give the goddess grace, Arachne refused with blasphemous words and asked a competition with the goddess. Pallas wove the story of competing with Neptune to name the land in the centre. God of Ocean struck the cliff with his trident

where salt water gushed and Pallas pierced earth with her spear where a silver-glancing olive tree shot up heavy with olives on its boughs. In the four corners Pallas sketched in four trials of Rhodope, Pygmy's queen, Antigone and Cinyras who were punished and transformed for their blasphemy. Arachne wove the story of Jove with Europa, Asteria, Leda, Alcmena, Danae, Aegina, Mnemosyne and Deo's daughter. After Jove came Neptune who took Canace, Theophane, Ceres and Melantho. Together with these stories were those about Apollo, Bacchus and Saturn's love affairs. The result was that not even Pallas nor Envy could damn Arachne's work. Pallas raged at the girl's success, struck through her loom, tore down the scenes of wayward joys in heaven, and with her shuttle slashed the girl's face. When the girl tried to hang herself rather than bow her head, Pallas transformed her into a spider. Pallas took her revenge on Arachne by transforming Arachne into a spider "to swing, to live now and forever, even to the last creature of your kind" [2], which implies that Arachne was ruined in her social status and popularity after the competition with Pallas, reducing to a humble and isolated existence keeping weaving.

2.3 Metamorphoses in Story of Niobe and Latona

Niobe and her husband both claimed kinship to gods and they ruled Cadmus' kingdom. Except for her noble origin and wealth, she had seven boys and girls, which made the brightest joy for her. Niobe bragged of her richness in origin, her wealth and her progeny, mocked at Latona's barrenness and dismissed the people on the street to make prayer to Latona. Indignant Latona returned to Diana and Apollo to tell them of the insult she received from Niobe. The two deities wasted no time taking revenge on Niobe by killing all her sons and girls. In great grief and shock, Niobe turned into a stone on a mountaintop with tears keeping falling from her eyes into a rivulet. By turning into a statue, the effect of tragedy on readers and the warning is lengthened, arousing a novel cognition in readers and leading them to deep thinking. Faced with the disaster like this, a woman would either kill herself immediately or wither in suffering the sorrow of losing her children and hopeless life. Through transformation of Niobe, the ending of the heroine was instilled a perceptive and imaginable connotation. Readers can associate the petrified and lifeless state of a statue with the state of a woman who lost all her children in real life. The processing in readers' mind lengthens perception time and arouses greater aesthetic feelings in readers.

3. The Deep Psychological and Social Reasons for Revenges of Gods and Goddess on Their Challengers

3.1 The Defence of Authority by the Gods in These Stories

The gods and goddesses were mercy when they were properly worshiped and satisfied. However, when their authority was challenged, they would take another look and have their merciless and even bloody revenge on their rivals. Among these gods and goddesses who took fierce revenge on their challengers, Latona, Apollo and Diana were the most vindictive, especially Diana, who brought about savage damage and disaster to Oeneous and his kingdom just because she was neglected in the worship by Oeneous the king. Therefore, the reasons for their revenge on their rivals largely can be attributed to their strong sense of unsafety.

3.2 Jealousy of gods and goddess towards the rivals

One of the main characteristics of western myth is that the gods and goddesses are not as perfect as those in eastern myth. Pallas' case serves as a good example. Through the description of Arachne's brilliant weaving skills and her transformation imposed by Pallas, the sympathy for Arachne, especially for the spirit of her pursuit of independence was shown to the readers. In contrast, the envy and jealousy of the goddess were also revealed. It is a thought-provoking problem how to deal with such cases when a mortal's skill can outplay their patron god. Mythology is a kind of literature form of social consciousness which makes the power of nature exist in the images through imagination. It reflects original thoughts and ideas of ancient human beings to the whole nature and social life.[3]

4. Conclusion

Metamorphoses in all these revenge stories are means of defamiliarization. The transformations of the challengers were the physical or social changes they suffered from the anger of gods and goddesses. Revenges of Pallas, the Muses and Apollo on their challengers involved their authority on their skills whereas revenges of Latona and Diana came from their defence of their status. Gods and goddesses could be both beneficent and cruel. Whenever their authority was challenged, their cruelty would be aroused and they would become vindictive.

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Research on Lnnovation Path of Ldeological and Political Education in Colleges and Universities From Big Data Perspective

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Abstract: nowadays, the application of information technology will not only record the data and information generated in the process of communication between people, people and nature, people and society, but also make use of the relevant information technology to effectively develop and utilize the hidden value of the database. Make it play its due application value. In order to explore the breakthrough of ideological and political education innovation in colleges and universities, this paper first analyzes the problems faced by using big data in ideological and political education in colleges and universities, and then probes into the solutions to these problems. Put forward the innovation path of ideological and political education in colleges and universities from the perspective of big data.

Keywords: Big data perspective; Ideological and political education in colleges and universities; Innovation path

Introduction: under the background of big data era, ideological and political education in colleges and universities can scientifically and effectively analyze the ideological state and behavior habits of college students with the help of big data technology, and test the recent educational results.

1. Problems of Ideological and Political Education Innovation in Colleges and Universities from the Perspective of Big Data

1.1 Information screening

Under the background of the current information age, every day there is a huge amount of data information filled with people's life, work and study, big data is quietly changing people's ideas and ways of life. For example, when people want to express a certain mood, they will first consider posting a message or sharing a few pictures in WeChat's circle of friends. Some people are used to checking in to a Weibo hypertalk every day, sharing Taobao shopping links to friends, recording their walking steps on social software. Because of the wide source of data information and many channels of communication, effective information and invalid information are mixed together, it is necessary for ideological and political education teachers in colleges and universities to have strong information screening ability. Once teachers do not control the standards and standards, it will have a negative impact on education.

1.2 Impact of Diversity Values

In the new era, college students are in a complicated network data environment, and this environment is also a carrier of multiple value culture. Although the level of cultural knowledge of college students is relatively high, but because of the world is not deep, life experience is relatively limited, outlook on life, world outlook, values have not been formally formed, resulting in some network of false information or harmful information lack of discrimination ability. In this case, college students' ideas are likely to be eroded by some bad information, resulting in their value orientation and right and wrong concept being adversely affected, which is not conducive to the growth of college students.[1]

1.3 Risks to information security

At present, many college students do not realize that their online behavior will inadvertently expose personal information, including daily whereabouts, school location, interpersonal relations, home address and even family member information. The leakage of a large number of personal information will undoubtedly provide a chance for the crime of network fraud, thus bringing great hidden dangers to the personal safety of college students and their family members. College students must improve their awareness of self-protection and avoid exposing personal information to the network environment. Otherwise, it is very likely to expose oneself to personal security and information security.[2]

1.4 Teachers' level needs to be improved

Behind the big data era, it is cloud computing, cloud storage and big data platform to provide technical support for it, in the major portal network, as long as the, you can search for a large number of related pictures, video, audio, animation and other information resources. Although these resources provide rich materials for college teachers to carry out ideological and political education, if teachers want to apply these qualities reasonably to educational activities, they need not only to screen them, but also to use various

specialized software to make them educational resources for students to learn.

2. The Innovation Path of Ideological and Political Education in Colleges and Universities from the Perspective of Big Data

2.1 Creating a New Position for Ideological and Political Education in Colleges and Universities in the Big Data Age

To create a new educational platform with distinctive network characteristics, to gradually form a database dedicated to the students of our school, to screen out all kinds of invalid information from the root, and to improve the quality of information. In this way, ideological and political education in colleges and universities can use various information technologies to accurately analyze big data. Through this way, we can understand the ideological dynamics and behavior habits of college students, and make a scientific analysis of their ideological development trend, so as to provide a reference for the next step of education and teaching direction. For example, by carrying forward excellent traditional culture and red culture, we can transfer textbook knowledge to students, so that ideological and political classroom is more vivid and attractive. In this new position of ideological and political education which accords with the interests and preferences of contemporary college students, we can realize the dissemination and transmission of socialist core values and help college students to establish correct ideas and beliefs in life.[3]

2.2 Help students develop correct ideas through multiple teaching methods

In the information age, ideological and political educators in colleges and universities should adopt diversified educational and teaching methods to help students establish correct world outlook, outlook on life and values, so that students can consciously resist the temptation of all kinds of bad network information, and avoid the impact of various incorrect statements and thoughts on ideas and beliefs in life. The ideological and political educators in colleges and universities should understand the students' recent ideological state and behavior characteristics through many channels, and then speculate on whether there are some insoluble ideological puzzles or psychological obstacles, and then exchange ideas with students. After paying attention to the platform, students can not only get the latest campus dynamic information in time, but also communicate online to ensure that students' problems can be communicated in time and feedback reasonably. Through this tripartite linkage between schools, teachers and students, the quality of ideological and political education in colleges and universities can be improved, and those minor problems and minor contradictions can be solved in a timely and effective manner so that students can develop healthily.[4]

2.3 Raising students' awareness of information security and self-protection

College students should establish self-protection consciousness and avoid revealing their privacy unconsciously. Only in this way, can the maximum reduction of security risks, do not give those lawbreakers a chance. In the era of big data, college students, as a new force among network users, are inextricably linked to the network in both daily life and learning process. Therefore, ideological and political education in colleges and universities should focus on cultivating students' awareness of information security and guiding students to learn to look at problems objectively and rationally. For example, some college students see some very attractive investment and financial information on the Internet, have a kind of opportunistic psychology, have unrealistic illusions about the return on investment, and provide individuals to each other. From then on into the other side designed fraud, light property losses, heavy personal safety risks. In this regard, we can give students facts and reason through case teaching method, and help students to establish information security consciousness.

3. Conclusion

Nowadays, big data has become an important resource for various industries to open up new fields and realize innovation and development. For the ideological and political education in colleges and universities, it is more necessary to innovate teaching strategies and open up new teaching ways with the help of big database and big data technology in the new historical period, so that the ideological and political education in colleges and universities can radiate new vitality and vitality. In this regard, all ideological and political workers in colleges and universities should recognize their own responsibility and mission, actively study the theoretical knowledge of big data, actively explore teaching methods related to big data, and strive to build a new educational model with the characteristics of the times.

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Study on the Development Path of Campus Folk Sports from the Perspective of Inheriting Traditional Culture

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Abstract: campus folk sports is an important part of traditional national culture, throughout the current sports power concept, current situation of sports industry development, inheriting and developing folk sports are very important measures, can make our country folk sports in campus education career, not to be eliminated in the folk culture in the new era.Based on this, it is necessary to make use of the advantages of campus education to carry out the professional courses of campus folk sports, so as to explore the development path of campus folk sports in the new era, and promote the inheritance of China's excellent traditional culture.This paper focuses on the view of inheriting traditional culture to discuss the value and role of the development of campus folk sports, and explore new methods and paths to promote the modernization of campus folk sports in China, and finally achieve the strategic goal of sports power.

Keywords: Inheritance; Traditional culture; The campus; Folk sports

Fund Project

Introduction

Folk sports is a part of folk sports culture, is also a part of China's excellent traditional culture, but also a symbol of the dynamic characteristics of China's cultural resources, it has national characteristics, so it exists in a variety of forms, has a very high cultural value and educational significance in today's times.But at present, the change and development of China's modern culture, resulting in the gradual disappearance of the traditional folk sports culture, so we need to start from the essence of our country, pay attention to the campus folk sports education and teaching, promote the modern development of China's folk sports culture, become a part of the spiritual civilization of today's society.

1. The development value of campus folk sports from the perspective of inheriting traditional culture

1.1 The development of campus folk sports is the inevitable requirement of inheriting traditional culture

There are a lot of civilized values, civilized spirits and civilized thoughts in the traditional excellent culture, which is the witness of the historical practice of the Chinese people, and can regulate human behavior.It is also the ideological basis for the formation of modern socialist core values and socialist culture with Chinese characteristics.School education is an important way of promoting the inheritance and development of the traditional excellent culture, education guide is a kind of modern ways of inheritance, folk sports is the important way of inheriting excellent culture, so you need to promote the folk sports culture into the campus, help the teachers and students to form the systematic values of civilization, spiritual civilization, ideological.In the folk sports, students can have a stronger sense of pride, identity, and let the students form a healthy body and mind, and finally increase the folk culture self-confidence, to achieve the value of their goals.

1.2 The development of folk sports is an important way to enrich campus culture

Since the 1980s, our country attaches great importance to the construction of campus sports, from the original introduction and implementation of western sports projects, the development of the independent establishment of characteristic folk sports projects, to promote our country in the construction of campus sports to achieve independence, to provide diverse sports for students.In the later period, many scholars in China have carried out researches on folk sports.For example, basketball and table tennis have been the main sports teaching in the early stage, and various folk sports items such as waxwork dance, lion dance and hair monkey have appeared in the later stage, which promotes the research direction of folk sports culture in China's campus toward connotation and value.The modern campus folk sports items are more diversified, such as power, projection, competition, skills and other diversified sports items.The rich diversity of these items has laid a foundation for the reform of campus sports curriculum in China.Physical education

has gradually shifted to curriculum teaching.According to regional characteristics, the curriculum types can be divided into local courses, school-based courses, characteristic courses, integrated courses and other forms, which better combine campus education with traditional cultural inheritance[1].

2. The development path of campus folk sports from the perspective of inheriting traditional culture

2.1 Grasp the key, clear the development direction of campus folk sports

For China's traditional cultural countries, the concept of"cultural consciousness", "cultural confidence"and"cultural power"will elevate it to the strategic field, which will be an important task for the majority of educators.Educators need to return to the essence of campus education, not only to implement the important task of sports culture construction, but also to achieve educational fairness. First of all, educators need to clarify the responsibility of the Chinese children themselves, not only to inherit the excellent traditional culture of our country, but also need to learn from the absorption of cultural values, actively use the current educational advantages, standing in the cultural power strategy consciously carry forward the spirit of sports, consciously promote the construction of campus folk sports.In the course of folk sports teaching, the students will be permeated with a certain national spirit, and their national cultural confidence and pride will be stimulated.In addition, the realization of the campus folk physical education resource balance, efficiency and quality balance is the inheritance of the campus folk sports traditional culture needs to solve the key issues, to this country has also introduced the relevant folk physical education public policy.Therefore, campus educators need to actively make use of various policy advantages to achieve high quality and high efficiency in the construction of campus folk sports, promote folk sports to play its own educational value, help students develop a healthy body and a healthy psychology, so as to better adapt to the society.

2.2 Innovate the connotation and form, improve the campus folk sports identity

If we want to make the B&B sports culture deeply rooted in the hearts of people, we must let more people agree with folk sports, so that they feel that it is a meaningful thing to master the knowledge and skills of folk sports.For example, the Mongolian national sports project"Boke"reflects the cultural connotation of the Mongolian nationality and the belonging of the Mongolian people. Therefore, campus culture can also learn from this form of inheritance, innovate the connotation and form of campus folk sports, and improve people's sense of identity of campus folk sports.First of all, it is necessary to integrate the folk sports into the traditional cultural background to understand the innovation, so as to make the folk sports culture have a certain spirit of The Times and give more connotation to the folk sports.With the progress and development of The Times, it is also necessary to sublimate the folk sports culture, to refine the folk sports culture in line with the characteristics of the new era, to better stimulate people's sense of identity and belonging, so that the B&B sports culture has greater value.Secondly, it is also necessary to develop campus folk sports based on the nature of folk customs and make use of regional advantages and ethnic characteristics, and finally establish an inclusive folk sports project system[2].For example, the northeast region can carry out campus folk snow sports, and the south of the Yangtze River can carry out water park folk sports, so as to highlight the local sports characteristics, but also in line with the local culture and customs. Finally, based on the students themselves and according to different students'personalities, preferences, health status, comprehensive quality, etc., corresponding campus sports projects should be carried out to achieve sex-oriented teaching and ultimately improve the physical quality of all students.For example, strength training can carry out tug-of-war, resistance projects;Leg exercise can be carried out kicking shuttlecock, kicking and other projects;For example, to improve students'physical coordination, we can open a variety of game sports, such as eagle catching chicken, radish squatting, you draw my guess and other projects, and carry out hierarchical teaching.Let the students understand the diversity of folk sports culture, but also can penetrate the virtue education, let the students in interesting sports activities to understand a variety of traditional culture.

3. Conclusion

In the inheritance of folk sports culture, more should be based on the cultural background of The Times, grasp the value orientation of students, characteristics, boutique sports projects and other core elements of innovation and development, and finally establish the image of Chinese sports.

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The Significance of Different Home Physical Exercises for College Students in Reducing Injuries and Preventing Diseases:Taking College Students from Physical Education Colleges in Jiangsu and Zhejiang as Examples

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Abstract: Different exercise intensities have completely different training effects on the human body.If the exercise intensity is too large or too small,the ideal exercise effect cannot be achieved,and it may even cause harm to the body.Therefore,how to determine the intensity,duration,and method of exercise is very important to college students of physical education.This article uses questionnaires to investigate the physical indicators of students during exercise,aiming to explore what kind of exercise intensity,exercise frequency and exercise,The effect of duration on physical function is more scientific and reasonable,so as to provide reference and guidance for the future physical training methods and training methods of college students.

Keywords: Intensity; Exercise prescription; Physical fitness

1. Introduction

Scientific researches show that exercise is beneficial to human,and the benefit of exercise is far greater than its risk[1].For most adults,regular exercises,including cardio lung,endurance,flexibility and neuromotor training,are beneficial,in addition to daily activities are beneficial for most people[2].However,different exercise intensity has different training effects on human body.If the intensity is too large or too small,it cannot achieve the ideal exercise effect,and even bring harm to the body. Therefore,how to determine the intensity of individual exercise is worthy of our study and in-depth discussion.Although many studies have shown that there is a positive correlation between exercise and health,it is necessary to conduct a thorough physical assessment of the people who participate in the exercise before the intensive exercise training program.The intensity,mode,duration and frequency of exercise have a strong impact on the results[3].

2. Research Objects and Methods

2.1 Research Objects

This study took the college students of physical education in Jiangsu and Zhejiang province as the research objects to investigate the home physical exercise situation of college students during the epidemic period.

2.2 Research Methods

(1)Literature. Relevant literature was consulted through CNKI,library resource system of Zhejiang Normal University and PubMed website to provide theoretical basis for this study,and the latest trends of home physical exercise during the relevant epidemic period. (2)Questionnaire Investigation. Based on the COVID-19 situation and the purpose of this study,a questionnaire was designed and conducted. (3)Mathematical Statistics. Using such software as SPSS,Excel to collect the questionnaire data,pick out the valueless invalid questionnaire data,and conduct statistical analysis and calculation of the effective data,to provide real and effective experimental data for this study.

3. Questionnaire Result

3.1 The significance of different physical exercise frequency and Intensities to prevent disease and reduce injury

ACSM(American College of Sports Medicine)suggests that moderate physical exercise should be maintained during the quarantine period,because it helps to improve the immunity to the COVID-19.WHO recommends that asymptomatic and healthy people exercise at least 150 minutes per week for adults and 300 minutes for children and adolescents.These times can be distributed in a few days of the week and according to one's daily life[4].
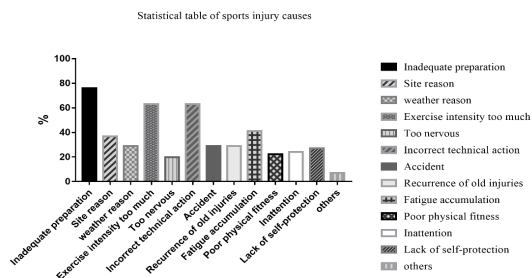
The study found that the body within a certain physiological range,through the excessive recovery mechanism,can promote the improvement of human function and health level,but because of the"Open Window",if in the high-intensity or long-term exercise,it will lead to the decline of the body's immunity in a certain period of time[5],therefore,it is not recommended to do high-intensity or

long-term exercise when students are in the epidemic situation[6-8].

3.2 The Significance of Different Types of Physical Exercise in Preventing Disease and Reducing Injury

Studies have shown that the regulation on immune response from aerobic exercise and strength training depends on the pattern,intensity,duration and other factors[6,9].At the same time,"Open Window"will increase the risk of infection in a few hours and days after exercise[7].According to the International Society of Exercise and Immunology,long period of physical exercise,that is,90 minutes of moderate and high-intensity physical activity,lead to a decline in the immune function.

3.3 Causes of Athletic Injuries

Statistical table of sports injury causes

The investigation found that sports injuries were found in both upper and lower limbs,especially in ankle,knee and shoulder. In terms of its types,most of them are muscle ligament strain,abrasion and joint injury. (1)Unreasonable training intensity. Scientific and reasonable exercise load can not only effectively stimulate the response of the body,but even form excessive recovery in the training of heavy load and improve sports performance.However,excessive exercise intensity will lead to deterioration of body function,swelling and pain of muscles and joints,and eventually form athletics injury. (2)Technical Factors. Incorrect technical action.In the technical movement teaching,the unclear technical skills and movement range against the objective law will cause technical movement mistakes,especially when it comes to sports requiring explosive power,the wrong power is more likely to lead to injury. (3)Physiological Factors. Accumulated fatigue and old wounds.Due to the lack of self-protection ability,and the incomplete recovery,under the pressure of high-intensity training,the injured parts cannot bear the high-intensity pressure,which is easy to cause the recurrence of old injuries,and even more serious.

3.4 Guidance on physical exercise at home

(1)The choice of physical exercise type at home. The venues and facilities of college students'home physical exercise have limitations.It is suggested that aerobic exercise,strength exercise and flexibility exercise should be the main exercises. (2)The intensity of home physical exercise. Usually,we use heart rate to judge exercise intensity.The maximum heart rate of a person can be calculated by formula:maximum heart rate=220-age.ACSM has also issued guidelines for moderate intensity exercise that can be carried out during the pandemic[11].Therefore,it is suggested that college students choose moderate intensity exercise for fitness. (3)Duration of physical exercise at home. The intensity and duration of physical exercise is the key to achieve good fitness effect.In order to achieve better fitness effect, it is suggested that the time of each home physical exercise should be about 60 minutes(about 10 minutes for warm-up activities, about 40 minutes for main physical exercises and about 10 minutes for relaxation activities).

4. Discussion

Through investigation and scientific studies have shown that moderate physical exercise can improve their immunity and the ability to prevent damage,regular exercise and adequate strength exercise on respiratory tract infections(e.g.,COVID-19),Recent studies have found that physical exercise can treat and prevent pain and allergy caused by inflammation.Although this result has not been clinically confirmed,it also suggests that physical exercise may be a method to treat and prevent complications caused by inflammation.

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An Empirical Study of the Impact of User Comments on Sales of Online Travel Products——Based on Fliggy in Thailand

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Abstract: Online tourism plays a more and more important role in our daily lives. Groups have a great impact on consumer individuals buying certain types of products and brands, consumers may be more willing to choose a product with a large number of comments when making decisions. This paper shows that the user score under this section of the website has no relationship with the product sales volume, and the number of user comments shows a nonlinear relationship with the product sales volume.
Keywords: Online tourism; Consumers; Online comments

1. Introduction

The sales of online tourism products are undoubtedly the most important for merchants. Best-selling products can bring merchants a lot of income and add value such as reputation. There are many factors affecting sales, such as whether the product price is competitive, the word of mouth of the product, the number of consumer comments on the product and so on. More and more people and scholars in the industry tend to think that online reviews have an important impact on product sales and consumer purchase decisions; the effective use of online reviews can promote product sales and bring more profits to enterprises[1]At present, many scholars have studied the impact of product evaluation quantity on sales volume in different Internet consumption fields. In order to avoid the difference of sales volume caused by different geographical names for tourism purposes, this paper chooses the local play items in the outbound supermarket as the object of verification.

Fliggy is a brand of Alibaba , Fliggy Travel website can book hotels, air tickets, inn apartments, scenic spots tickets, train tickets and so on, in its home page has a special product as "outbound supermarket ", covering visa, international hotel, wifi card, and other items, outbound free travel consumers can easily and quickly buy in it.

Thailand is one of the hot choices for the people of our country to leave the country for leisure and vacation, because of the convenient visa in Thailand, the mature tourism market and the beautiful scenery. Therefore, this paper to fly pig online outbound supermarket local play products as the research object to verify.

2. Literature Review

2.1 User online comment

User online comments refers to consumers who have purchased products to publish information on the quality, performance, experience and so on of their own products or services on the website. In the study of whether consumers will refer to the comments of previous buyers, Chatterjee[2] put forward the concept of "online review" for the first time. Park[3] emphasize the dual role of comment publishers, who as providers, provide current consumers with user-oriented information, as referrals to current or potential consumers for product certification or negative expression. Through the network platform can be obtained by most people. This definition emphasizes the accessibility of online comments and therefore plays a greater role than other forms of comment.

The content of online reviews is mainly to discuss information about product quality, price and so on, and because only users who have purchased goods can comment on goods, online reviews are more authentic and credible, and online reviews can help consumers to increase their understanding and dissemination of products.

2.2 Impact of online comments on product sales

After searching through the database, it is found that the research on the relationship between online reviews and product sales is mainly focused on books, among which Amazon has become a hot spot for many scholars. Chen and Wu[4] concluded that the number of online reviews has a significant impact on product sales, while the online review score has no effect on product sales. Hu and Pavlou believed that comment scores can not represent the true quality of the product, but will mislead consumers. At the same time, many scholars have studied the box office of the film. Liu,Rui believed the number of reviews positively affects the film box office through studying the relationship between Yahoo online review and Twitter online review data and film box office income,. Duan and Guconcluded that the number of comments positively affects the box office, and the score has no significant effect on film

income. Zhang and Dellarocas found that the number of comments and emotional tendency did not affect the box office significantly, and the score significantly affected the box office. In addition, in beer, games, food and other aspects, scholars have also carried out corresponding research on online reviews and sales.

In recent years, research on the impact of online reviews and product sales has slowly increased, with Lu Xianghua[9]choose Dianping website as the research carrier, get the score and number of online reviews have a significant impact on the income of the visit; Ye Qiang found that positive and negative emotional variance and average emotional tendency significantly affected hotel reservations in the study of the relationship between online reviews and hotel reservations; Hao Yuanyuan[11]select the movie panel data to analyze, and draw the conclusion that the number of comments affects the change of clock pattern with time; Gong Shiyang, Liu Xia[12] concluded that the number of scores and comments positively affects the sales volume, and the score difference negatively affects the sales volume based on the analysis of Dangdang book panel data.

3. Hypotheses

According to the research of previous scholars, it is concluded that the number of comments and the titer of comments are the main dimensions of measuring the time of network word of mouth.

Conformity refers to the phenomenon that personal ideas and behaviors are influenced by external groups and tend to be consistent with most people. American scholars Bourne believe that groups have a great impact on consumer individuals buying certain types of products and brands.

Gong Shiyang and others through the Dangdang online more than 32 million book reviews empirical analysis shows that the impact of online book reviews on sales mainly comes from the increase in the number of comments caused by the awareness effect.

Because of the herd mentality and awareness effect, consumers may be more willing to choose a product with a large number of comments when making decisions. Therefore, we propose the following hypothesis:

H1: number of consumer reviews of Thai play products in the outbound supermarket of Fliggy website is positively affecting product sales.

According to the theory of information dissemination, only useful information for consumers to purchase decisions can improve consumers' perception. The perceived usefulness of online comment information mainly comes from consumers' comments on other consumers on the Internet .Many scholars have found that online product scoring is useful information for consumers to make purchase decisions. The score of the Fliggy travel website is a comprehensive score of "project arrangement" and "description matching ". Consumers will give corresponding scores according to their own experience after buying the products of Fliggys. The consumers of subsequent purchase can clearly judge the emotional tendency of the reviewer to the product according to the evaluation scores of other consumers, and then affect their purchase intention. The willingness to buy is an important basis for consumers to make purchase decisions, which is a psychological performance before the implementation of purchase behavior, which directly affects the sales volume of merchants' products. We therefore propose the assumption that:

H2: Fliggy website exit supermarket Thailand play product comprehensive score is positively affecting product sales.

4. Data and Analysis

4.1 sample selection

In order to avoid the influence of different place names on the analysis, we choose the local play products in Thailand in the outbound supermarket of Fliggy travel website as the research object, which can control the variables as much as possible. Reduce the sales volume of endogenous reasons.A total of 104 play products were intercepted from the Fliggy Travel website.

4.2 Research variables

The dependent variable Fliggy Travel website only provides monthly sales, while Thailand travel is more suitable throughout the year, there is no obvious seasonal difference, we use monthly sales as a substitute for sales, to analyze.

Number of independent variable user comments.The Fliggy Travel website provides cumulative evaluation numbers and comprehensive scores on the product details interface, which we use as analysis data. Among them comprehensive score, adopt 5 points system principle ,5 points represent the best ,1 point represents the worst.

4.3 Data analysis

spss 21.0 software is used to analyze the data regression.

4.3.1 Descriptive statistics and correlation analysis

Figure 1 Descriptive Statistics and Correlations

		Mean	SD	1	2	3
1	Number of comments	233.12	689.06	1		
2	Sales Volume	77.87	207.75	0.908**	1	
3	Score	4.92	0.08	-0.119	-0.075	1

Figure 1 summarizes the average and standard deviation of the main variables and the correlation analysis of each variable, in which the average product sales volume is 77.87, the standard deviation is 207.75; the average number of user comments on the product is 233.12, the standard deviation is 689.06; the average product comprehensive score is 4.92, and the standard deviation is 0.08.It can be seen that the product sales volume is positively correlated with the number of user comments on the product (r =0.908, p <0.01), but the correlation between product sales volume and comprehensive score is not significant.

4.3.2 Regression analysis

Because the correlation between product sales and comprehensive score is not significant, only the relationship between product

sales and user score is analyzed by regression.

Figure 2 Regression Analysis

	Model 1		Model 2	
	B	SE	B	SE
Constant	14.080	9.080	30.968	8.952
Number of comments	0.274**	0.013	0.117	0.034
Number of comments*comments			3.722E-005	0.001

Dependent variable：Sales Volume

From the regression analysis table in figure 2, we can see that the number of user comments on the product has a significant positive effect on the sales volume, and the relationship between the two is not a simple linear correlation.

5. Results and Discussions

5.1 Results

Through the analysis of the sales volume, the number of comments and the comprehensive score of Thai play products in the outbound supermarket of Fliggy Travel website, we know that the user score under this section of the website has no relationship with the product sales volume, and the number of user comments shows a nonlinear relationship with the product sales volume.

5.2 Discussion

The average comprehensive score of website products is 4.921, the standard deviation is 0.08, and the difference is too small, which may be due to two reasons: one is that the authenticity of the score needs to be verified; the other is that customers who experience the product are more likely to comment. It can be seen that the rating of Fliggy travel products is not high for consumers, and will not affect product sales.

The number of product reviews has an impact on product sales. When the number of product reviews is small, consumers tend not to buy products because of the awareness effect or herd mentality. As the number of comments increases, Consumers will refer to the number of comments in decision-making and follow the crowd to buy products. The regression analysis shows that it is not a simple linear relationship. This paper speculated that when the score is too high, it will make consumers distrust, have the possibility of brushing comments, but will reduce the sales of products. This needs further analysis and verification.

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更正证明

20年4期二篇文章更正：

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  题目：《Design and Implementation of Virtual Interaction in Tangzha Ancient Town》
  加项目编号：Project Name:Nantong scientific research project "research and design of virtual tourism project of Tangzha ancient town, Gangzha District, Nantong City"（MSZ18030）

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  题目：《Application of Computer Graphic Technology in Animated Scene》
  加项目编号：Project Name:4th batch of young and middle-aged scientific research backbones(ZQNGG410)