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Problems and Countermeasures of Preschool Education Management

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Abstract: Nowadays, the younger generation of parents are worried about the management of preschool education. So, the purpose of the article is to reveal the problems existing in preschool education management, and put forward corresponding solutions, to achieve effective improvement of educational management, to assist the current and future management in the school (kindergarten) to provide a variety of forms of management programs. The content of this article will involve preschool education management, school management, and some problems existing in management, etc. The core of the content around the “*Kindergarten Work Regulations*”, take the actual situation of kindergarten, four participating teachers analyzed four representative literatures together, to analyze the actual problems existing in preschool education management. In the literature review of this paper, several articles on preschool education management are elaborated, and the views and viewpoints on education management are described. This not only understands the management countermeasures, but also studies the development trend of preschool education. In this paper, literature analysis method is adopted to process the collected educational management literature, and content analysis method is used to express the analysis results in the form of charts.

Keywords: Education management; Manage countermeasure; Preschool Education; Preschool education management

1. Introduction

1.1 Background of the study

In the history of the development of preschool education, the theory of the new progress of the development of preschool children has stood firm on the road of education reform. The educators represented by Dewey and Rousseau have given people a new understanding of preschool children. In the 20th century, the “Copernican change” occurred to let children in social status, making the respect for the subject construction of children and the importance of children’s spontaneous activities and games become the key in preschool education management.^[1]

Certainly, Preschool education is the top priority of basic education and the foundation of improving the quality of the whole people. In recent years, the development of preschool education in China is constantly improving. The policy documents issued by the government emphasize “improving the popularization of preschool education”. Under the promotion of a series of policies, the popularity of preschool education has achieved certain results: the number of new kindergartens, and the scale of kindergarten teachers is expanding, and the enrollment rate of children is also constantly improving. However, the current management of preschool education is a weak link in development: The management mechanism of preschool education has loopholes, and the related educational management is inappropriate.

Part of the problems existing in the new period of preschool education are shown in the following aspects: first, some children because of the level of teachers can not meet the teaching requirements, part of the teachers theory and practice disjointed, weak scientific research ability. Second, there are problems in the teaching content of some kindergartens, and the curriculum does not conform to the objective laws of children and adults. Third, some teachers because of the old management concept, management means is not scientific. The various performances listed reflect some problems in educational management.

1.2 Aim and objective

In recent years, with the increase of newborns, the enrollment rate of preschool children has been improved, as well as the increase of legislative support and administrative research on the importance of preschool children’s education, so that the management mechanism and way of preschool education has been paid more and more attention. About perfecting the related education management system, and also in constant exploration.

So, the aims of article is :First of all, after discussing and understanding the management system of preschool education, this paper tries to accurately and clearly analyze the problems related to preschool education management, on this basis, it is discussed the content research of preschool education management. Then deeply analyzes the factors that affect management, and explores the strategies to solve the problems of preschool education management. Finally, the development of preschool education to provide management information content needs countermeasures and suggestions for gradual improvement, make a contribution to the construction of

preschool education management in the future.

1.3 Definition of Term

The following definition are provided to clarify terminology used in this research study.

Preschool education---- Preschool education is the beginning of children's education. Reasonable preschool education can make children's future development have a good start. Therefore, the country and parents attach great importance to children's preschool education.

Preschool education in broad sense refers to the activities that can affect and promote children's physical growth and cognition, emotion, will, character and behavior. In the narrow sense, preschool education refers to the integration of preschool educators' resources around children, and the development of 0-6 years old children with a purpose, planned, systematic influence activities.^[2] Formally speaking, China's current preschool education mainly includes family education, preschool education institutions.

Preschool education refers to the education of children from birth until they enter primary school at the age of six. For a long period of history, young children in all countries were raised at home. It was not until the beginning of the 19th century that preschool education institutions -- kindergartens came into being, with various forms, including families, individuals, institutions, enterprises and governments.

Preschool education management---- Preschool education management is an integral part of the whole education management.

^[3] It is based on a management concept and the combination of education, preschool education is the administrative personnel and preschool education institutions managers follow the national policy, guided by the management principle, adopt scientific management methods, will the people of the preschool education, wealth and physical resources such as the reasonable organization, arouse enthusiasm, quality and efficient to form a mechanism to achieve the training objectives.

Simply speaking, it is the science of preschool education management phenomenon and its laws.

Management countermeasure---- A strategy adopted by the organization to manage work or tasks. In the research work, the influence of political and economic factors on the task should be considered. The strategy of educational management should determine the management goal, construct the educational structure and choose the management strategy. ^[4]Therefore, educational management is an inevitable basic research content.

The management strategies in preschool education, in addition to the corresponding rules and regulations formulated by the government, also include the management methods in kindergartens.

1.4 Research questions

The main research issues in this paper include:

Research question One

In recent years, every place a large number of kindergartens have been built. Why only pay attention to the rate of preschool enrollment, but ignore the quality of education management?

Research question Two

What are the main problems facing preschool education management?

Research question Three

In the preschool education, How to adjust good education management, and what should corresponding countermeasures include?

1.5 Methodology

1.5.1 Research Design

This research design uses literature analysis to analyze effective information about educational management, to complete the first research problem (Why only pay attention to the rate of preschool enrollment, but ignore the quality of education management?), four core literatures were seized and effective content information points were obtained from the literatures, then use content analysis, and express the results of content analysis in the form of charts, so as to get the relevant content of the second question (What are the main problems facing preschool education management?). According to the summary of questions 1 and 2, use the chart obtained from the content analysis and the guidance of the instructor to study the third question (How to adjust good education management, and what should corresponding countermeasures include?).

1.5.2 Participants

This paper is based on team projects, four core articles were used for analysis, with the assistance of the instructor and four teachers to ensure the consistency of the research project content.

1.6 Assumptions

The study operated under the following assumption: Four articles on preschool education management were selected as representatives.

2. Review of the literature

2.1 Preschool education related management policy

November 8, 1979, after the reform and opening up of our country promulgated the first *Preschool Education Department Regulations*, the Ministry of Education printed and distributed "*Urban kindergarten Work Regulations (trial draft)*".

On October 24, 1988, the State Education Commission promulgated the Interim Provisions on the Management of Teaching in Running Schools by Social forces, which standardized the establishment of kindergartens by social forces.

On September 11, 1989, the State Education Commission promulgated the "*Regulations on the Management of Kindergartens*". This is the first pre-school education administrative regulation approved by The State Council since the founding of the People's Republic of China.

On March 9, 1996, the State Education Commission promulgated the "*Working Regulations for Kindergartens*", revising the

“Working Regulations for Kindergartens (Trial)” issued by the State Education Commission in 1989.

In 2007, the Ministry of Education issued a *Notice on Strengthening the Administration of Private Preschool Education Institutions*.

Wang Xiaofei and other scholars believe that the problems existing in the development of preschool education are closely related to the government and law.^[5]It can be seen from the list of relevant legal documents related to preschool education management that the faster China’s preschool education, the more attention is paid to laws and regulations, and more attention is paid to children’s development and rights and interests protection. Now the young generation of parents pay increasing attention to preschool education, causing the country and the educational field to realize the important role of preschool education management.

2.2 Preschool education management related theoretical research

There are still traditional problems in the development of preschool education in China, methodological problems and so on. Speaking fundamentally, everything about preschool education is centered on children, as the core of education. Modern preschool education in Our country is developed and strengthened by learning foreign experience.

At present, the main theories are Froebel education theory, Montessori education theory and so on. It can be seen that their classical theory has great influence. ^[6]China’s local preschool education management theories include Chen Heqin’s live education theory, Tao Xingzhi’s life education theory, Yan Yangchu’s civilian education theory and so on.However, in view of the problems existing in China’s current preschool education management, maintaining the propaganda of Chinese culture and strengthening the diversity of knowledge, followed by scientific reference, will better guide the reform of today’s preschool education.

2.3 The practical guiding significance of “Kindergarten Work Regulations”

Kindergarten Working Regulations are the first rules and regulations to regulate the internal education management of kindergartens in China, as well as an earlier management charter in the field of basic education, which has played an important guiding role in the 20 years since its release.^[7]

At the same time, there are new changes in the management system of kindergartens. The National Education Commission is in charge of the management of kindergartens nationwide. Local people’s governments at all levels actively cooperate with the hierarchical management and adopt the way of division of responsibilities to promote the comprehensive development of kindergarten management. In the new regulations, the tasks of kindergarten education, anxiety, management and other content of the corresponding norms and requirements, in order to strengthen the scientific management of kindergarten, to improve the quality of early childhood education in China to promote children’s physical and mental health.

For the government, the formulation of the new version of the regulations not only strengthens the awareness of preschool education management, the subjective consciousness of preschool education can also focus on the needs of the current social talent, combined with the development of China’s education, seriously the development of China’s preschool education better

3. Methodology

3.1 Selection of Participants

Participants selected mainly four articles to research:Improving China’s preschool education management system(Pang Lijuan); Preschool education problems and countermeasures of government management research (Chen Hong); The content of the legislation of preschool education research(Wang Xiaofei); Main problems and challenges facing the current management system of preschool education(Wang Zengping).

3.2 Data collection

First,this paper collected and organized the current situation of preschool education management from four aspects: the legislative policies of the national of Education, the national government perspective, the problems of national preschool education management system and the current situation of national local education.

	Analysis of the situation	Analysis of the situation	Analysis of the situation
The legislative policies of the national of Education	The legislative system for preschool education has been gradually improved.	The standardization of preschool education legislation has been recognized by the public.	Preschool education policies were further strengthened.
The national government perspective	The development of preschool education management system lags behind.	Management configuration is not reasonable, so that the management of preschool education is not clear.	The center of management responsibility is too low, so that the management is not coordinated.
The problems of national preschool education management system	There are not enough kindergartens in some areas.	The shortage of teachers in some areas.	There are problems in the allocation of educational resources.
The current situation of national local education	Public kindergartens develop slowly and cannot meet people’s needs.	Local governments have not carried out management work, preschool education management is still based on the old standard.	Preschool education administrators are less educated, and there are fewer managers in the system.

Table 1 Preschool education management current situation analysis chart

Then, The different aspects factors affecting educational management are summarized in the literature.

3.3 Data analysis

Through the use of content analysis, a preliminary understanding of the status of preschool education management: the unclear responsibilities of the government make the development of preschool education management system lag behind, and the allocation of hierarchical management is unreasonable, leading to the suspicion that the management personnel are not specific, thus the education management is not coordinated, In the educational management system, the number of kindergartens is not enough, the shortage of teachers and other problems. This series of problems will affect the local government’s attitude to preschool education management. Reflecting the government’s weak strength, the slow development of kindergartens, unable to meet people’s needs for preschool education; local governments have not carried out management work, and educational management methods are still applied according to the standards of the old way.

However, preschool education management this series of current problems, is produced by different factors: social, political, demographic and change factors. The author will affect the factor is divided into four points is principled. In table, Social factors account for a high proportion because it involves many things, such as economic, culture, political, moral and so on. The visible in the research contents, the laws governing preschool education, the course of the country’s development, are being influenced at any time; and change factors, you can see it everywhere, and the things at your fingertips will affect education management, like a times, from ancient times to modern times education management developed, or a change, environment in space. The impact of population change on educational management cannot be ignored, in order to encourage the young generation to give birth and slow down the aging population, China has put forward and implemented the three-child policy in recent years. [8] The government increased a large number of kindergartens, but the actual situation oversupply, people’s demand is not high, the public reflected the preschool education management is not careful, management services are not in place and so on evaluate. Preschool education management and political factors have a certain relationship, although the proportion of political factors is not high, but play a key role, It must emphasize the implementation of government responsibility to manage the allocation of resources in a balanced manner, make the government administrate more credible.

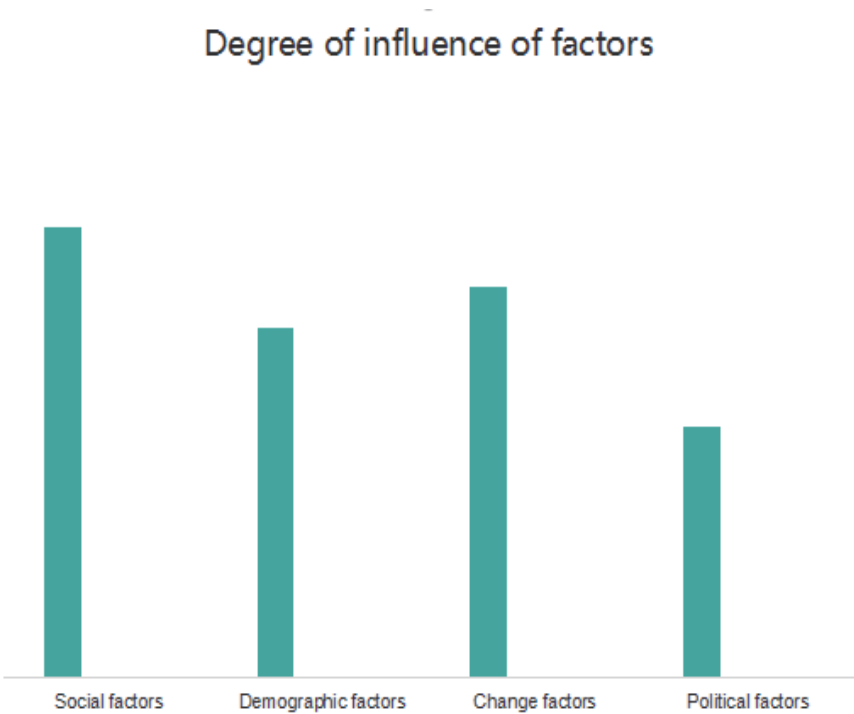


Table 2 Factors affecting preschool education management

3.4 Summary

In the long-term process, the weak strength of preschool education teachers has become a consensus, the problem of management is not well adjusted, there is no exact management scheme that can be implemented, and the relevant education departments do not have too much in-depth understanding of the content preschool education management, and there is no consistent development between legal policies and actual educational management. [9] This section analyzes the current situation of the main problems in depth, and puts forward suggestions and countermeasures for preschool education management in the next section.

4. Results

In the development of preschool education in China, and its management system problems didn’t get very good solve, such as government support, education management does not reach the designated position, etc., this requires the education sector and the government should play its positive role, preschool education management is reasonable or not, for the development of preschool education has a regulation, control the important role of, so, In the management of preschool education problems and deficiencies, we must make timely decisions to solve.

4.1 Preschool education management countermeasures

We will transform the way government is managed and expand the channels of management and services. Improve the management system, strengthen the construction of kindergarten teachers, kindergarten conditions and other aspects of management and supervision, at the same time, the government should establish a feedback system, will check the results to make timely feedback, to ensure the steady development of preschool education.

Policy trend requires the government to attach importance to preschool education management. In the report of the 17th National Congress of the Communist Party of China, "Attaching importance to preschool education" was proposed in the report of the 18th National Congress of the Communist Party of China,^[10] on this basis, "preschool education" was proposed in the report of the 18th National Congress of the Communist Party of China. Thus, there was an office dedicated to managing preschool education, which was also a major challenge.

Enrich the connotation of education and improve the quality of management. In the era of Internet plus, more attention is paid to enrich the connotation of education management, the implementation of education management is very important to the growth of children. The process of management awareness requires constant trial and error, which is an important stage for preschool educators.^[11] Accordingly, we should fully realize the significance and value of educational management in preschool education.

Enrich simulation teaching and optimize educational management. Now, to make full use of information technology to simulate the teaching situation,^[12] so that teaching falls on a key point, can be further carried out to meet the needs of children, mobilize the enthusiasm of children

4.2 Recommend

Planning the next few years, the development of China's preschool education is one of the important content, if China's preschool education well, the development of planning and to meet the growing needs of the people, we must find the crux of the problem, look for the target.

One, accelerate the process of legislation of preschool education, promote the development of preschool education is more scientific and standardized management, second, to establish the government, society and family share the preschool education and childcare service cost, the mechanism of three, preschool education through various channels to raise funds, encourage conditional enterprises and institutions provide childcare subsidies for employees, four, management strategy, to enhance the management ability of teachers. Fifth, clarify the government's management functions of preschool education, establish and improve the departmental communication and coordination management system.^[13] last, It is clear that the focus of the reform of learning and education management system lies in the double upward movement of management subject, center and financial security center

5. Summary and Conclusion

5.1 Summary

To sum up, the national macro management of preschool education, local education administration and enterprises and institutions and other kindergarten sponsors of preschool education management and micro management of specific kindergartens and other preschool education institutions, so that preschool education management in the work face great pressure. As a teacher, according to the development direction of modern education, effectively adjust the educational management structure, improve the innovative level of education, to meet the needs of modern education development.

As curriculum constructors, especially the business management departments of preschool education, they should have the courage to assume the role of education engineers and rationally organize and utilize the local high-quality education resources. As the administrator of preschool education, we should perfect the education management and realize the value system of preschool education. The development of preschool education plays an important role in regulating, controlling and leading the management system of preschool education. Therefore, the management department of preschool education should strengthen the leadership and management functions, strengthen the implementation of management in the "Kindergarten Work Regulations", must timely solve the problems and deficiencies in the management of preschool education.

5.2 Conclusion

The management of preschool education is an important work in preschool education, and it is also a problem that needs to be paid great attention to by all parties, coordinate educators at three levels to complete the construction of appropriate preschool education engineering map, truly realize the integration of theory and practice, and promote the coordinated development of education management and the healthy development of preschool education to the greatest extent.

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A Research Proposal of Critically Applying Objective Model and Process Model in Designing Primary English Activity Curriculum Themed on “Chinese Cuisine Culture”

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Abstract: This paper is a research proposal that aims to critically apply two influential curriculum theories, Tyler’s Objective Model and Stenhouse’s Process Model, to primary English curriculum design themed on Chinese Cuisine Culture.

Keywords: Objective Model; Process Model; Primary English; Activity Curriculum; Chinese Culture

1. Introduction

1.1 Research Background

Today’s society is an era of knowledge explosion. What knowledge is the most valuable? How can students learn more valuable knowledge in a limited amount of time when human life is finite? This is a situation in which curriculum design and development becomes increasingly important. ^[1]

The curriculum is a means of achieving educational goals and is the sum of all types of activities that help students gain useful learning experiences and promote their all-round physical and mental development.”What is taught”, “why is it taught”, “how is it taught”, “why is it taught this way” and “what impact does it have on students”? Curriculum developers must consider not only the way in which knowledge is linked, but also how students learn that knowledge. The way curriculum is presented is implicit in the way it is taught, and different teaching styles are actually based on different forms of content and classroom organisation. ^[2]

Curriculum, as an independent field of study from education, was separated from education in the early 20th century. Educational scholars have put forward many classical theories of curriculum models, such as Tyler’s objective model, Bruner’s structuralist view of curriculum, Schwab’s practical view of curriculum, Stenhouse’s process model, Doll’s postmodernist view of curriculum and so on. ^[3]

1.2 Research Aim

Many curriculum models have also been widely used in the development and design of English curricula in China with good outcomes. Nevertheless, there are still a number of issues that need to be addressed in terms of how curriculum models can be effectively applied to children’s English lessons for learning Chinese culture.

1) At present, English teaching in primary schools is still dominated by traditional object-oriented language learning, and activity-based English lessons for learning about Chinese culture are still relatively rare. On the one hand, traditional teaching ignores students’ psycho-emotional experiences and limits their creativity, thus providing a poor learning experience. On the other hand, traditional goal-oriented pedagogy ignores the value of the teacher and undervalues the role of the teacher in the classroom. ^[4]

2) If English activity lessons do not have a fixed objective-based curriculum model and focus only on the learning process, leaving students’ personalities free to develop, confusion can again arise because there are no learning objectives. ^[5]

3) English activity lessons in Chinese culture lack specific evaluation criteria.

In order to solve the above problems, this research proposal integrates Tyler’s goal model and Stenhouse’s process model, analyses the advantages and disadvantages of both, and critically applies them to a Chinese culture-themed primary school English activity classroom to fully reflect the value of the curriculum, thus promoting the development of English education in China’s primary schools and also achieving the purpose of spreading Chinese culture in English.

2 Literature Review

2.1 Research on the advantages and disadvantages of Objective Model and Process Model in curriculum design

2.1.1 Advantages and disadvantages of Tyler’s objective model

The Basic Principles of Curriculum and Instruction, which sets out the basic procedures and methods of curriculum development, is recognised as a hallmark of the classical form of the objective model of curriculum development, and was published in 1949 by

R.W. Tyler, one of the foremost contemporary curriculum theorists and evaluation experts in the United States. [6]

Tyler's model is also known as the 'objectives model' because the book is only 128 pages long but 62 pages are devoted to curriculum objectives. He raises four classic questions around educational objectives. They are so vital in curriculum design and development that no school's curriculum development can bypass Tyler's rationale, and the objective model remains the basic norm and procedure for curriculum development.

Zhen emphasizes that the reason it still holds an important place in the curriculum field is because of the simplicity of the conceptual framework it reveals and the influence it has had on curriculum studies. Wang points out that the main function of the handbook is to guide the selection, organisation and assessment of the curriculum. It has been illustrated that Tyler's use of objectives, selection, organisation and evaluation as the key elements of curriculum design and development encapsulated the principles of curriculum development in the first half of the twentieth century and has since been refined and applied in the curriculum field, making it widely used in practice. [7]

But Tyler's objective model is not perfect, and criticism of it is widespread. The controversy over pre-determined and filtered objectives has never ceased.

The choice of objectives as a prerequisite for curriculum development has also been criticised as "stating predetermined behavioural outcomes, fragmenting the behaviour of learners, manipulating them to achieve ends that are of no value to them at the moment, and thus desecrating the integrity of learners". [8]

It has been pointed out that there is a lack of clarity and cogency as to why certain objectives are chosen and not others. "The emphasis on behaviouralisation of objectives has significant limitations, for example, important objectives such as emotion and aesthetics are difficult to demonstrate directly through behaviour", and it is a mistake to put the "basic issues of curriculum development in a linear fashion, as the real situation is much more complex, with interactions and interactions between issues". [9]

It is argued that Tyler's proposal to filter the construction of curriculum objectives through a philosophical sieve is pointless and unimportant. "Leaving the question of retaining or discarding objectives to the teachers of individual schools, Tyler did not propose guidelines for selecting objectives". [10]

2.1.2 Advantages and disadvantages of Stenhouse's process model

Stenhouse presents the well-known process model of curriculum planning. The process model was developed in response to Tyler's objective model in which curriculum development was not intended to produce a set of program prescriptions that could be implemented and evaluated for effectiveness. [11]

One of the greatest contributions of Stenhouse, the leading British curriculum scholar, was his radical critique of the objective model of curriculum development and the introduction and practice of a 'process model' of curriculum development in his Humanities Curriculum Initiative. [12]

A Taiwanese case is used by Cheng-Yu Hung, an associate professor in education at National Taiwan University, to demonstrate that the process model that emerged in the 1970s is still relevant to current curriculum development and that this revived version can bring a new perspective to the scholarship of curriculum development. Interviews with 15 curriculum developers demonstrate that applying the new guidelines of the process model pays more attention to students' personal experiences and different perspectives, and promotes mutual understanding, dialogue and possible consensus.

As some curriculum researchers have cautioned, the teacher-as-researcher process model presents certain difficulties in concrete practice.

Firstly, it puts inexplicable pressure on teachers, even to the extent of creating a dilemma of disorientation or isolation in teaching. [13]

Secondly, although student participation is valued, the extent to which students are able to recognise the experimental research role they are playing in actual teaching is yet to be explored in depth. [14]

Thirdly, the weakened role of classroom authority and students' independent inquiry can easily lead to uncontrolled learning, thereby endangering students' interests and even creating social tensions, conflicts and confrontations.

2.2 Research on teaching Chinese Culture in English classes

The emphasis on Western culture has led to Chinese cultural aphasia among Chinese learners of English. Song investigated this phenomenon and concluded that Chinese cultural aphasia was mainly due to the lack of Chinese cultural influence in university English teaching classrooms, and that Chinese culture should be integrated into university English teaching by developing effective teaching strategies including, but not limited to, writing a sound syllabus and improving the overall quality of teachers.

Researcher Liu & Yang takes tea culture as an example, looks at the aspects of analysis, design, development, implementation and evaluation based on the ADDIE model to optimise the teaching design of Chinese culture into English language teaching and develop students' intercultural communication skills.

In order to promote intercultural communication competence (ICC) among university students, Zheng's study constructed a process-oriented model of intercultural teaching and learning, and he used the following instruments to demonstrate that such teaching models were more effective and achieve significantly higher levels of satisfaction among teachers and students than traditional cultural teaching from the perspectives of knowledge, competence and emotion.

- 1) Pre- and post-academic cultural tests to test students' knowledge.
- 2) ICC's self-report scale, which measures emotional and behavioural development
- 3) Satisfaction surveys and semi-structured interviews with teachers and students to find out their views and suggestions on the curriculum.

3. Methodology

3.1 Research Objectives

This study examined the effectiveness of critically integrating the application of the Objective Model and the Process Model in developing a Chinese food culture-based English curriculum for third grade students of primary school. Three research questions were posed.

1) To identify whether such curriculum models are effective in enhancing students' competence in the cognitive, affective and behavioural domains ^[15]. To help young learners learn to evaluate others and make self-assessment. ^[16]

2) To improve the curriculum so that students can better learn Chinese culture in English. ^[17]

3.2 Research Design

My framework was based on a philosophy of interpretation and because the research is about developing students' abilities and skills and enhancing their patriotism, I used an inductive approach to do qualitative research.

As a teacher and researcher in school, I have first-hand experience as well as in-direct experience through discussion with my colleagues. The strategies adopted classroom observation, questionnaire, evaluation scale, semi-structured interview.

3.3 Participants

This study was conducted in an English training school in a fifth-tier city in China, with 15 third-grade students as participants. The steps were as follows: the 15 participants were divided into three groups of five participants each, and a group leader was selected for each group. In each of the three groups, there were two participants who spoke English well, two participants who were good at drawing, and one participant who had coordination skills.

3.4 Research Method

3.4.1 Data Collection Method

The study conducted primary sources, the data accumulated carrying classroom observation, evaluation scale, semi-structured interview and questionnaire.

A. Classroom Observation

Tally sheet as followed is used in classroom observation for the teacher to record student's behaviour. ^[18]

Table 1. Classroom Observation

Student Name: _____	Behaviour Record (1-5)				
Classroom Activities	1	2	3	4	5
1. Takes the initiative to answer questions					
2. Asks questions					
3. Complete pre-class tasks					
4. Group activities (free conversation, interview,					
5. Actively participate in poster design					
6. Perform generously in activities					

B. Evaluation Scale

Students assessed each others' work in the theme poster design. The scale uses a 5-point Likert scale range from 1 (strongly agree) to 5 (strongly disagree).

They are encouraged to follow the principle of fairness when assessing each other, to give a full account of strengths and an accurate account of weaknesses. Students themselves are suggested to be open to kind criticism. ^[19]

Table 2. Evaluation of others' work

Works	Evaluation Points (1-5)				Valuer
	Design	Pictures	Handwriting	Presentation	

Learning to self-assess helps students to develop a proper understanding of themselves, which is one of the most difficult skills to develop. Self-assessment promotes reflection on one's own learning and helps to develop students' independence and their ability to develop and grow on their own. (Wang, 2010)

Table 3. Self-assessment

Name: _____ Date: _____ Title of the Show: _____	Needs Improvement	Not bad	Excellent work
Voice- Did you speak clearly and loudly enough so everyone in the audience could hear you? Did you speak to your audience, not your paper?			
Eye contact- Did you look at the audience as you are speaking? could the audience see your eyes?			
Fluency- Did you stumbled over a lot of your works? were you speaking at a good pace? Not too slow or too fast.			
Actions- Did you use various expressions and get your audience involved? Did you change your voice to fit the character? Did you use any props?			

C. Questionnaire to students after class

Table 4. Questionnaire

Dish Name	Cuisine	Taste	Raw Ingredients	Regional Main Crops

D. Semi-structured Interview

Semi-structured interviews were conducted separately with the teachers of the classes and with five randomly selected students.

The main purpose of the student interviews was to examine how well the students learned in the interdisciplinary English classes conducted under an integration of two curriculum models, as well as the students' ideas and suggestions for this type of course.

The interview questions with the teacher focused on the effectiveness of the application of this teaching model, as well as the problems encountered in the implementation and suggestions for the improvement of the curriculum model.

3.4.2 Data Analysis

A. The classroom observation sheets indicated that 100% of the students were able to take the initiative to answer questions and ask questions, 80% of the students completed the tasks set by the teacher before class, and 95% of the students performed creditably in the group activities.

B. Student assessment focuses on evaluating the performance of others in the classroom and on self-evaluation. It was clear from the evaluation form and the self-assessment form that the students understood the teacher's requirements and took the first step towards evaluating others and reviewing and evaluating themselves.

C. The results of the questionnaire showed that the students' understanding of Chinese cuisine culture had broadened and deepened. They could name several foods and the cuisine to which they belong in English, and understood their tastes and main raw materials.

D. Semi-structured interviews with students suggest that 1/5 of them were content with culture based English activity class, while one student was quite nervous when performing on stage.

E. Problems and difficulties were summarised by semi-structured interview with teachers.

1) Primary 3 students did not have an adequate English vocabulary and many expressions required native language support.

2) The students were young and did not understand the raw materials of the cuisine, even in their mother tongue.

3) This mode of teaching requires a high level of general competence, and the need to act as a researcher in the classroom while fulfilling the teaching objectives is sometimes beyond the teacher's ability to juggle.

3.5 Ethical Issues

1) Informed Consent

Prior to the interview, I briefed the teachers and students on the background, topic and purpose of my research, obtained their verbal consent, as well as getting the teachers' and students' parents' signatures on the consent forms.

2) Privacy

I have maintained the anonymity of all the teachers and students I interviewed. Their identifying information was not disclosed in this study.

4. Conclusion

Teaching Chinese cuisine culture in English activity class in a fifth-tier Chinese city is a bold attempt at curriculum development, and there are still many challenges and difficulties to be addressed. Integrate the objective model with the process model and applying it to the English activity classroom in a complementary way did not bring the expected results, and I conclude that there are the following reasons for this.

1) The cognitive objectives were set at a high level. Because of their young age, the students themselves had little cultural background and insufficient English vocabulary. Some of the curriculum content involved geography and culture, crops, etc., which

were somewhat difficult for children to understand when explained in Chinese, let alone expressed in English.

2) Teachers need to change from their customary role as traditional knowledge imparters to that of researchers, which is a long-term and continuous process that requires teachers to adapt gradually in their daily teaching and also to improve their professional skills.

Chinese culture is vast and profound, Chinese culture-themed English activity curriculum for primary schools have a positive and far-reaching influence on the promotion and spread of Chinese culture among children^[20]. Curriculum development is a prerequisite for determining the success or failure of teaching and learning. Scientific and reasonable curriculum development is not only the key to achieving effective teaching and improving the quality of classroom teaching, but also a long-term need to improve teachers' teaching standards^[21]. Critically applying Tyler's objective model and Stenhouse's process model to design an activity-based curriculum for primary school English is an attempt and starting point for curriculum development research. Practice and exploration in everyday teaching will help to reorient and promote better development of the primary English curriculum.

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An Action Research on Teaching the Chinese Intangible Heritage Course for the Learners of College English

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Abstract: To help college students learn and further spread Chinese culture, we carry out a 12-week action research, based on 98 learners of college English through the methods of interviews, questionnaires and tests, to design a proper teaching model on Chinese intangible cultural heritage learning. The results are as follows: Compared with the traditional model, the ESA (Engagement-Study-Activate) model better satisfies the learners; furthermore, the ESA model can significantly improves the learners' cross-cultural communication ability, especially on the aspects of cultural knowledge and communicative skills. Lastly, two important study issues are raised for the action research in the next round.

Keywords: Culture teaching; Intangible cultural heritage; Action research; Cross-cultural communication

1. Introduction

Foreign language teaching has involved foreign cultures for long, but students still are quite lack of the ability to talk about Chinese culture. This is due to the facts like the shortage of proper coursebooks, effective teaching methods and evaluations. All the problems stop college students further improving their cross-cultural communication ability (Zhou&Chen, 2015; Yuan, et al, 2021; Chang, 2021).

So how can we help them to walk across the obstacles? A 2-week pilot teaching based on the Chinese intangible cultural heritage is carried out among 35 college students by the author. The topic is about "porcelain handicraft". The teaching procedure is as follows: the teacher explains the key points of "porcelain handicraft" with lecture notes, displays related pictures or videos to illustrate the key points; except the culture knowledge delivering, the teacher explains some words, phrases or culture-oriented terms for students, and offers the background knowledge as well; finally the teacher summarizes the topic and assign homework. This teaching procedure seems quite standardized and maybe useful for students, but it actually doesn't work. Students are less than interesting in the topic beyond our expectation.

In order to find out the reasons, the author carried out a simple questionnaire and written interview about the students' reflections on the culture teaching. The results show: students like the intangible cultural heritage and are willing to take such a lesson, and they also find it easy enough to learn the topic, but the problem is they don't think the teaching procedure or model is helpful and motivating. Only 32% of the interviewees totally approve of the teaching model. To solve this problem about culture-oriented teaching, we are going to adopt an action research in the study.

2. Literature Review

Since the action research is utilized in the study, we need to explain the specific strategies we take for the study based on the previous classic theories. Kemmins&McTaggart(1982) put forward the classic model in action research: planing, operating, observing and reflecting. This model has been influencing many other models like McNiff(1988). In our study, we mainly adopt the framework of McNiff's model and take the following steps: questions raised, literature review, plan making and executing, data collecting and analyzing, and further questions raised.

Since we have raised the question previously --- "what is the proper teaching model for Chinese intangible cultural heritage", now let's review some related literature in the field of culture teaching in foreign languages.

Actually most of foreign language teachers and researchers favour the culture teaching because of the close relationship between language and culture (Lv&Yu, 2021). So the problem remained here is not about "what to teach", but "how". With the development of cross-cultural communication theories, culture teaching comes to be blended into it. A number of researches focus on creating an effective teaching model to improve learners' cross-cultural communication ability, Like Chang&Zhao(2012), Zheng&Li(2016), and Yang&Zhao(2018). here, the "cross-cultural communication ability" is defined as a combination of 3 aspects: knowledge of culture and language, attitude towards different cultures, and cross-cultural skills (Byram, 1997). Take Chang&Zhao's research as example. Based on Moran's culture-learning model of "Culture-knowings", their study tries to design a teaching model to improve students' cross-cultural consciousness, that is, describing a cross-cultural knowing, analyzing a specific case, participating in interactions, and finally reflecting on the culture differences. While other researches tries to blend elements like critical thinking(2014), flipped-

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classroom model(2018) into the culture teaching.

Among the researches mentioned above, the ESA teaching model advanced by J. Harmer (2000) may be helpful for us the solve our problem of cultural teaching in motivating and involving students in language activities. E stands for “Engagement”, which means the teacher motivate the students through various activities and teaching materials, like games, questions, music, pictures, etc. S stands for “Study”, which means the teacher should consciously help students acquire language(pronunciation, vocabulary, grammar, discourse, etc) and information (including culture knowledge). A stands for “Activate”, which means the teacher leads students to put the language and information acquired into practice, through various activities and exercises like role-play, discussion, debate, ads designing, story retelling and creation, etc. In the class, the teaching model of ESA is not necessarily in the normal procedure, but much more flexible. So the E-S-A can be transformed into E-A-S, A-E-S or even E-A-E-S-A, etc. Which procedure needs to be followed depends on the teaching topic and time limitation.

So is the ESA model really suitable for our study? Will it motivate students and further improve their cross-cultural communication ability? Our study tries to test the efficiency of ESA used in teaching Chinese intangible cultural heritage for college students, through the comparison between ESA and the traditional method.

3 Study Design

3.1 Questions

In order to test the efficiency of ESA, the questions are listed as follows:

(1)Compared with the traditional method, will ESA significantly make students more satisfied with cultural teaching?

(2)Compared with the traditional method, will ESA significantly be better to improve students’ cross-cultural communication ability?

3.2 Objectives

63 college students are chosen randomly for the study. Among them, 33 is in the experimental group(EAS model involved), while 30 is in the control group(traditional method involved). Both groups are in the same major with the similar environment, taught by the same teacher. From the independent-samples test, the two groups are insignificantly different in the language test of previous semester($p=0.651>0.05$).

3.3 Teaching Procedure

The culture teaching lasts for 10 weeks, including the topics such as “Hui’an Female Dress”, “Folk Houses of Cai Family”, “Liyuan Opera”, “Nan Yin”, etc. The topics are concerned with different patterns of intangible cultural heritage, like the traditional music, opera, handicraft, etc.

For control group, the traditional method is adopted, which has been used in the pilot teaching at the beginning of the study.

For the experimental group, ESA teaching model is adopted. Now we cite the example of “Hui’an Female Dress” to illustrate how the whole procedure of ESA is used in a 90-minute class, as Table 1 shows:

Table 1. ESA used in the sample class “Hun’an Female Dress”

step	Teaching Content	Activity	Time	ESA
1	Picture presentation--- A typical picture of Hui’an women wearing traditional dress is presented. Students describe it briefly. 2) Video broadcasting--- A video about a Hui’an woman’s daily life is broadcast, about her work, shopping, praying in the temple, etc.	Question & Answer; Watch	5 min	E
2	Key point 1 in culture knowledge--- Hui’an women’s hairstyle. 2) related vocabulary(dustpan bun, etc) explained in various ways like translation, definition, picture or real object.	Explanation	10 min	S
3	Map presentation--- A map of Hui’an area is presented, in which Hui’an women’s residence zones are marked; students are required to point out	Question & Answer	5 min	E
4	Key point 2 in culture knowledge Hui’an women’s bamboo hat. 2) related vocabulary(tung oil, etc) explained in various ways like translation, definition, picture or real object.	explanation	10 min	S
5	Game--- Several pictures of bamboo hats are presented for students to match with the Hui’an women in different residence zones	Question & Answer	5 min	E
6	Discussion---students discuss differences between two hats, and are selected or volunteer to report.	Interaction	15 min	A
7	Key point 3 in culture knowledge Hui’an women’s saving blouse. 2) related vocabulary(sleeve, etc) explained in various ways like translation, definition, picture or real object.	explanation	10 min	S
8	Discussion---students discuss about why Hui’an women feel happy to expose the navel with the short blouse, and are selected or volunteer to report.	Interaction	15 min	A
9	Video--- A video clip about a dance by a Hui’an woman is broadcast.	Watch	5 min	E
10	Role-play--- Students work in groups of 3~4, in which 1~2 members play the role of guide, and the others play the role of foreign visitors. The guides introduce Hu’an female dress to the visitors.	interaction	10 min	E

4 Data Collection and Analysis

4.1 Data Collection

The methods of questionnaires, testing and written interview are utilized in our study.

Questionnaire 1 is “The survey of students’ level of satisfaction to the culture teaching”, adopting the 5-point Likert Scale. “totally approved” is 5 points, while “totally disapproved” is 1 point. The items cover the whole process of culture teaching, including “introduction”, “knowledge explanation”, “vocabulary explanation”, “interaction between teacher and students”, “interaction between students”, and “Summary and assignment”. For example, item 1 is designed as “I was satisfied with the introduction in the culture teaching”, and item 4 is “I was satisfied with the interactions between the students in the culture teaching”.

Questionnaire 2 is “The survey of Students’ attitude to cross-cultural communication”, also adopting the Likert scale. The 6 items are concerned with students’ attitude about “ethnic centrism”, “culture relativity”, “cultivating one’s curiosity and appreciation ability toward different cultures”, etc. For example, item 1 is designed as “I think Chinese culture at an advantage compared with foreign cultures”, and item 3 is “I think there are so-called good or bad cultures”.

The testing includes two forms: written and oral. The 100-point written test is to assess students’ ability in acquiring the culture knowledge and vocabulary, with 25 items of T/F and 25 items of vocabulary translation. All these items are based on the five topics in the culture teaching and each topic includes 10 items respectively, which strengthens the validity of the test.

The oral test is to assess students’ cross-cultural communication skills.

Each student is required to choose one of the five topics and play the role of guide to introduce the chosen intangible cultural heritage within 10 minutes. Students record their speeches by the cellphone and submit them online for assessment. The standards of assessment are mainly based on “whether the topic is fully introduced”, and then “whether speech is in an accurate and fluent way”.

The written interview is set at the end of questionnaire 2, with the purpose to allow students to make any comments on the culture teaching and suggestions to improve it. For example, students are required to answer questions like “in the culture teaching, which procedure is done quite well and which needs improving?”, “if you were the teacher, how to design a culture-oriented lesson?”, etc.

At the beginning of our study, all the questionnaires 1 & 2 and written & oral tests were put into use in a trial testing given to the 35 students in the pilot teaching. The Pearson correlation coefficient is high up to 0.802, 0.762, 0.712 and 0.781, based on the repeated testing, which guarantees the validity of the questionnaires and tests. After the study, all the data are collected to be processed by SPSS.

4.2 Data Analysis and Discussion

To answer question 1--- “Compared with the traditional method, will ESA significantly make students more satisfied with cultural teaching?”, the six elements like “introduction”, “knowledge explanation”, etc., are used as the dependent variables in the independent-sample test involving both the experimental group (EG) and control group (CG). The results are as followed:

Table 2 independent-sample test between experimental group(EG) and control group(CG) in the items of Questionnaire 1

Satisfaction level in different items of culture teaching	t	df	Sig. (two-tailed)	MD: (EG - CG)	Mean		Standard Deviation	
					EG	CG	EG	CG
introduction	3.317	61	.002	.81515	4.1818	3.3667	.91701	1.03335
knowledge explanation	2.955	61	.004	.71212	3.8788	3.1667	1.02340	.87428
vocabulary explanation	.338	61	.737	.07576	3.2424	3.1667	.90244	.87428
interaction between teacher and students	3.651	61	.001	.79697	3.6970	2.9000	.91804	.80301
interaction between students	4.758	61	.000	.98485	3.8182	2.8333	.84611	.79148
6. summary and assignment	-.145	61	.885	-.03030	3.3030	3.3333	.76994	.88409
All steps	5.642	61	.000	3.35455	22.1212	18.7667	2.65468	1.97717

As Table 2 shows, the item 1, 2, 4, 5, and 7 of the experimental group are significantly better than the control group ($p=0.002/0.04/0.001/0.000/0.000<0.05$). Generally speaking, students are more satisfied with the culture teaching in ESA model compared with in the traditional method. But as the table shows, experimental group and control group are not significantly different in item 3 and 6 ($p=0.737/0.885>0.05$).

To answer question 2--- “Compared with the traditional method, will ESA significantly be better to improve students’ cross-cultural communication ability?”, the written tests of culture knowledge and vocabulary, students’ attitude toward cross-cultural communication in questionnaire 2, and oral test are all used as the dependent variables in the independent-sample test involving both the experimental group (EG) and control group (CG). The results are as followed:

Table3 independent-sample test between experimental group (EG) and control group (CG) in the written, oral tests and Questionnaire 2

Tests and questionnaire	t	df	Sig. (two-tailed)	MD (EG-CG)	Mean		Standard Deviation	
					EG	CG	EG	CG
Written test of knowledge	2.339	61	.023	3.90303	34.3030	30.4000	6.34668	6.89628
Written test of vocabulary	.988	61	.327	0.94545	35.8788	34.9333	3.53339	4.05933
Attitudes	6.175	61	.000	3.46061	21.0606	17.6000	2.52413	1.83077
Oral test	2.672	61	.010	14.18182	68.1818	54.0000	20.90744	22.24214

As Table 3 shows, the written test of culture knowledge, attitudes and oral test of the experimental group are significantly better than the control group ($p=0.023/0.000/0.001<0.05$). Generally speaking, ESA model are significantly better to improve students' cross-cultural communication ability. But as the table shows, experimental group and control group are not significantly different in the written test of vocabulary ($p=0.327>0.05$).

Form the above, firstly ESA model makes students more satisfied with the intangible cultural heritage teaching than the traditional method, and, to great extent, solves the problems in the previous pilot culture teaching like students' absent-mindedness, unwillingness to participate, low motivation, etc. Form the written interview, students in the experimental group make comments like "it's attractive that the teacher introduces various interesting videos at the beginning of the class. We are so involved in ", "we are free to talk about our understanding to a certain heritage, which makes us speak the language more fluently and put theory into practice", and "the teacher always shows us pictures related to a certain culture knowledge, which quite impresses us", etc.

Secondly, ESA is significantly better to improve student's cross-cultural ability, including culture knowledge, correct attitudes towards cross-cultural communication, and cross-cultural communication skills. Since ESA model emphasizes the stimulating of students' motivation, making balance between language input and output, and more importantly, the interactions between teachers and students. This model is more probable to help students develop their interests in culture knowledge and apply the acquired knowledge and vocabulary into the authentic situations of the cross-cultural communication. This result is similar to the studies of Chang&Zhao(2012), Zheng&Li(2016) and Yang&Zhao(2018).

5. Further Questions Raised

Although ESA model has solved several problems we encountered in the pilot culture teaching, we, form the written interview, find some other problems which can't be easily spotted from the quantitative research methods used. For example, students make comments like "students should be required to preview the teaching materials before class, they need to join in the lesson with questions in mind", "maybe the PPT the teacher presents should contains translation of some difficult culture-oriented vocabulary, which allows students to easily grasp the useful expressions", "the assignments shouldn't be limited in the oral report, speech or presentation; the article-writing may be involved in the forms of individual or group work", etc. These problems, we think, can be improved in the next-round action research.

Meanwhile, some problems need our greater attention, because they have already become big obstacles in the practice of our culture teaching. For example, students comments like "teacher may try to teach online instead of in the normal class; I think both can be well blended", "I don't think online teaching of the culture is the better choice, since many students are not so self-disciplined without certain supervision", "maybe we should take a look at the corresponding cultural heritage in foreign countries, instead of focusing only on home culture", "I think the teacher should invite students to talk about the similar heritage in C heir hometowns, because a certain type of heritage may have different patterns in differ areas", etc.

So, in the next round of action research, we may focus on the following two issues as follows: 1) Is it suitable to do the culture teaching online? If yes, how? 2) Should we pay attention as well to foreign cultures during the Chinese culture teaching? If yes, what is the proper portion of Chinese and foreign cultures?

6. Conclusion

To help college students acquire and further spread Chinese culture, we carry out a 12-week action research, with the samples of 98 college English learners by the methods of questionnaires, tests and interviews, to design a ESA teaching model based on Chinese intangible cultural heritage learning. The results are as follows: Compared with the traditional model, the ESA model better satisfies the learners in the culture teaching; furthermore, the ESA model can significantly improves the learners' cross-cultural communication ability, especially on the aspects of cultural knowledge and communicative skills. Lastly, two important study issues are raised for the next-round action research.

Since the samples in our study all come from a provincial university., whether the results and conclusion can be applied to other universities or students of different language ability is unsure. Meanwhile, the oral test to measure students' communication skill level is not in the authentic situation, so it may not fully evaluate the students' ability in real cross-cultural communication. All of these limitations should be paid attention to, and need our follow-up investigation and data-analysis in the near future.

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On Chinese Students' English Pronunciation Problems and Countermeasures

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Abstract: Phonetic learning is the foundation of foreign language study and it is critical for the development of foreign language proficiency. Many Chinese students have a poor command of English pronunciation, which often results in unintelligibility and even misunderstanding in cross-cultural communication. This paper will explore Chinese students' pronunciation problems from segmental perspective and suprasegmental perspective, and propose effective countermeasures to cope with the problems.

Keywords: Phonetic learning; Chinese students; English pronunciation problems; Countermeasures

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1. Introduction

Professor Firth once said without speech sounds, it is impossible to develop the vocabulary system of a language, let alone its syntax system and grammar system^[1]. Therefore, the speech sound is the basis of a language, which indicates that phonetic learning is the basis of foreign language study and it plays a decisive role in developing language proficiency. Many Chinese students are often influenced by negative language transfer and thus have difficulty in mastering English pronunciation because English and Chinese are quite different languages, with the former belonging to Indo-European language family and the latter belonging to Sino-Tibetan language family. In cross-cultural communication, pronunciation problems often lead to unintelligibility and even misunderstanding, therefore it is highly necessary to explore Chinese students' pronunciation problems and seek for countermeasures to improve the situation. This paper will discuss the pronunciation problems the Chinese students have from two perspectives: segmental perspective and suprasegmental perspective, and propose some countermeasures to help them to deal with the problems and improve their pronunciation.

2. Chinese Students' English Pronunciation Problems at Segmental Level

2.1 Problems in Pronouncing Vowels

2.1.1 Monophthongs

In Chinese, there are no [e], [æ], and [ʌ]^[2]. Students can not distinguish [e] and [æ] because these two vowels sound similar to them. They are not accustomed to opening their mouth widely, so they substitute [e] for [æ] more often than not, for example, bad is always pronounced as bed. A large number of Chinese students think [ʌ] in English is very similar to [ɑ:] in Chinese, they believe the only distinction between these two is just length, so they tend to use a short [ɑ:] to replace [ʌ]. For instance, when they say mother, it often sounds like [ˈmɑðə], and likewise, love sounds like [lav]. Chinese vowels are generally lax vowels, so Chinese students have no consciousness about tense vowels and lax and tense pairs, which leads to the fact that Chinese students habitually pronounce the tense vowels as lax vowels. For example, beat sounds like bit, peak sounds like pick, and sheep sounds like ship.

2.1.2 Diphthongs

There are diphthongs in Chinese, such as [ai], [ei], [ao], [ou], [ia], [ie], [ua], [uo], [ue] and etc. but they are different from English diphthongs in pronunciation. Chinese diphthongs are divided into two types in terms of pronunciation. One type is called front sound diphthong and the other type is called back sound diphthong. The first monophthong is stressed and sounds louder than the second monophthong when a front sound diphthong is pronounced. In contrast, the second monophthong is stressed and sounds louder than the first monophthong when a back sound diphthong is pronounced. The process of gliding is very quick between the first monophthong and the second monophthong. Compared with Chinese diphthongs, English diphthongs are mainly front sound diphthongs^[3], with the first monophthong sounding louder than the second monophthong. In addition, the pronunciation of the English diphthongs has a more obvious process of glide from the first monophthong to the second monophthong in terms of length, degree, and shape and width of mouth. Because of the great influence of mother tongue, Chinese students often unconsciously adopt their Chinese pronunciation habits to pronounce English diphthongs. Consequently, the diphthongs voiced by Chinese students sound a little strange to English native speakers.

2.2 Problems in Pronouncing Consonants

2.2.1 Liquids—[l] [r]

English liquids [l] and [r] can find counterparts [l] and [r] in Chinese, but they are not one hundred percent the same. English [l] has two allophones, including a light [l] and a dark [l]^[4]. The former is before a vowel and the latter is after a vowel. Chinese only has a light [l], therefore students universally have problems with dark [l]. When pronouncing a dark [l], it is often the case that Chinese students generally choose to omit it or pronounce it as [r]. In some areas in China, such as Sichuan, Guizhou, people do not distinguish [n] and [l] in their local dialects. As a result, students coming from those areas have difficulty in pronouncing [l] sound and they pronounce [l] as [n] almost without exception, for example, *knife* [naɪf] is pronounced as life [laɪf]. When it comes to Chinese [r], Chinese students curl their tongue and let the tongue come very near the palate, then the air comes out through the gap between the tongue and the palate and sounds similar to [ri]. Many Chinese students believe Chinese [r] and English [r] are nearly same, so they normally substitute Chinese [r] (actually [ri]) for English [r].

2.2.2 Dentals—[θ] [ð]

Th is pronounced as [θ] or [ð] in English. Chinese does not have the two sounds at all^[2]. For lots of Chinese students, the pronunciation of the two sounds is very similar to that of [s] and [z] which can find similar counterparts in Chinese pronunciation system. It costs less effort and is easier to pronounce the alveolars, so many students usually produce [s] and [z] to replace [θ] and [ð]. For example, think is voiced as sink [sɪŋk] and brother is voiced as ['brʌzə].

2.2.3 Labiodental—[v]

There is no [v] sound in Chinese^[2], so Chinese students usually confuse [v] with [w]. They are not conscious of the difference between these two sounds and unconsciously use [w] to replace [v], with very well ['veri] [wel] as a typical example and sometimes they use [v] to replace [w], with waist [veɪst] as a typical example. The wrong pronunciation does not lead to meaning difference to some degree, but it sounds very strange and makes listeners feel uncomfortable. It is very difficult for the students to get rid of the wrong pronunciation because they need to spend a large amount of time and practice to fix the correct position of pronouncing the sounds that do not exist in their mother tongue.

2.2.4 Stops—[p] [b] [t] [d] [k] [g]

Although both English and Chinese have stops, their pronunciations are not exactly the same, which result in the fact that a lot of Chinese students pronounce the English stops in a wrong way. In English, stops go in contrast pairs, with one voiceless and aspirated and the other voiced and unaspirated^[3]. To be exact, [p], [t], [k] are voiceless and aspirated while [b], [d], [g] are voiced and unaspirated. In Chinese, although stops are also in contrast pairs, they are distinguished only by aspiration because all the stops are voiceless. Like English, [p], [t], [k] are aspirated and [b], [d], [g] are unaspirated. Influenced by the difference, Chinese students pronounce English voiced and aspirated stops as Chinese voiceless and aspirated stops. Another distinction between English stops and Chinese stops is that the former can be the last sound of a syllable, whereas the latter can not. In a casual speech, English native speakers usually do not release the air at the end of the stop sounds, for example, in the sentence “I tried a knot”, we can feel a stop of air but can not hear a “t” sound clearly. However, many Chinese students do not form the habit of holding the final stops, instead they speak out a clear stop sound in this case and some of them even add a [ə] sound after the stop.

3. Chinese Students' English Pronunciation Problems at Suprasegmental Level

3.1 Problems in Pronouncing Word Stress

In English there are monosyllable words, disyllabic words or polysyllable words, so English words have primary stress, secondary stress and even tertiary stress and the rest syllables get no stress and sound weak. However, in Chinese, every word has only one syllable and gets stress. Due to the difference, a lot of Chinese students, especially the beginners tend to stress every syllable of the English words, for instance, hundred is pronounced as ['hʌn'drəd] and beautiful is pronounced as ['bju:'tɪfl]. In addition, many Chinese students often ignore the difference between stressed vowels and unstressed vowels in words. Consequently they fail to pronounce the vowels in the stressed syllable as full vowels and the vowels in the unstressed syllables as schewa although they may pronounce individual vowels well. Sometimes word stress alternation will lead to the change of part of speech, for instance, record is a verb with its stress on the second syllable whereas record is a noun with its stress on the first syllable. This stress alternation may be confusing to some Chinese students because Chinese use tones to distinguish words instead of stress. Consequently, they often make mistakes in pronouncing the words which have two different stress patterns.

3.2 Problems in Pronouncing Sentence Stress

Besides word stress, many Chinese students also have serious problems with sentence stress. To be specific, they tend to stress each word or stress words at will when speaking English sentences under the influence of Chinese. It is obvious that they are not equipped with rules of sentence stress and do not have sufficient practice in their learning process. In fact, English is a rhythmic language. Native speakers usually stress the content words and put the strongest stress on the focus words when they speak and they change their stress according to the emphasis of purposes and conversations. The behavior of stressing every word or any word without a clear purpose will ruin the rhythm of English and thereby cause unintelligibility and misunderstanding in communication.

3.3 Problems in Pronouncing Rhythm

The rhythm of English is created by stressing and de-stressing^[4]. When talking, native speakers say the content words longer, louder and higher in pitch while they say the function words quicker, shorter and relaxedly, for example, in the sentence “I found a dollar in my pocket.” native speakers usually stress found, dollar and pocket, the three content words, with pocket getting the strongest stress because of its status as the focus word, and at the same time they de-stress I, a, in, my, the function words. But compared with the native speakers, most Chinese students seem to lack a clear idea about the rhythm of English and speak without a comfortable rhythm. For instance, they will give equal stress to I, found, a, dollar, in, my, pocket, every word of the sentence “I found a dollar in

my pocket". Their poor mastery of stressing and de-stressing of English words in sentences always leads to many problems in real communication. In spoken language, in order to make the speech more fluent, native speakers always adopt pronunciation skills such as linking, assimilation, simplification and etc^[4]. However, Chinese students are very weak in this aspect which may be due to the fact that Chinese teachers themselves do not receive enough training in linking, assimilation, and simplification which do not exist in Chinese, thus they pay little attention to teaching these pronunciation skills to their students. At present, a lot of Chinese students do not form the habit of linking consonants with the vowel in daily conversation. The majority of Chinese students do not know linking also happens between vowels. They fail to insert the vowel [w] or [j] between vowels. For example, native speakers will insert [w] between "to" and "own" and [j] between "see" and "it" when speaking "I'd like to own a car." and "I can't see it." while Chinese students will just say two words, "to" and "own", "see" and "it" one by one with clear division when speaking the two sentences.

3.4 Problems in Pronouncing Intonation

Intonation plays a significant role in English pronunciation. Chinese teachers think English intonation is easy and usually teach their students the basic English intonation patterns: native speakers use falling intonation when they say statements and wh-questions, use rising intonation when they say yes-no questions, and use rising and falling intonation when they say choice questions. Consequently, Chinese students can use the basic intonation patterns well but they frequently make mistakes and misunderstand the foreigners in daily conversation. Why? In real conversations, native speakers make a flexible use of their intonation and pitch to express different meanings, to be specific, every sentence can convey different meanings with different intonations and pitches^[4]. For instance, the sentence "It is not finished." can be changed by intonation variation. A native speaker just presents a simple statement when using a falling intonation and giving the highest pitch to "fi" as in "It is not finished. \". He shows surprise or question when using a rising intonation and giving the highest pitch to "fi" as in "It is not finished? /". He displays exclamation and strong emotion when using a rising and falling intonation and giving the highest pitch to "not fi" as in "It is not finished. / \". Due to the lack of the knowledge about the intonation variation, sometimes Chinese students have no intonation consciousness and have some difficulty in expressing their thoughts with proper intonation. It is necessary for the teacher to guide students to learn more knowledge about intonation.

4. Countermeasures to Improve Students' Pronunciation

4.1 Teaching Complete and Systematic Pronunciation Knowledge

In China Chinese students mainly learn English pronunciation in English classes. Although they learn English from third grade in primary school, they just learn basic pronunciation rules. Currently teachers still focus on the vocabulary, grammar, reading and writing though listening and speaking are included in classes due to the fact that very important examinations like high school entrance examination and college entrance examination just measure students' English listening ability by questions of multiple choice and they do not evaluate speaking at all. Consequently, students are not equipped with systematic pronunciation knowledge and provided sufficient training in English pronunciation. On the whole, Chinese students have weak consciousness about English pronunciation and frequently speak English in the way they speak Chinese, which result in serious pronunciation problems. With the pronunciation problems building up, communication problems will definitely increase because speakers need to rely on pronunciation to catch the meaning. Thus it is highly necessary for Chinese teachers to teach students English pronunciation in a systematic way and also help them to get enough and effective practice. Complete and systematic English pronunciation knowledge includes pronunciation knowledge at segmental level and pronunciation knowledge at suprasegmental level as well. The former includes vowel pronunciation rules and consonant pronunciation rules and the latter involves word stress rules, sentence stress rules, rhythm rules, and intonation rules.

4.2 Inputting Authentic Listening Materials

Knowing the pronunciation rules is far from enough for Chinese students to master the English pronunciation. The students need to be exposed to a large number of authentic listening materials to get familiar with, adapt to, distinguish and understand English speech sound, stress, rhythm and intonation. Teachers should carefully select suitable authentic listening materials for their students. When choosing the materials, teachers should take into consideration many factors such as students' proficiency level, English ability, acceptability ability, interest, major, age, gender and so on. Teachers should gradually increase the speed and difficulty of the input listening materials. When listening, students should be given some tasks to train their pronunciation and teachers should correct the students' problems and mistakes in time.

4.3 Comparing Chinese Pronunciation with English Pronunciation

When learning English, Chinese students are always strongly influenced by their mother tongue and tend to speak English in the way they speak Chinese. It is highly necessary for the teachers to compare the similarities and differences between the two languages so that the students will have a comprehensive and clear understanding about English pronunciation and use correct speech organs and articulation manner to produce natural, fluent and connected speech. The comparison should be conducted from segmental level to suprasegmental level. Teachers should give priority to the English speech sounds and pronunciation features which do not exist in Chinese and the sounds and features which students are easily puzzled with.

4.4 Offering Sufficient Pronunciation Practice

4.4.1 Minimal Pair Practice

Providing enough minimal pair practice can help students to handle their perception problems with some consonants and vowels and thus improve their English pronunciation. A minimal pair is a pair of words which differ only in the two sounds being focused on^[5]. "bet" and "pet" are a minimal pair which contrasts "p" and "b" and "fast" and "vast" are also a minimal pair which contrasts "f" and "v". Many pairs of consonants that will cause perception problems are pairs that differ in voicing. In addition, several pairs of vowels that will lead to perception problems differ in that one is monophthong and the other is diphthong. Five diphthongs which easily result in distinction problems are [ai], [au], [ɔi], [ei] and [əu]. English learners may have trouble in distinguishing two of these

diphthongs (for instance [əʊ] from [aʊ]), and a diphthong from a monophthong (for instance [ɔ] in law from [əʊ] in low), or hearing the difference between two monophthongs (for instance [i] it from [e] bet). The minimal pair practice can be conducted like this: the students are asked to listen and choose the word they hear, and check the answer. The teacher makes an explanation if necessary and then the students listen again.

4.4.2 Rhythmic Fill-in-the-blank Exercise

Rhythmic fill-in-the-blank exercises contribute to improving students' consciousness of English rhythm and help them to master English rhythm^[5]. The teacher presents a metrical material which blanks out a word or phrase to the students. The teacher gives an indication of the stress pattern, and gives a choice of three to four items, all of which fit the meaning of the line, but only one of which fits the required stress pattern. Here is an example: A: Dinner is ready. Come and get it. B: What's for dinner? A: Chicken curry. B: What's for Pudding? A: O O O O. (apple crumble/strawberry tart/lemon pie). A more difficult task is leaving out the stress pattern clue and asks the learners to figure out from the rhythms of the lines which pattern is needed and then which words fit the pattern. Alternatively, we can blank out a word or phrase or even an entire line, provide no alternatives and leave it to the students to think up something appropriate that fits the meaning and the stress pattern. Here is an example: A: This is the furniture! B: Isn't it terrible? A: What shall we do with it? B: _____. (possible completion: Give it to somebody!)

4.4.3 Listen and Imitate

Listen and imitate is another very wonderful way to fully develop the students' English pronunciation. The teacher chooses a listening material according to the students' proficiency level, and asks the students to listen, imitate and record their imitation. Then the students submit their recording to the teacher and the teacher points out the pronunciation problems that the students have. Meanwhile, the students can also compare their recordings with the listening material they listen to in order to find out their own problems and remind themselves of the correct way of English pronunciation. It is suggested that the students listen and imitate again after all of their problems are pointed out. Students can definitely improve their English pronunciation at both segmental level and suprasegmental level after repeated imitation because they know their problems very clearly with the teachers' guidance and their own comparison.

4.5 Providing More Teacher Training

Students' English pronunciation is heavily influenced by the teacher, especially their first English teacher because they receive direct instruction and guidance from their teacher. If a teacher has good English pronunciation, his/her students will benefit from it and are very likely to master English pronunciation well. If a teacher has bad English pronunciation, his/her students will get wrong instruction and are very likely to develop poor pronunciation which is difficult to be corrected in the future. Because of the unbalanced education resources across the regions of China, many English teachers in rural areas are not English majors and didn't study English phonetics course and receive systematic English pronunciation training and thus do not have good English pronunciation, which lead to the fact that these teachers transmit their bad pronunciation to their students. In order to improve the situation, training teachers in pronunciation is a necessity because it can avoid students' bad English pronunciation from the source^[2]. National Ministry of Education should make more investment in teacher training so that the teachers can get more opportunities to learn the theories about English pronunciation and receive proper training to correct their English pronunciation problems.

5. Conclusion

Influenced by the mother tongue, a large number of Chinese students have many pronunciation problems which exist at both segmental level and suprasegmental level. At segmental level, Chinese students make many mistakes in producing those vowels and consonants which do not exist in Chinese or sound similar to Chinese speech sounds. At suprasegmental level, many Chinese students stress every syllable and every word, and they have poor consciousness of English rhythm and intonation and tend to speak English in the way they speak Chinese. In the process of teaching English pronunciation, the teacher should teach their students complete and systematic pronunciation knowledge, guide the students to listen to a large number of authentic listening materials, compare Chinese pronunciation with English pronunciation and make a clear explanation to the students. After learning systematic knowledge about English pronunciation and knowing the similarities and differences between the two languages, the students also need a lot of practice to achieve good English pronunciation. There are many wonderful methods and exercises that the teacher can adopt to train students' English pronunciation, such as minimal pair practice, rhythmic fill-in-the-blank exercises, listen and imitate, and so on. Students' pronunciation is easily affected by their teacher, especially their first teacher. Some Chinese teachers are poor in their pronunciation, so the Ministry of Education should offer more training to the teachers to improve their pronunciation, which will benefit the students. It is believed that students will make improvement in their English pronunciation with enough knowledge, sufficient practice, and proper guidance.

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The Application of Formative Assessment to Primary School English Teaching

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Abstract: With the deepening of the new curriculum reform, the pursuit of the quality of primary school English classroom teaching is the teaching goal of every English teacher. In order to improve the quality of English teaching, teachers not only need to innovate teaching methods and change teaching concepts, but also need to attach great importance to effective teaching evaluation. Teaching evaluation is an indispensable part of teaching activities, and a scientific evaluation system is a powerful guarantee for achieving teaching goals. This article mainly introduces the application of formative evaluation in primary school English teaching, the significance of formative evaluation and the problems that should be paid attention to in the application process, so as to help primary school English teachers fully understand and use formative evaluation to evaluate primary school students. English learning stimulates students' interest in learning English and improves the level of English teaching in primary schools.

Keywords: Formative assessment; Primary school English teaching; Teaching assessment

1. Introduction

For a long time, my country's basic English teaching evaluation system has always used examinations as the main standard to measure students' learning level and ability. This summative evaluation is not conducive to the growth and development of students. In order to meet the requirements of education reform, teachers should update their teaching concepts, reform the current assessment system and assessment methods, rebuild the teaching assessment system that meets the requirements of quality education, and promote comprehensive harmony. Promote the development of students and the continuous improvement of teaching quality^[1].

2. Research on Formative Assessment

Formative assessment was first proposed by the famous American assessment expert Stephen in 1967, and then introduced into the field of teaching assessment by American educational psychologist Bloom (Zhang, & Liu, 2014). He believes that formative assessment can not only improve teaching and learning, but also promote the development of students' intelligence and tap their learning potential. Black and William believe that in the process of educational activities, that is, the formation of students' knowledge, skills and attitudes, teachers should monitor and assess students' learning progress, which can provide certain feedback and guidance for teachers and students.

2.1 The Definition of Formative Assessment

Formative evaluation is relative to the traditional summative evaluation. The so-called formative evaluation refers to the evaluation of "students' performance in the daily learning process, their achievements, and their reflected emotions, attitudes, strategies, etc." based on continuous observations and observations of the entire learning process of students. Developmental evaluation made by recording and reflection. Its purpose is to "inspire students to learn, help students effectively control their own learning process, so that students gain a sense of accomplishment, enhance self-confidence, and cultivate a spirit of cooperation."

2.2 Characteristics of Formative Assessment

Formative evaluation is "evaluation of the student's learning process, aimed at confirming the student's potential, improving and developing the student's learning". The task of formative evaluation is to "evaluate students' performance in the daily learning process, their achievements, and their reflected emotions, attitudes, strategies, and other aspects of development. Its purpose is to motivate students to learn and help students effectively regulate themselves. The learning process enables students to gain a sense of accomplishment, enhance self-confidence, and cultivate a spirit of cooperation."

3. Effective Forms of Formative Assessment in Primary School English Teaching

3.1 Classroom Observation

Classroom is the main place for students to learn English. The degree and quality of students' participation in classroom activities determine the learning effect of students to a great extent. At the same time, classroom observation is also the most direct way for teachers to understand students' learning. Through classroom observation, teachers can understand how students listen to lectures, how students take notes, how students participate in classroom activities, how students learn textbooks, and whether they understand

what they have learned, so as to comprehensively and objectively obtain the information of teaching and learning as well as timely discover the problems existing in students' learning. In primary school, it is very natural and common that most students prefer playing to learning English^[2].

3.2 Questionnaire Survey and Interview

Teachers can invite students to participate in questionnaires survey and interviews at some key time, such as at the beginning of enrollment or at the end of the semester. Questionnaires survey and interviews can help teachers to learn about students' learning basis, learning attitude, emotion, learning strategies and other information associated with learning (Sun, 2016). The information obtained through questionnaires or interviews can provide timely reference for teaching, so that teachers can adjust teaching methods, content, progress and so on. When students fill in the questionnaire, teachers can give guidance on the spot.

4. Effective Implementation of Formative Assessment in Primary School English Teaching

4.1 Combination of Multiple Assessment Models

In the implementation of formative evaluation, teachers should combine multiple evaluation modes. According to the different assessment subjects, the assessment mode can be divided into student self-evaluation, student mutual evaluation and teacher mutual evaluation. Traditional primary school English teaching mainly adopts a single evaluation model of teacher evaluation. Students are only passive evaluation objects, and teachers are absolute evaluators. Primary school English teaching under formative evaluation should not only be based on teacher evaluation, but should also be supplemented by student self-evaluation and student mutual evaluation to gradually cultivate students' self-evaluation ability and help students improve their independent learning ability.

4.2 Give Effective Feedback

When implementing formative evaluation, teachers should give effective feedback. The purpose of formative evaluation is to adjust teaching and promote student learning. Therefore, the key to formative evaluation lies in teachers' effective feedback. Formative evaluation is not simply adding some classroom observations, collecting some excellent homework from students, and letting students write some learning perceptions, but constantly adjusting teaching based on the evaluation results to ensure that all students can achieve better learning results^[3].

5. Matters Needing Attention in the Application of Formative Assessment in Primary School English Teaching

5.1 Pay Attention to the Change of Assessment Consciousness

First of all, teachers should pay attention to the change of assessment consciousness. Since formative assessment is the assessment of students' learning process and the assessment for students' development, teachers should complete the teaching assessment on the basis of joint discussion and cooperation with students. Compared with the simple examination, the difficulty of formative assessment is that teachers must overcome prejudice and objectively analyze each student's specific learning situation and learning process.

5.2 Pay Attention to the Change of Assessment Subject

Secondly, teachers should pay attention to the change of assessment subject. Formative assessment is not only the teachers' assessment of students, but also the students' self-assessment and mutual assessment. Teachers should change the traditional teaching concept and gradually change their role in the classroom. Teachers should shift from the role of examiner to the role of promoter in students' learning. Teachers should provide students with a certain degree of selectivity and autonomy, and let them put forward their own suggestions and ideas on the content and form of assessment (Sun, 2016), which is in favor of giving full play to students' creativity^[4].

6. Conclusion

Teaching assessment is an important part of English teaching and can provide teachers and students with first-hand teaching and learning information. The preliminary evaluation establishes a brand-new evaluation concept and a scientific and rigorous evaluation process, allowing teachers to pay more attention to the learning process of the students rather than the learning results of the students. In order to adapt to the requirements of the new curriculum, English teachers must use constructive evaluation in primary school English teaching, which is of great benefit to both teachers and students.

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Overview of the Application of Interactive Teaching in College English Teaching

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Abstract: The current university English teaching classroom, students participate in English learning is a situation that university English teachers must pay great attention to. Only in the college English learning, students can always maintain a strong independent learning ability, in order to achieve a better learning effect. In the college English teaching, teachers need to choose the multiple interactive teaching mode and adopt the interactive teaching method, so as to successfully guide the interaction between students and other students and teachers, and completely realize the interaction between English learning methods and English learning materials. Only in the more opportunities and exercises of English practice expression provided by teachers can college students completely enhance their students' English application ability.

Keywords: College English; Interactive teaching; Application

English itself belongs to one kind of many languages. If college students want to completely master the essence of English language, they should start from the basic skills necessary to learn the language. In the current university English teaching classroom, using the interactive teaching method and interactive teaching mode, not only can quickly achieve university English teaching goals, more under the guidance of university English teachers, more quickly realize the interactive atmosphere between teachers and students and students, on high efficiency, high quality teaching classroom, to completely stimulate college students to participate in English learning, eventually orderly improve college students' English language comprehensive quality.

1. On the characteristics and functional analysis of interactive teaching in English teaching

In order to better apply interactive teaching methods, the first problem is to require teachers to deeply understand the definition and concept of interactive teaching methods. Since the word "interaction" in itself is a word from the field of sociology, within the scope of sociology, "interaction" is the behavior of more or more relevant objects, driven and acting in a certain space and time. These reciprocal behaviors can be verbal or communicative of body movements, and the reciprocal behaviors are both correlated and causal. The interactive teaching method adopted in the classroom specifically refers to the specific way in which teachers interact with students. Compared with the traditional teaching methods, teachers' use of interactive teaching method in class has completely established the students as the main subject of classroom teaching. Interactive teaching method places teachers and students above the classroom in an equal position, and students can realize the sense of learning more through participating in the classroom interaction with high frequency. Especially, the language learning classroom cannot be separated from the practical exercise of language expression. Only in the process of full interaction can students have a stronger interest in the language learning. Another obvious feature of the interactive teaching method is the deeper and deeper correlation between teachers and students. On the traditional language learning classroom, teachers listen, students learn passive teacher teach boring, but in the interactive teaching class between students and teachers not only become closer, the classroom status between teachers and students has changed dramatically, the traditional teacher as the main body of language teaching classroom, become the teacher relationship equal teaching classroom, teachers in the interactive teaching method has changed into student learning guide, students are the real main body of language learning classroom. On the interactive teaching class, students really feel the balance between learning and teaching. In the interactive teaching process, students can ask questions or give feedback on math content in time, and finally successfully improve the enthusiasm of language learning, but also more effectively improve students' comprehensive English language quality.^[1]

2. Analysis of the meaning and significance of interactive teaching application

2.1 The meaning analysis of the current interactive teaching

Current college English teaching classes include a variety of elements, such as college English classroom teaching, which includes audio-visual facilities, multimedia equipment, as well as students and teachers. The way and method of interactive teaching break the shackles of traditional teaching methods. On the interactive teaching classroom, English teachers can integrate teaching content, teaching hardware, teaching software and other elements, and on the university English interactive teaching classroom, presents a three-dimensional, diversified and scientific teaching mode.^[2]

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2.2 Application of interactive teaching in college English teaching

2.2.1 It is conducive to greatly improving students' core English literacy

In the process of the gradual integration of the global economic development, English has become a language tool that must be used for the development of all walks of life. Therefore, in the cultivation of the core literacy of college students, we should not only help students to lay a good foundation for language accumulation, but also ensure that students develop the English language thinking mode. The gap between the domestic teaching conditions and level, different institutions of higher learning in English language teaching, are subject by different objective conditions, so in the process of college students 'English core quality, more to comprehensively improve students' English practice ability, actively improve the college students' English core quality.^[3]

2.2.2 Effectively stimulate college students' enthusiasm for learning English

At present, most college students are not strongly interested in English language learning. After long-term teaching practice analysis, it is found that these college students mainly do not like the traditional English teaching methods. The Traditional English teaching class is boring. More English teachers mainly spend their teaching energy in the text, phrase and vocabulary explanation. After the English textbook explanation, the college English teachers will also arrange more English reading, writing and translation work for the students after the English class. Or college English teachers can also actively organize students to participate in oral English practice exercise step by step. In college English classes and traditional college English classes, the only interaction between English teachers and students is that teachers ask questions from students to answer. On the new university English interactive teaching classroom, college students can complete through various modes of interaction with students and English teachers, for example, college students can through group inquiry, micro class learning, group discussion, listening to English songs, watching English movies and performing English skits, etc., college students can more deeply feel the learning subject position, learning experience and learning activities, etc., so as to ensure students' English learning ability to improve and improve.^[4]

2.2.3 University English interactive classroom actively carry out diversified exchange teaching

Due to the traditional college English teaching classroom, students can not get full English practice learning and exercise, in the lack of communication classroom, college students' English learning will appear many problems. Only in the English practice communication, can students find that the problem exists in their English learning. If college students have always been in the state of lack of communication, they will bring themselves a subjective learning illusion. Only in English learning communication can college students deeply realize the gap in English learning, so in college English interactive classroom, students and students can contrast, only in the process of the English application, can more deeply realize the necessity of English learning must be applied in practice.

2.2.4 University English application interactive teaching is more conducive to the innovation of teaching mode

The current university English interactive teaching classroom, English teachers can actively carry out a variety of modes of English interactive teaching, such as on the activities of English class English speech competition, classroom interaction, application of English professional teaching software, establish WeChat learning sharing group and WeChat public, under a variety of teaching mode, the original traditional and single teaching mode has been completely changed and changed. For example, university English teachers can actively make micro class video for students summary grammar or related phrase knowledge, video time is generally not less than 5 minutes and not longer than 8 minutes, students can save micro class in their mobile phone or computer hardware mobile devices, students anytime and anywhere in their free time, can complete the corresponding supplementary learning, such learning not only brings students more freedom, also can let students have more interest.^[5]

3. Analysis on the efficiency of interactive English interactive classroom

In the continuous process of the teaching reform, the university English teachers are also gradually deepening their own understanding of the teaching problems. Therefore, it has become one of the key issues of the education department to actively face up to the efficiency and quality of the university English teaching classroom and the problem of strengthening the teaching consideration of the university education teachers. Only by constantly innovating the university English teaching methods and expanding the university English teaching methods can we better complete the university English teaching tasks. At present, under the application of university English interactive teaching concept, many university English teachers have had a profound influence by the current university English teaching mode in the specific teaching links.^[6]

3.1 Influence of the ideas and teaching methods of college English teachers

The application of teaching ideas and methods of college English teachers will have a deep-rooted impact on the construction of college English interactive classroom. The serious backward teaching concepts of major university English teachers will lead to the lack of teaching methods of advanced interactive English to be truly implemented. Under the influence of unscientific teaching ideas and ideas, the so-called interactive English classes actively created by university English teachers will also highlight too many formalism problems. If the university English teachers have no way to completely abandon the influence of traditional teaching ideas and teaching concepts, university English class is difficult to realize the real sense of English teaching interaction, students in the process of real communication and interaction, to deeply realize the reform of university English interactive classroom teaching effect, finally in the university English interactive class.^[7]

3.2 About the influencing factors of the learning mentality of college students

College students must learn English must have a strong subjective learning initiative, after entering the university students no longer full-time teachers and personnel to urge college students to complete what learning tasks, so college students 'subjective learning desire and strong self-restraint ability, will become the main factors affecting the college students' academic performance. According to the specific situation and learning mentality of English learning of college students, a considerable number of college students show a strong complex psychological and anxiety characteristics in English learning. College students 'anxiety about college English learning is because college English academic performance is directly linked to students' degree application. Once college

students fail to pass the CET-4-6 exam during the college area, they are likely to cancel or postpone the approval to obtain their degree. In addition, from the perspective of college students, Chinese is the mother language of college students, and there is a great difference between their mother language learning and English learning. Once the learning method applied by college students is inappropriate, it will bring greater pressure to their English learning. In short, many college students not only expect to obtain a high learning quality in the English classroom, but also hope to study through college English, effectively improve their ability to use English flexibly, and then bring strong competitiveness to college students in the future employment. However, because some college students have a poor English learning mentality, and the practical learning methods are improper. As a result, too much energy was invested in college English learning, but with little effect. This actual situation has seriously hit college students' enthusiasm for English learning.^[8]

4. Some strategy analysis on the active application of interactive teaching in college English classroom

4.1 Establish a scientific and clear teaching goal

In the university English interactive teaching classroom, English teachers must first set up a clear teaching goals, so as to better guide college students to obtain the cultivation of English core literacy. Scientific teaching objectives must include clear teaching content, in addition to the cultivation of English thinking quality, cultural consciousness, learning ability and language ability. All grammar knowledge, grammar priorities and difficulties as well as English words must become the focus of English learning. While constantly improving students' English learning ability, English teachers can also use contact full text, deductive deduction, inductive comparison, thinking mapping and efficient memory and other methods to actively improve students' English thinking ability and quality. In college English classes, teachers can also guide students to watch videos and words and other materials to form a scientific English expression thinking, so as to break the Sinicization problem of English learning from the source of thinking.^[9]

4.2 Design elaborate interactive teaching programs

Actively clarify what core qualities students need to actively cultivate in college English teaching, and actively create high-quality interactive teaching programs for college students according to different ability goals. In the targeted interactive teaching scheme, actively adopt diversified teaching methods to timely avoid the disadvantages of the traditional teaching method, in the targeted interactive teaching scheme, scientific and perfect interactive teaching scheme can better improve the students' English language learning ability and guarantee the teaching effect of the interactive English classroom.

4.3 Actively create a diversified college English interactive classroom

4.3.1 Actively create and improve the classroom atmosphere of teacher-student interaction

The foundation and key of high-quality interactive teacher-student interactive college English interactive classroom. For example, college English teachers can ask differentiated questions to students in the process of actively training students' English listening, and students can choose the same or different methods to answer their English questions according to their actual situation. Under general circumstances, English teachers need to correct students' oral expression mistakes in time, and in the process of students learning English, university English teachers to provide students with sufficient teaching materials, actively penetrate the relevant background and culture of English countries, so that in a more harmonious English interactive learning atmosphere constantly improve college students' English learning ability and quality.

4.3.2 Realize high-quality student interaction in the college English classroom

College English classroom should always take students as the main body of teaching, English teachers in the interactive English classroom should actively create more interactive space for students, under the various ability and quality requirements and a variety of interactive needs, orderly improve the interest of the teaching of college English activities and the enthusiasm of students to participate in the classroom teaching. For example, college English teachers can compile Shakespeare's classic plays into English skits. Students can choose roles according to their own preferences. In the interactive performance between students and students, they can not only exercise their oral English expression ability, but also improve students' English cultural literacy more quickly.

4.3.3 Actively organize a large number of extracurricular English exchange and practice activities

The fundamental purpose of students' interaction in English class is to improve the ability to use English, and to ensure the smooth completion of university English teachers' English teaching tasks. Therefore, it is difficult for learning in college English class to ensure that students always have a strong interest in English learning. Only the rich and colorful extracurricular English practice and exchange activities, can only bring students a large number of interactive learning opportunities, but also can bring more English learning atmosphere to students. For example, college English teachers can actively organize students to participate in the campus English culture festival, participate in the English drama club, participate in the English chorus club, and guide and help students to shoot English short films. These extra-curricular English exchange and practice activities are also a powerful supplement to teachers' interactive teaching. Students can get more learning fun in the interactive use and communication of English.^[10]

4.4 Set the evaluation method of interactive teaching classroom science

Above the interactive college English teaching classroom, Multi-dimensional evaluation standards need to be set scientifically, Only to actively enhance the comprehensive understanding of teachers and students, To effectively change the disadvantages of the traditional and single evaluation way, The following evaluation measures can be taken for the university English interactive classroom teaching: First, Based on the original teaching performance and university English teacher evaluation, Scientific adjust the proportion of interactive teaching in the overall evaluation results of teachers, For example, actively increase the determination of college students' usual grades, This requires college English teachers to scientifically formulate and complete the usual performance evaluation details and standards; second, Adhere to the principle of combining group evaluation, student self-evaluation and teacher evaluation, College English teachers should build learning groups for students' science, Scientific mutual evaluation method is adopted above the interactive English classroom, Scientific and comprehensive evaluation of students' English academic performance

and English language use ability.

5. New requirements and new expectations for interactive university English teaching

After the requirements of strengthening the university English interactive teaching proposition, university English teachers need to constantly strengthen the professional knowledge learning and improve the ability of interactive teaching of college English teachers in an orderly manner. The reason is that strengthening the teaching of university English activities has been included in the university English teaching program, and in the establishment of university English teaching objectives, the cultivation of university English communication and use ability has been put on the agenda. This requires college English teachers to accurately grasp the content of the textbook, but also to ensure the overall arrangement and learning of college English interactive classes according to the century situation of college students' English learning, and finally realize the effect of teaching students according to their aptitude in the process of college English interactive teaching. As different levels of college students have different psychological needs for the learning of English, university English teachers should always pay attention to the cultivation of students' English communication and confidence in the interactive English classroom design. In the face of students who dare not participate in and are timid, they should give sufficient encouragement and solve the difficult problems raised by college students in time. To carry out interactive teaching in university English teaching not only requires university English teachers to have conscientious professional spirit, but also requires teachers to have lofty professional ethics and personality charm, and finally guarantee the support of university English interactive teaching with the quality of university English teachers.

Epilogue:

In short, the application of English teaching classroom in college interactive teaching is conducive to break the shackles of the traditional teaching mode, through the scientific interactive teaching scheme design, using scientific interactive teaching methods and strategy, to ensure the interaction between teachers and students and interactive teaching effect, better guide students to fully absorb English comprehensive knowledge, smoothly improve college students' English learning comprehensive quality and ability.

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The Development of Most-favored-nation Treatment——From Substance to Procedure

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Abstract: MFN treatment in international investment law is implemented by the host country to foreign investors, the treatment is not less than treatment already given or will give the third countries investors. More and more investors sought to take advantage of the general provisions of MFN clause in bilateral investment treaties in an attempt to enjoy more favorable treatment for dispute settlement in third treaties. This paper expounds on the basis of cases to analyze whether MFN clause could be applied to the dispute settlement procedure or MFN treatment could extend to procedural rights.

Keywords: MFN treatment; Procedural rights; Limitation of MFN clause

1. The definition of most-favored-nation treatment

The International Law Commission (ILC) has defined MFN treatment as follow: “Most-favored-nation treatment is a treatment accorded by the granting State to the beneficiary State, or to persons or things in a determined relationship with that State, not less favorable than treatment extended by the granting State or to a third State or to persons or things in the same relationship with that third State.” The granting State refers to a country that grants MFN, and the beneficiary State means a country that has been accorded MFN status. At present, international treaties generally use the reciprocal, unconditional, and restricted MFN treatment. MFN clause can be found in the majority of international investment treaties. Although MFN treatment is a kind of treatment standard, but many countries -- especially developing countries connected it with the national equality principle. However, the mainstream view is that such obligation will be generated only when the treaty containing MFN clause. The obligation of MFN treatment comes from bilateral or multilateral treaties concluded or acceded to by one country.

MFN treatment in international investment law is implemented by the host country to foreign investors, the treatment is not less than treatment already given or will give the third countries investors. In international investment legal relationship, MFN treatment has a “multilateral” effect, once a State grants investors of another country better treatment, so that all other investors of third State under the terms of MFN treatment will be entitled such treatment. The intention of MFN treatment is to create fair competition between foreign investors in host country.

In bilateral investment treaties (BITs), MFN treatment usually have several forms: 1. Only provides MFN treatment principle; 2. Provision of both national treatment and MFN treatment, which can provide higher protection shall prevail; 3. Provides MFN treatment principle and clearly excludes its application to specific situation, generally the customs union, free trade zone, economic alliance or the international agreement with tax or arrangement. In addition, the scope of MFN treatment is limited, generally defined as “investment-related activities”.

2. The huge controversy caused by the development of MFN treatment

2.1 Emilio Agustín Maffezini v. Kingdom of Spain

The Claimant, Mr. Maffezini, a national of Argentina, initiated an ICSID arbitration against Spain under the provisions of the Argentina-Spain BIT. The dispute involved a chemical products joint venture (EAMSA), established in 1989 by Mr. Maffezini (70% shares) and a Spanish publicly owned entity SODIGA (30% shares). According to the 1991 Spain-Argentina BIT article 10, Mr. Maffezini must first seek judicial relief from Spanish court. Only after the local court decision or after 18 months still did not make a decision, Mr. Maffezini could turn to the ICSID for arbitration. And 1991 Spain-Chile BIT article 10 regulates no dispute settlement after six months negotiations, the contracting investor could turn the dispute to the ICSID. Spain-Argentina BIT article 4 MFN clause, “In all matters subject to this Agreement, this treatment shall be not less favorable than that extended by each Party to the investments made in its territory by investors of a third country.” Based on this term, Mr. Maffezini claimed that he should enjoy the provisions of the Spanish-Chile BIT more favorable procedural treatment, and directly filed an arbitration to the ICSID. Mr. Maffezini’s claim got the support of the arbitration Tribunal. The Tribunal found that, although Spain-Argentina BIT article 4 had not made it clear that MFN clause was suitable for dispute settlement, but “all matters subject to this Agreement” such broad wording shall include dispute settlement matters.

Although the Tribunal supported MFN clause in the dispute settlement matters, at the same time, the Tribunal also proposed an

important limitation on application of MFN treatment to investment dispute procedure, stress was laid on “public policy considerations”.

Four such specific situations were discussed in the award:

“Firstly, if one Contracting Party had conditioned its consent to arbitration on the exhaustion of local remedies, this requirement could not be bypassed by invoking the MFN Clause in relation to a third-party agreement that does not contain this element, since the stipulated condition reflects a fundamental rule of international law.

Secondly, if the parties had agreed to a dispute settlement arrangement which includes the so-called ‘fork in the road’, that is the choice between submission to domestic courts or to international arbitration, and where the choice once made becomes final and irreversible, such a stipulation could not be bypassed invoking the MFN Clause, as such a course of action would upset the ‘finality of arrangements’ that countries consider important as matters of public policy.

Thirdly, if the agreement provided for a particular arbitration forum, such as the ICSID forum, such option could not be changed by invoking the MFN Clause and refer the dispute to a different system of arbitration.

Fourthly, the Tribunal noted that if the parties had agreed to a highly institutionalized system of arbitration that incorporates precise rules of procedure (e.g. NAFTA), it will be clear that these mechanisms could not be altered by the operation of the clause, because these very specific provisions reflect the precise will of the contracting parties.”

2.2 Siemens A.G. v. Argentine Republic

The Claimant, Siemens A.G. (“Siemens”), a German corporation, established SITS (a domestic Argentine company fully owned by Siemens) for the purposes of bidding for the provision of these services. SITS’ bid proved successful and in October 1998. Furthermore, as a result of the new Argentinean Government’s actions, the contract was terminated. In 2002, Siemens initiated ICSID arbitral proceedings under the Argentina-Germany BIT MFN clause.

Germany-Argentina BIT in article 3, MFN terms: “the contracting party grants to the other party national, company treatment of investment in its territory shall not be less than treatment given to nationals, companies or any third State.” Obviously, Germany-Argentina BIT article 3 the scope of MFN wording narrower than the limits prescribed by Argentina-Spain BIT, Argentina-Spain BIT wording is “all matters under this treaty”, but in Germany-Argentina BIT uses “treatment” one word. However, the Tribunal considered that, despite the extension of the term “treatment” is less than “all matters under this treaty”, but it was enough to include dispute settlement matters.

2.3 Plama Consortium Ltd. v. Republic of Bulgaria

The investor Plama Consortium Limited (PCL, the Claimant), a Cypriot company, acquired shares of Plama AD, a privatized Bulgarian oil refinery. The Claimant said that, a few years after the establishment of investment, Bulgarian government and other public institutions deliberately set obstacles to its operation, and refused to correct it even unreasonably delayed the improper measures, so that caused substantial damage to the oil refinery. The Claimant filed a request for arbitration with ICSID against the respondent, Bulgaria. The request invoked the MFN Clause of the basic treaty, the Cyprus-Bulgaria BIT of 1987. The Claimant required of more favorable dispute settlement provisions of other Bulgaria’s BITs. It was asserted that the MFN Clause “must be construed as extending to more favorable dispute settlement mechanisms than those in the Bulgaria-Cyprus BIT, which are contained in other investment treaties concluded by Bulgaria.”

The Tribunal examined the treaty and concluded that MFN clause in the treaty did not cover dispute settlement provisions. The Tribunal stressed that the intention to incorporate dispute settlement provisions must be “clearly and unambiguously expressed”, and that the main pre-requisite for arbitration is an agreement between the parties to arbitrate. “An MFN provision in a basic treaty does not incorporate by reference dispute settlement provisions in whole or in part set forth in another treaty, unless the MFN provision in the basic treaty leaves no doubt that the Contracting Parties intended to incorporate them.” Thus rejected the request of the Claimant.

3. MFN treatment could extend to procedural rights

The cases like Maffezini have influenced the decision of the Tribunals. More and more investors, especially in the latest ICSID arbitration practice, sought to take advantage of the general provisions of MFN clause in bilateral investment treaties in an attempt to enjoy more favorable treatment for dispute settlement in third treaties. As for the attitude of ICSID, most cases are positively supported. Accordingly, the determination that MFN clause may be applied to the dispute settlement procedure and MFN treatment could extend to procedural rights seems reasonable and is beginning more rooted.

Concerning the issues of application of MFN clause in procedural matters, the provisions of MFN in investment treaties can be divided into four situations:

(1) Provision of MFN treatment clearly includes dispute settlement procedures, such as UK BIT model law article 3(3), in order to avoid the doubts, the treatment prescribed in paragraph 1 and 2 is suitable for the agreement to article 1 of article 11, including the terms of the dispute settlement (article 8 and article 9).

(2) Broad wording in the MFN clause, such as “all matters”, “all rights”, “treatment”, while not specify the terms whether includes dispute settlement procedures, such as Argentina-Spain BIT, article 4(2).

(3) The list to limit its application in the MFN clause, but not to point out whether including dispute settlement matters, such as NAFTA article 1103, “①Each Party shall accord to investors of another Party treatment no less favorable than that it accords, in like circumstances, to investors of any other Party or of a non-Party with respect to the establishment, acquisition, expansion, management, conduct, operation, and sale or other disposition of investments. ②Each Party shall accord to investments of investors of another Party treatment no less favorable than that it accords, in like circumstances, to investments of investors of any other Party or of a non-Party with respect to the establishment, acquisition, expansion, management, conduct, operation, and sale or other disposition of investments.”

(4) Provision of MFN clause clearly excludes dispute settlement procedures, such as the 2003 American free trade agreement

template article 5, provisions of MFN treatment, at the same time, the reference to the template illustrates a common understanding and the intention of the contracting parties is that “such provisions shall not include the international dispute settlement mechanism”.

As said above, the first and fourth one make it clear whether MFN clause includes the dispute settlement procedures. The controversy is mainly caused by broad wording of MFN clause in situation 2 and 3. Maffezini case and Plama case belong to situation 2. Siemens case belongs to situation 3.

MFN treatment is a necessary condition for foreign investors to compete, and the purpose is to provide investors with level playing field. Because the obligation of investment agreements is to protect the interests of investors, thus that whether MFN clause could be applied to procedural matters, decides whether agreements could give investors more favorable procedural rights.

Starting from the function of MFN treatment, if the rights to submit to arbitration regards as procedural rights, MFN would provide investors substantive protection as well as procedural protection. Substantive rights and procedural rights are inseparable, the latter is critical to grant the rights of investment. If investors from one country have more favorable procedural protection than other investors, it would give the investors more competitive such as has the right to submit the arbitration or submitted to arbitration more convenient, then its investors will gain a competitive advantage.

In summarize, the evidences that MFN clause could extend to procedural rights in the following aspects:

(1)MFN would provide investors substantive protection as well as procedural protection. Substantive rights and procedural rights are inseparable.

(2)It will give investors fair competition when MFN treatment extends to procedural rights.

(3)BITs are aimed to promote international investment. Dispute settlement mechanism is the key to promote international investment and protect foreign capital, and allowing to extend MFN treatment to dispute settlement procedure offers more apply opportunities resolve more international investment disputes, so that realize the purpose of BITS.

4. The limitation of MFN clause in dispute settlement procedures

MFN treatment may be applied to dispute settlement procedures, and the determination that MFN treatment extends to procedural rights is reasonable. But complicated situation of each case, it is necessary to interpret MFN clause to eventually determine MFN treatment could be applied to dispute settlement procedure. So there should be some limitation when bringing MFN treatment into procedural rights as proposed by the Tribunal in Maffezini case.

4.1 MFN clause could not create non-existent arbitration agreement.

The interpretation of the application of MFN should not violate the basic principles of treaty interpretation, namely cannot deviate from the original intent of contracting parties, or it will affect the stability and predictability of international legal system.

Vienna Convention on the law of treaties, article 31, “A treaty shall be interpreted in good faith in accordance with the ordinary meaning to be given to the terms of the treaty in their context and in the light of its object and purpose.” This rule emphasizes priority of the context of the treaty when interpreting, while considering the external evidence of both parties’ intentions and the purpose of the treaty. When interpreting MFN clause, the arbitration tribunal should take two elements: one is the meaning of the context of the treaty; two is the purpose of the treaty. If there are clear guidelines that MFN treatment could be applied to procedural matters, the intention of parties is undoubtful. If the treaty does not specify that MFN could be applied to procedural matters, it should be interpreted combining with intention of the parties.

4.2 Shall not evade substantial pre-conditions.

The request that MFN is applied to the procedural matters is based on the content of host countries in BITs. Dispute settlement provisions in the majority of investment treaties require investors must negotiate with host countries. Some provide after limited time, still cannot reach agreement, the dispute could be submitted to international arbitration and some may require exhaustion of local remedies.

The case Plama points out, “No matter in the domestic and international law, the content of countries must be clear not fuzzy.”

The claimant cannot expand the scope of MFN treatment. In case Mr. Tza Yap Shum, the arbitration tribunal has the jurisdiction over the amount of compensation disputes.

4.3 Shall not damage public policy.

Some special terms in BITs may be out of important public policy consideration. MFN treatment gives investors options. But if this option derogates the consideration of public policy, it may make the BITs failed. In addition, the arbitration tribunals think the economy or foreign policy on sensitive matters can be exception of application of MFN.

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Construction of the “Identical Fusion” Relationship Between Garment CAD and Core Professional Courses Under Background of Engineering Certification

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Abstract: At present, there are two outstanding problems in the teaching of garment CAD in colleges and universities: one is missing of parametric structure design function for garment CAD teaching software, the other is disconnection between garment CAD and core professional courses. From the perspective of talent development and industry demand, teaching reform is proposed: first of all, the curriculum of garment engineering drawing is established to introduce the general AutoCAD software for engineering majors. Secondly, under the framework of “identical fusion” relationship, the curriculum group is constructed, which contains two-dimensional and three-dimensional garment CAD, garment structure design, together with garment technology. The reform mode has shown good teaching effect in practice.

Keywords: Garment CAD; Garment structure; Parametric structure design; Garment technology; Curriculum group

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In recent years, the phenomena of “quick response to small orders” and “clothing customization” have appeared in garment industry, which puts forward new requirements for the garment CAD and 3D modeling, data processing for intelligent pattern and comprehensive practical ability for professionals^[1]. On the other hand, the cultivation of the ability to deal with complex engineering problems with modern tools is one of the core target of fashion design and engineering major. Therefore, the connotation construction of core professional courses should be carried out urgently with garment CAD taken as the starting point.

1. The disadvantages of “successive independent” relationship

At present, in colleges and universities, most teachers of garment structure courses have realized professional software drawing and multimedia teaching. They believe that the teaching purpose of garment CAD course is to grading and marker making. Garment CAD course is a follow-up course of garment technology course^[2]. A few older teachers of garment structure courses teach by way of manual drawing and blackboard writing. They generally believe that garment CAD is an extension of garment structure course^[3], which aims to change the traditional manual structure drawings into computer drawings. Garment CAD course is generally set up in the 5th or 6th semester after the completion of garment structure courses and garment technology courses. Therefore, the “successive” relationship between garment structure courses, garment technology courses and garment CAD course is formed. In addition, garment CAD course is often regarded as an independent software teaching course, it generally held by young teachers separately. “Independent” relationship between garment structure courses, garment technology courses and garment CAD course forms. The teaching idea based on “successive independent” relationship leads to two main problems.

1.1 Repetition of teaching content

The structural examples in garment CAD course often come from garment structure course. From a certain point of view, it only adopts the digital way to repeat the professional knowledge teaching in garment structure courses and industry pattern making course. This “secondary drawing” causes a waste of students’ time and energy.

1.2 Poor teaching effect

Garment CAD is a highly integrated course of theoretical and practical course. Only by taking garment structure course as the theoretical basis of design and garment CAD course as a new practical application means to realize fast and accurate structural design^[4], can we achieve the effect of theory and practice integration. The fragmented software teaching artificially removes the theoretical basis of the course, resulting in the lack of “high-level” characteristic of the course. It is difficult for students to transfer their practical ability to other related courses, so the teaching effect is poor.

Therefore, the curriculum based on the “successive independent” relationship does not adapt to the educational concept of “Two Characteristics and One Challenge”. In addition, the change of educational ecology and the upgrading of industry urgently demand

teaching managers and front-line educators to change their thinking, and make corresponding improvement in teaching ability.

2. The feasibility of constructing the “identical fusion” relationship

The “identical fusion” relationship integrates software teaching of garment CAD into the garment structure courses and garment technology courses respectively. The two integrated courses are undertaken by a teacher specializing in garment structure or a teacher specializing in garment technology respectively.

2.1 Theoretical basis of constructing the “identical fusion” relationship

The teaching emphasis of garment structure courses is to understand and apply the structure principle and change rules, while the difficulty lies in establishing the transformation thinking between two-dimensional structure pattern and three-dimensional garment. Therefore, in teaching process, two-dimensional garment CAD software is used to change the structural principle into structure diagram firstly, and then three-dimensional CAD software is used to turn the two-dimensional structure diagram into three-dimensional garment.

Garment technology courses focus on understanding the relationship between garment pieces and craft techniques practice, the difficulty lies in accurate recovery of the sample garment. In this process, the correctness of garment pattern and craft techniques should be guaranteed. Before cutting, the wearing effect is simulated by three-dimensional CAD software to check the correctness of pattern, and then the two-dimensional garment CAD software is used for seam allowance adding and marker making, together with outputting accurate pattern by supporting hardware equipment.

The teaching processes of two-dimensional and three-dimensional garment CAD are carried out by obtaining structure drawings, pattern, marker and clothing effect drawings, dynamic display respectively. Both processes cannot separated from garment structure and craft techniques.

It can be seen that garment structure, craft technique and garment CAD are mutually integrated and inseparable in theoretical foundation and teaching practice.

2.2 Advantages of constructing “identical fusion” relationship

Improve the teaching status of CAD. Generally, the series of garment structure course is divided into three parts: women’s lower garment structural design, women’s upper garment structural design, men’s wear structural design / children’s wear structural design; the series of garment technology course is accordingly divided into three parts: women’s lower garment technology, women’s upper garment technology, men’s suit / children’s garment technology. The teaching process of garment CAD is offered continuously in three semesters along with garment structure and garment technology courses. This kind of immersion teaching not only shows its importance, but also changes its subordinate position.

Stimulate students’ learning interest. In garment structure courses, the structure diagram is no longer a complex combination of algebra and geometry, the garment technology courses are not limited in the craft room too. With the help of two-dimensional and three-dimensional garment CAD software, the garment structure diagrams can not only represent as static ready-to-wear, but also can make into dynamic show by changing their pattern and material of fabrics, the makeup and hairstyle of models and the background and music of stage so as to visualize the works of garment structure courses and garment technology courses.

Improve the teaching efficiency. The drawing function of garment CAD is learned and strengthened in series of garment structure courses. Adding seam allowance, marker making and outputting function of garment CAD are practiced in series of garment technology courses. These teaching requirements can only be achieved in the fifth or sixth semester under the “successive independent” relationship, while students can obtain them in advance under the “identical fusion” relationship mode. It lays a solid foundation for students to enter the role of professional competition and the subsequent graduation project.

Reduce the intensity of laboratory construction and maintenance. At present, personal computer has become one of necessities of contemporary college students, and the vast majority of colleges and universities have achieved campus network coverage. Under these circumstances, students only need to install the corresponding CAD software on their personal computers to study anytime and anywhere in the classroom, dormitory and home, which greatly reduce the dependence of learning process on professional laboratories.

Under the “identical fusion” relationship mode, it is a positive response to the current educational ecology and industry needs to update the teaching means. Meanwhile, it puts forward certain requirements for teachers’ professional comprehensive ability. Both the concept of education administrators and the professional ability of front-line teachers need to improve in accordance with the changes of the times.

3. Selection of CAD software and course integration under “identical fusion” relationship

The individuation of garment products has become the focus of consumers’ attention. Therefore, some garment enterprises have started the personalized customization business. In customization business, there are two technical schemes for pattern design: one is intensive size mode and the other is manual debugging mode^[1]. However, neither of these two models can quickly meet the personalized customization of “one pattern for one consumer”. Some scholars put forward the concept of “parametric pattern design” to realize the intelligent automatic generation for individual pattern though parameterization of garment structure^[5]. Taking this as starting point, the general AutoCAD software for engineering specialty and CAD software for garment specialty are selected, and both of them are integrated into the course of garment structure and garment technology.

3.1 Application of AutoCAD software in garment specialty

Data accuracy and repeatability of structure diagrams. The word “roundness”, a kind of experiential feeling, is often mentioned during garment CAD drawing, which is difficult for beginners to master. However, by general AutoCAD software drawing, the garment contour line can be described accurately in mathematical way though arcs and biarcs fitting^[6]. On this basis, whether it is

multiple structural diagrams drawn by the same person or the same structural diagrams drawn by different people, its repeatability in size can be guaranteed, which gets rid of the defect of empirical manual drawing.

The function of parameterized pattern design. The parametric design module of AutoCAD software establishes a corresponding relationship between “user parameters” and “geometric constraint parameters”. The linkage change of structure diagram can be realized by modifying the “user parameters”, which greatly increase the drawing efficiency. Once the “grade” parameter is set, the dynamic changes among sizes can directly realizes at real time, then it completely abandon a series of cumbersome traditional work of grading.

Secondary development function adapting to professional requirements. AutoCAD software allows users to customize menus and tools column. The secondary development is allowed though the embedded languages, that is, AutoLISP, Visual Lisp, VBA, ADS, and ARX.

At present, students in fashion design and engineering specialty are non-art fresh graduates. For some students interested in computer aided design, they are provided with an expanded educational channel, that is, “from shallow to deep, from easy to difficult”. It coheres with the “challenge” requirement in the current educational concept of “two characteristics & one extent”.

3.2 Integration of general/professional CAD software with core professional courses

The series of garment structure courses are the basic module of the core professional courses. They are carried out structure design for women’s, men’s and children’s ready-to-wear according to the GBT/1335.2-2008 continuously opening in three semesters. In order to meet with the personalized dress demand of consumers, the structure design ability for personalized customization garment according to individual body shape should be equipped. The parameterized pattern design function of AutoCAD software just meets the learning requirement, and the corresponding structure design for personalized customization garment course is the high-level module for series of structure courses. Therefore, the garment structure courses are well integrated with AutoCAD software on the basis of learning continuity.

The series of garment technology courses are the practical module for the core professional courses. The technology of classical style for women’s, men’s and children’s garment is trained continuously in three semesters, too. In garment technology courses, the perfect garment diagram is taken as start point, combined with the theoretical knowledge of seam allowance adding and marker making, the classical style for women’s, men’s and children’s garment are obtained. In the process from structure diagram to pattern, CAD software is required, the AutoCAD software is not as convenient as garment professional CAD, therefore, the garment technology courses integrate with garment professional CAD better.

Although the structural diagram drawn by AutoCAD software can not be directly read by CLO3D software, through the transformation of professional garment CAD software (such as Richpeace CAD software), AutoCAD files in DXF format can be read in CLO3D software, and then the three-dimensional dress effect can be obtained through virtual stitching. Therefore, the general AutoCAD software and garment CAD software are not completely separated, they organically integrate according to different characteristics and teaching purposes.

4. Reform practice of garment CAD teaching

There are two teaching forms of garment structure courses and garment technology courses in colleges and universities: one is manual drawing, the other is drawing by CAD software. In order to make the reform targeted, teaching reform plans aiming at these two teaching forms are put forward.

4.1 Reform of garment CAD course based on “successive independent” relationship and manual drawing means

In current situation of “successive independent” relationship and manual drawing, as teaching administrators, in order to improve teaching efficiency and stimulate students’ interest in learning, garment CAD course, which is usually set up in the fifth or sixth semester, can be advanced to the same semester as garment structure courses. The total class hours of garment CAD can even be distributed in three consecutive semesters, small period and many times. It can primarily serve the courses of garment structure and garment technology.

One teacher adopts manual drawing method in teaching process of garment structure or garment technology, at the same time, another teacher draws structure diagram in CAD way. In this situation, It is easy for student to experience the differences between manual drawing and CAD drawing. Under the inspiration for convenience and efficiency of garment CAD drawing, student can get in touch with garment CAD software earlier. At present, there are many network learning platforms, it is convenient for student to self-study relevant CAD software in their spare time, which will promote learning effect for garment structure and garment technology in the next two semesters. On the other hand, it also encourages older teachers to continue learning and improving, which is in line with the principle of “to teach is to learn”.

4.2 Curriculum group reform based on the “identical fusion” relationship

Under the “identical fusion” relationship mode, the concept of “garment CAD” course of fashion design and engineering speciality should includes at least three kind of software, that is AutoCAD, Richpeace garment CAD and CLO3D. They integrate into garment structure courses and garment technology courses. Therefore, the narrow concept of “garment CAD” course by ways of software teaching is broken down. It is imperative to construct a core professional curriculum group on the theoretical basis of garment structure courses and the practical platform of garment technology courses, together with the integration of “two-dimensional to three-dimensional” concept.

Construction of curriculum group. Under the concept and practice of “identical fusion” relationship, the garment structure courses and garment technology courses are taken to consolidate the professional foundation, and the computer foundation and programming knowledge is taken as starting point. Two alternative professional development directions are provided for students

with different interests and abilities: cultivating the practical ability to adapt to various professional competitions in the comprehensive practical of garment CAD course; strengthening the scientific research ability for graduation thesis and further education in the customized garment structure course.

In the teaching process of garment CAD comprehensive practice course, the standard body shape of men, women and children are taken as the object, 4-6 sets of creative clothes are designed, together with a complete set of structure diagrams, patterns, static dressing effect pictures and dynamic show videos. Guided by students' works, the works with good creativity are recommend to various professional competitions to accept the real test from market. Therefore, it not only provides materials for competitions, but also paves way for graduation design.

In customized garment structure course, the personalized type of human body is taken as object, such as sliding shoulder, hunchback, convex belly, O-leg and so on, the garment structure diagram that can be adjusted parametrically is obtained. Students master the interactive relationship between body shape characteristics and structural parameters, so as to provide thought for in-depth research on the direction of garment structure in bachelor thesis. This organic integration of knowledge ability and quality aims to cultivate students' comprehensive ability and advanced thinking to solve complex engineering problems, which is the concrete embodiment of the "high-level" of garment structure courses.

Teaching equipment requirements. Under the "identical fusion" relationship, certain requirements for teaching equipment are put forward, the software and hardware required in series of courses are shown in Table 1.

Table 1 Matching between course series and CAD software/hardware	
Curriculum Name	software/hardware requirement
Garment technology series	Richpeace garment CAD、CLO3D(Fundation)、Richpeace garment CAD hardware output
Garment structure series	AutoCAD(Fundation)、CLO3D(fundation)
Garment CAD comprehensive practice customized garment structure	CLO3D(Fundation and Dynamic rendering)、AutoCAD(Parametric Function)、Richpeace garment CAD software/ hardware

The software of Richpeace garment CAD, AutoCAD and CLO3D required in study of garment structure courses and garment technology courses can be used on students' personal computer which greatly reduces the construction and maintenance cost of computer laboratory. During the process of garment virtual display and rendering, specific garment materials, model makeup, stage background and other materials can be easily purchased on CLO3D's official website. In terms of hardware, Richpeace high-speed printer in width of 1.8m used for teaching costs about 30000 RMB. In the teaching operation, the printer needs to replace the ink cartridge and paper. Take the teaching class of 30 students as an example, two ink cartridges and a roll of paper purchased collectively which cost 25RMB per capita can meet the teaching requirements. In this way, the problems of pattern room construction, teaching material management and health maintenance are effectively solved.

Under the background of the Internet era, computer aided design has already penetrated into all walks of life. It is an important objective for engineering talent training to solve complex problems with modern tools combined with the concept of Engineering Certification Education. A good curriculum system lays a solid foundation for talent training and professional development. The ideological guidance and ability improvement of teaching managers and front-line teachers provide a strong guarantee for the output of excellent talents. Technically, the CAD software for garment specialty is expanded from two-dimensional to three-dimensional, and the general cartographic software AutoCAD in engineering specialty is introduced. In teaching practice, the CAD software application is integrated into the garment structure courses and garment technology courses, so as to build a core professional curriculum group. It get through the last mile for the perfect match between talent training of garment engineering specialty and personalized customization market demand.

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Research on Process of the Bilingual Corpus Alignment Tool

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Abstract: As language researchers and translators gradually realize the importance of the development of corpus, many institutions at home and abroad have begun to devote themselves to the research and construction of corpus. During the process of corpus, bilingual corpus alignment is an indispensable step. However, the alignment software based on the existing alignment technology still can't meet the needs of users or translators. On the basis of previous studies, this paper mainly makes some beneficial attempts on the alignment process of sentence level automatic alignment technology in bilingual corpus. In this paper, Chinese and English files are imported into the corpus alignment tools and aligned one by one according to the translation units of sentence level. This paper presents the process of corpus alignment and proposes corresponding solutions to the errors in the process, to further improve the efficiency of bilingual corpus alignment.

Keywords: Bilingual corpus; Corpus alignment

1. Introduction

At present, translation is no longer a stagnant major. With the gradual recognition of the importance of corpus research and construction by scholars engaged in language research and machine single research, many institutions at home and abroad are committed to the research and construction of corpus.

Bilingual corpus alignment is an indispensable step in corpus construction. However, based on the existing alignment technology of alignment software, it still cannot fully meet the needs of users or translators. Therefore, how to better deal with the text and which alignment tool is suitable for different types of text to better complete the alignment task and improve the alignment efficiency is worth further study.

On the basis of previous studies, this paper mainly makes some beneficial attempts on the alignment process of sentence level automatic alignment technology in bilingual corpus. The source language and target language files of the text are imported into the corpus alignment tool, which is aligned one by one according to the translation units at the sentence level. By showing the problems in the process of corpus alignment and the process of solving the problems, the corresponding suggestions are provided for those who need the function of corpus alignment, and the best text processing method as well as the different types of text are obtained.

The alignment tools used in this article are ABBYY Aligner 2.0 and SnowCat.

1.1 Corpus

Since the 1990s, many scholars have devoted themselves to the research and the development of corpus. Mona Baker and others have begun to apply corpus linguistics to translation studies. Baker (1995:230-236) believes that corpus can be divided into three categories: parallel corpus, comparable corpus and multilingual corpus¹.

From the linguistic point of view, corpus includes at least the following three points

(1) The corpus stores the language materials that actually appear in the process of using language; (2) Corpus is the basic resource of language knowledge on the basis of computer; (3) Real corpora need to be analyzed, processed to meet the need of useful research materials².

1.2 Bilingual Corpus

At present, many research institutions at home and abroad are committed to the construction of parallel corpora, and use these corpora to conduct in-depth research on various language phenomena.

In modern sense, bilingual corpus can be defined as the corpus in which the source text and the target text are mutually translation at the sentence level. The parallel corpus consists of two monolingual corpora. One corpus is the translation of another.

Bilingual corpus is a collection of original texts of one language and corresponding texts translated into another. Bilingual corpus can be used for contrastive study. By comparing the differences in vocabulary, sentence and style between the original text and the translated text, researchers can find the corresponding relationship in vocabulary and structure between the two texts³.

1.3 Corpora Alignment

Corpus alignment generally refers to the association between the corresponding segmented segments in the parallel corpus of bilingual texts, which can be defined from different perspectives according to the specific content of the corpus.

Given a text and its translation, an alignment is a segmentation of two texts such that the n th segment of one text is the translation

of the nth segment of the other (Simard, Foster, & Isabelle,1992). Empty segments are allowed which can be corresponding either to translator’s omissions or to additions. In other words, alignment is the process of finding relations between a pair of parallel documents. An alignment may also constitute the basis of deeper automatic analyses of translations⁴.

There are various angles of corpus alignment, which indicates that the classification of corpus alignment is also diversified. When Huang Junhong reviewed the foreign corpus alignment techniques, they divided them into four categories:

(1) sentence level alignment, (2) Lexical alignment, (3) Unit alignment of multi word combination, which means the collocation alignment of phrases or words. (4) Clause and paragraph alignment⁵.

1.4 Sentence alignment tool

There are several documented algorithms and tools for sentence level alignment. Generally, they can be divided into three categories: Based on length, based on dictionary, or based on partial similarity.

Generally, sentence aligners take as input the texts to align, and, in some cases, additional information, such as a dictionary, to help establish the correspondences⁶.

A typical sentence alignment algorithm starts by calculating alignment scores, trying to find the most reliable initial points of alignment – denominated “anchor points”. This score may be calculated based on the similarity in terms of length, words, lexicon or even syntax-tree [Tiedemann 2010]⁷.

2. Research process

The research process of this paper includes
1.First alignment result.2.Problems of the first results.3.Suggestions.4.Second alignment results.5.Result analysis.

2.1 Corpora Acquiring

In order to make the paper more practical, and the conclusions, suggestions and the applicability of the method is widened, author selects *The Speech by Chinese President Xi Jinping At the Opening Session of the World Economic Forum Annual Meeting 2017* (hereinafter referred to as Speech), and *Code for Design of Building Foundations GB 5007-2002* (hereinafter referred to as GB 5007-2002).

The first material is a typical government report. Both Chinese and English versions are very standard. Therefore, the layout of this material is exquisite, detailed, and appropriate, and the language expression should be clear and concise. The language expression with Chinese characteristics is very suitable for alignment material. In addition, the differences between Chinese and English expressions can be clearly seen in the government report, which is an indispensable material for translation learners. There are obvious differences between sentences of Chinese and English, which can reflect more problems in the alignment process, so it is more suitable for alignment corpora.

Secondly, considering that the construction of corpus and research are very popular, and as a very important part of it, corpus alignment is the focus of each process. Therefore, in addition to the corpus of government reports, some practical and official guidance materials are also needed. The second article “GB 5007-2002” is revised by China Academy of Building Sciences. This specification is divided into 10 chapters and 22 appendixes. This material is a typical standard specification.

The reasons for selecting this article for alignment are as follows:
(1)This article has various format.(2)The content includes words, numbers, tables, formulas, etc.3.Strong practicability

In conclusion, the above two materials are suitable for alignment. After confirming the corpus, this paper will show the alignment process of each alignment tool.

2.2 The processes of alignment-SnowCat

Considering the length of the second article is too long, it is not suitable to align all of them. Therefore, after reading the whole article, choose the third chapter that covers all the contents mentioned above as the target of alignment material.

2.2.1 First alignment result:

File name	Speech				
	Number of words		Number of sentences		
	Original text-E	Target text-C	Original text-E	Target text-C	Sentence pairs
Speech First alignment	4356	6678	165	163	163

File name	GB 5007-2002.				
	Number of words		number of sentences		
	Original text-E	Target text-C	Original text-E	Target text-C	Sentence pairs
GB 5007-2002 Chapter 3 First alignment	2144	2524	154	148	146

2.2.2 Problems of first result

The Speech:
(1)The original text does not match the number of target text, appearing blank lines.2.Can’t divide sentences according to punctuation.3. Wrong lines appear from the beginning of the third sentence, and then the Chinese and the English are staggered.4.Although after Arabic numerals appear in Chinese sentences, which could help the work of alignment, the original text is aligned with the target text, it is not guaranteed that the sentences around the sentence with numbers is aligned.5.The overall alignment effect is poor, and a lot of manual changes are needed in the later work.
The Chapter 3 of GB 5007-2002.:
(2)The original text does not match the number of interrogative sentences, appearing blank lines.2.Can’t divide sentences

according to punctuation.3.Even if both the original and the target text have numbers, they still can't be aligned.4.Invalid number to number result in table alignment.5.The whole English sentence is split.6.Formulas affect alignment results.7.The overall alignment effect is poor, and a lot of manual correction is needed in the later stage.

2.2.3 Suggestions:

1.Turn off the revision function and accept the revision mark2.Cancel auto numbering3.Replace page breaks and splitters with blanks4.Manually divide the article into several parts, insert numbers where you can quickly distinguish between Chinese and English, and form separate lines.5.Remove header and footers6.Forms:

(1)Converts a table to paragraph markers in text

(2>Delete the unimportant numbers, formulas, etc. in the table (because it is not needed to align the numbers and formulas, the construction of corpus is not affected)

2.2.4 Second alignment result

File name	Number of words		number of sentences		
	Original text-E	Target text-C	Original text-E	Target text-C	Sentence pairs
Speech Second alignment	4360	6682	169	167	167

File name	Number of words		number of sentences		
	Original text-E	Target text-C	Original text-E	Target text-C	Sentence pairs
GB 5007-2002 Chapter 3 Second alignment	1903	2341	71	70	146

2.2.5 Result analysis

First material:

However, there are still some problems that the original text and target text cannot be segmented according to punctuation, so it is suggested to reprocess manually.

Improvement after taking the suggestions-- *GB 5007-2002*:

1.The number of alignment lines of the original text is the same as that of the target text.2.No major errors.3.Invalid alignment is significantly reduced.4.Alignment effect is good, saving a lot of labor and time, improving efficiency, so it is recommended to use the suggestions.

2.2.6 Summary

The following is a summary of scat alignment results

File name	Number of words		number of sentences		
	Original text-E	Target text-C	Original text-E	Target text-C	Sentence pairs
Speech First alignment	4356	6678	165	163	163
Speech Second alignment	4360	6682	169	167	167
GB 5007-2002 Chapter 3 First alignment	2144	2524	154	148	146
GB 5007-2002 Chapter 3 Second alignment	1903	2341	71	70	146

2.3 The processes of alignment- ABBYY Aligner 2.0

2.3.1 First alignment result:

File name	Number of words		Sentence pairs	Blank lines
	Original text-C	Target text-E		
Speech First alignment	6678	4356	206	30
GB 5007-2002 Chapter 3 First alignment	2551	2118	221	30

Sentence splitting is better than SCAT, but due to the different sentence patterns and expressions between Chinese and English, some English sentences are divided into clauses in Chinese, which leads to the blanks in Chinese.

The first alignment of *Speech* by ABBYY Aligner 2.0 is better than SCAT. The alignment effect is good. **The subsequent work is to delete the blank line, no second alignment is necessary for this file.**

2.3.2 Problems of first result

Speech:

1.The original text does not match the number of target text, appearing blank lines:2.Can't divide sentences according to punctuation:3. Wrong lines appear from the beginning of the third sentence, and then the Chinese and the English are staggered.4. Although after Arabic numerals appear in Chinese sentences, which could help the work of alignment, the original text is aligned with the target text, it is not guaranteed that the sentences around the sentence with numbers is aligned.5. The overall alignment effect is poor, and a lot of manual changes are needed in the later work.

GB 5007-2002:

1.The original text does not match the number of interrogative sentences, appearing blank lines.2.Can't divide sentences according to punctuation.3.Even if both the original and the target text have numbers, they still can't be aligned.4.Invalid number to number

result in table alignment.5.The whole English sentence is split.6.Formulas affect alignment results.7.The overall alignment effect is not good, and a lot of manual correction is needed in the later stage.8.Both the original text and the target text appear one to zero or zero to one.9.Chinese sentences, numbers and publicity are disconnected for no reason.10.Empty lines appear in alignment results.11.The alignment effect of some numbers is also poor.12.Many invalid alignments: punctuations to punctuation, number to number.

2.3.3 Suggestions

1.Turn off the revision function and accept the revision mark2.Cancel auto numbering.3.Replace page breaks and splitters with blanks.4.Replace empty lines with empty ones.5.Remove header and footers.6.Delete the unimportant numbers, formulas, etc. in the table (because the numbers and formulas are not words, no translation is needed, and the construction of corpus is not affected).7.Converts a table to paragraph markers in text.8.After the above steps are completed, copy the full text to a new document and paste only the text, deleting format.

3 Conclusion

The research and development of corpus is on the right track, which is a hot topic discussed by scholars in recent years. The basis of machine translation is high-quality parallel corpus. Only by solving the construction of bilingual corpus, can machine translation help people better and more effectively.

This paper is a useful attempt to the alignment process of sentence level automatic alignment tool in bilingual corpus. Whether scholars or enterprises are creating a corpus, the first step is alignment. Therefore, bilingual alignment is a crucial part of corpus construction. This paper attempts to study the whole process of corpus alignment: first alignment, suggestions for improvement, second alignment, and alignment result analysis. A series of attempts during the whole process of are summed up as follows,

3.1 Comparison of SCAT and ABBYY Aligner

The drawback of SCAT is that English can't automatically divide sentences according to the need of alignment

The disadvantage of ABBYY Aligner is that continuous numbers are easy to separate the whole sentence, which greatly increases the workload of manual work

SCAT is more suitable for aligning the second material--*GB 5007-2002*, which contains more tables, formulas and numbers.

ABBYY Aligner is more suitable for aligning the first file--*Speech*, which is the kind of material full of words, and the alignment effect is better.

Pretreatment of original text:

In the process of alignment, after importing the original text directly into the alignment tool, the alignment effect is not ideal, and it needs a lot of labor and time. Therefore, this paper makes a series of attempts and puts forward some suggestions on the revision of the text. After preprocessing the alignment material, the alignment effect can be greatly improved, saving time and labor.

3.2 The deficiency of the paper

Due to the limited time and experience, this paper can only do some superficial attempts, there are still many works to be further completed, such as:

The alignment materials do not involve literature and other subjects, so the suggestions put forward in this paper are only suitable for government work report materials and large-scale articles involving figures, tables, etc.

This paper only deals with SCAT and ABBYY Aligner alignment tools, and the scope of practice is small

At present, corpus research and construction are in full swing, computer-aided translation technology continues to meet the needs of people's translation, but there are still a variety of problems in bilingual alignment technology and corpus construction, which need researchers of various disciplines to continue to work hard and contribute their own strength.

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Analysis of Children's Picture Book from the Perspective of Systemic Functional Grammar—A Case Study of *The Coronavirus Fight*

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Abstract: *The Coronavirus Fight* is a well-made children's picture book about epidemic publicity. This article attempts to analyze the text message from the perspective of Systemic Functional Grammar (SFG). For ideational function, this book uses the material, relational and behavior process the most. The heavy use of the transitivity process vividly depicts the epidemic situation. For interpersonal function, most sentences use declarative mood, which indicates that this book aims to express much more information to the readers. Furthermore, a large amount of the first person also bridges the void between the writer and reader. The analysis of the text reveals well the meaning which the story conveys: although the coronavirus does harm to human health, our country is taking effective measures to prevent it, and we should believe we will fight against it one day.

Keywords: *The Coronavirus Fight*; Children's picture book; Ideational function; Interpersonal function

1. Introduction

Since the outbreak of novel coronavirus pneumonia in late 2019, China has suffered from tremendous trauma on international health security. To raise awareness of the public, epidemic prevention brochures, advertising maps, slogans and children's picture books about COVID-19 surge up. Especially children's picture books, which provide an opportunity for the young children to know more information about the pandemic and appeal to all children to take an active part in epidemic prevention and control. *The Coronavirus Fight*, written by a famous English educator, Zhang Shuo and her team, has been regarded as a public picture book and has been widely spread among children. By analyzing the text content with the qualitative research method, this article aims to analyze the characteristics of this book and figure out the following two questions: (1) What is the theme of the book? (2) How ideational and interpersonal functions are realized in the book?

2. Data collection

The corpus originates from a children's picture book--*The Coronavirus Fight*. It contains 59 sentences, 486 words in total. The 28-page book tells a story about the novel coronavirus in the first person. The leading role, a young girl, is told to cancel her holiday trip due to the epidemic. By her mother's detailed explanation, the girl learns what the coronavirus is, why it breaks out and how to prevent it. Finally, the mother tells the girl that the government is taking action to control the epidemic, and they believe China will fight against it.

Picture book is one of the best reading materials for children to read, for they are conducive to cultivate young children's discriminating ability, survival ability and establish correct value view (Li 2021:19). Since the public picture book came out in 2020, it has been widely spread on websites. *The Coronavirus Fight* gets attention for its large amount of video playback and reading groups. The text is the core part to convey information in the book. Therefore, the text content of the book will be the research object in this paper.

3. Theoretical Framework

The analytic approach is Systemic Functional Grammar (SFG) which is put forward by Halliday in 1976. SFG is widely applied in the field of politics, economy, culture and society (Li Zhanzi, 2020:1; Zhang Delu, 2018; Huang Guowen, 2020). And it consists of two parts: systemic grammar and functional grammar. The former aims to explain the internal relations in language as a system network, while the latter tries to reveal that language is a means of social interaction (Halliday:2004). In this paper, functional grammar will be analyzed in detail. According to Halliday, ideational and interpersonal functions are indispensable in functional grammar. Ideational function is to convey new information which is unknown to the hearer. When we use language to describe the external world or the internal world, we tend to depend on the experiential function of the language (Halliday 1994:106; Thompson 1996:76). The transitivity system is an important content in ideational function. Interpersonal function means language can express social and personal relations. It is mainly reflected by mood, modality, voice, personal pronouns, etc. With specific examples, transitivity system, mood and personal pronouns will be discussed in this paper.

Halliday divided the transitivity system into six sub-types: material, relational, verbal, mental, behavioral and existential process.

Material process means a process of doing, and it is usually represented by dynamic verbs, actor and goal. Mental process is a process of sensing including perception, reaction and cognition, etc. Mental process has two elements: sensor and phenomenon. Relational process is a process of being, and it can be divided into two parts: identifying and attributive. Behavioral process is a process of physiological and psychological behavior, like coughing, smiling, dreaming, etc. Verbal process is a process of information changing by talking, and it often includes “say”, “tell”, “talk” and “praise”. Existential process shows that something exists or happens (Hu et al, 2008:74-84).

Interpersonal function reflects the interpersonal relationship of people of different social statuses. Halliday’s holds that mood analysis could better reveal the interpersonal relationships among participants through the choice of mood. Mood is determined by subject and infinite element, and it has three sub-types: declarative, interrogative and imperative mood. It is important to note that exclamatory sentence belongs to the declarative mood (Halliday: 2004).

4. Analysis and Discussion

4.1 Data Analysis

After the statistics of the corpus, the results are as follows. The table below is the distribution of frequency and percentage of each process in the picture book. Among the six processes, material, relational and mental process account for 47.3%, 17.2% and 12.9% respectively. The three types of process will be analyzed in detail.

Table 1: Distribution of transitivity system

Process	material	relational	mental	behavioral	verbal	existential	total
Number	44	16	12	9	9	3	93
Percentage	47.3%	17.2%	12.9%	9.7%	9.7%	3.2%	100%

Material process is the most common process, almost accounting for half of the total. In the text, the material process focuses on “doing something”, most process concentrates on people’s action on prevention and control about the epidemic. For example:

- (1)If we wear masks, wash our hands, and stay away from sick people...
- (2)Many brave doctors and nurses are helping sick people.
- (3)Construction workers are building a new hospital.
- (4)Janitors are helping to clean the walls, door handles, and floors.
- (5)Drivers are transporting food and medical supplies to people who need help.

Above examples show that humans are fighting against the coronavirus outbreak, indicating Chinese people’s unity and China’s determination to defeat the catastrophic event. The material process describes Chinese people’s actions objectively. Now that everyone spares no efforts to prevent the crisis, children also need to stay at home and prevent themselves from being infected. The effective measures play a role in persuading children not to anxious about the epidemic and keep confidence in the bright future.

In *The Coronavirus Fight*, relational process occurs 16 times. Relational process includes attributive and identifying. Most process in the book belongs to attributive, pointing out the properties of the entity. Here are some examples:

- (1)...there is a virus that looks like my sticky ball.
- (2)It is called the coronavirus.
- (3)...they are both very tiny
- (4)They are very light and can travel in the air too.

These examples depict the characteristics of COVID-19. The link verbs, like “is” and “are”, reflect people’s interpretation of the entity. The virus is named as coronavirus, and it is tiny and light in nature. These expressions help children learn the basic information about coronavirus.

The mental process ranks the third place in transitivity system, accounting for 12.9%. In the process, the majority of clauses are expressions of the young girl’s attitude towards the coronavirus crisis. Examples are as follows:

- (1)I don’t know why we have to stay at home
- (2)I’m sorry we had to cancel our trip, but we have to be cautious.”
- (3)Will we die too? I’m scared.
- (4)I feel much better now.

These examples directly reflect the girl’s changing attitude towards the pandemic, from the fear of unknown to the acceptance of the new things. In the process, the sensor is almost “I”, which shows the child’s liking and disliking of things. The subjective affection that expresses in the book reveals the character disposition of the young child and strikes a chord with the readers.

In mood system, the high or low frequency of certain mood structures in specific circumstances could be an effective mode of prominence, then producing a stylistic effect.

Table 2: Distribution of mood types in the text

Mood Types	declarative	interrogative	imperative	total
Amount	54	4	1	59
Percentage	91.5%	6.8%	1.7%	100%

From table 2, we know that there are 59 instances of mood. Most of them are declarative sentences, constituting 91.5% of the total. Interrogative sentences take the second place with 4 instances, accounting for 6.8%. It is quite clear that the proportion of

declarative is extraordinarily larger than the other two, which reveals that making statements of fact is the main function of the book. The purpose of the picture book is to offer information about the virus to the children. All interrogative sentences are put forward by the young girl:

- (1) It is sticky, right?
- (2) How does it make people sick?
- (3) What will happen to those sick people?
- (4) Will we die too?

A series of questions depict children's confusion about the epidemic, the mother's answer makes the girl master the key information about the coronavirus. The interrogative mood reflects the child's curiosity about unknown things. In essence, it here performs the same function as the declarative mood.

Interpersonal function is not only reflected mood, modality and tone, but also reflected by pronoun. Personal pronoun can also show status and establish relationship (Li Zhanzi, 2002:124). Personal pronoun varies according to the genre of the text.

Table 3: Distribution of personal pronouns

Pronoun use	first person	second person	third person	total
Number	33	2	15	50
Percentage	66%	4%	30%	100%

Table 3 reveals that the first person is used with the highest frequency, accounting for 67%. The picture book is designed for children, using the first person shows the close relationships and bridges the void between the writer and reader.

but I know I should still be careful.

I don't know why we have to stay at home.

I hide in my blanket

I'm sorry we had to cancel our trip, but we have to be cautious.

If we wear masks, wash our hands, and stay away from sick people, we will be okay.

In the book, first-person pronouns are mainly composed of "I" and "we". The use of "I" depicts a scenario: the young girl shares the bad news about coronavirus crisis with her friends. The intimate relationships between the young girl and other children are constructed. Early in 2016, Pan points out that "designing the plot from the perspective of adult and lacking the childlike interest are the challenge of domestic children's picture books (Pan Mingge, 2016:33)." The narrative is the first person, which makes the story more authentic and vivid. The using of "we" is intended to call upon people to take an active part in the epidemic prevention together. We are as a whole to contribute to our society.

4.2 Discussion

For the main content of the picture book, it can be divided into three parts: the nature and trait of the coronavirus, personal preventive measures to the coronavirus and the remedial measures taken by people from all walks of life. On the one hand, all language is used to convey the information to the reader. There are 59 sentences in the book, and each sentence is no more than ten words. These simple sentences and concise language are accordance with the child's language level and they are conducive to the children to master the epidemic information by themselves. One the other hand, the language constructs an exemplary national image to the public. There are 9 sentences depicting people's performance to epidemic crisis, for instance, "working on new medicines", "doctors and nurses are helping sick people", etc. These expressions make up one-fifth of the text, which demonstrates convincingly that the nation is unceasingly exploring new methods to fight against the crisis. Human action strengthens people's confidence to win the coronavirus battle.

For the organization of the picture book, the story reflects three stages of emotional changes. At first, the young girl is in low spirits for her holiday trip is canceled. After knowing the strange pandemic will get people sick, the girl feels upset and scared. Seeking news on television, the girl realizes that numerous people are saving the country. Then she becomes calm and optimistic about the epidemic battle. The changeable spirits conform to the personality of all young children, expressing emotion intuitively.

In this regard, the writer has built up an endearing image of a child and set up a close relationship with the reader. For the theme and significance of the picture book, this book makes great achievements in disseminating epidemic information, advising the children to make defense to the epidemic, assisting them in getting rid of anxiety and building up confidence about the future. Regarding the title of the book—*The Coronavirus Fight*, it is easy to remind people of the cruelty of the fight. However, in the book, the writer doesn't mention any dreadful aspects of coronavirus, on the contrary, the description of the preventive measures takes up much space. In this aspect, the writer tries to protect the inner world for the children and encourage them to believe in the bright future.

In short, every part sticks closely to the theme of the book. This text with simple words and sentences makes the children know about the coronavirus crisis. Portray of the current epidemic situation shows Chinese people's determination to overcome the disaster. Just as the last sentence in the book: one day, everything will be all right. This is the writer's faith in the nation as well. Meanwhile, the book builds a positive image of a developing country. Facing cataclysmic events, our country always stands up and safeguards his people.

5. Conclusion

This paper analyzes three transitivity processes with high frequency in the book: material, relational and mental process. The mood system and personal pronoun are as well as discussed. A large amount of material process and declarative mood exert an effect

on expressing and communicating the information, and the use of the first person builds up a close relationship between the writer and reader. It can be found that the writer well achieves her goals through the book: informing the children of the horrible and risky pandemic, providing the children with safe and effective prevention measures, calming the children and encouraging them to firmly believe that our country will win out in the battle.

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Study on the Artistic Characteristics of Ma's Sugar Blowing Art in Hua County of Henan Province

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Abstract: Ma's sugar blowing art in Huaxian County, Henan Province is a typical representative of sugar sculpture art in the Central Plains. It is an important part of intangible cultural heritage and an indispensable part of local folk activities. In the long process of historical development, such art truly expresses local folk customs and living habits and uses simple blowing, pulling, kneading, and sculpture to create various themes. The creative content of the sugar blowing art is the animals and plants that can be seen everywhere in life, which is closely related to the life of the working people.

Keywords: Ma's Sugar Blowing art ; Manufacturing Process ; Subject Content

1. Manufacturing Technology of Ma's Sugar Blowing Art

The raw material in Ma's sugar blowing art is maltose, which is boiled with corn and is yellowish-brown. Some materials will add red edible pigment for standby. In making progress, heat the sugar to soften and shape it through blowing, molding, kneading, pulling and other operations. In the production process of sugar blowing, attention is paid to the cooperation of hands, eyes, heart and spirit. The inheritance of sugar blowing technology depends on word of mouth and understanding.

1.1 Fabrication Materials and Tools

Maltose is the preferred material for sugar blowing. The production of maltose should go through several procedures, such as material selection, boiling sugar dilution, heat, and so on. In the early days, sweet potato powder was used to boil maltose. Because of its dark color and bitter taste, most of the current raw materials are corn and barley mixed. The corn is ground into powder, and the barley is sprouted. It will have the function of fermentation after growing into buds. It is mixed with corn grits, stirred, steamed at high temperature, fermented in a water tank, and converted into sugar for about ten hours. After boiling into thin sugar, it also needs secondary processing. And it can be mixed with water, white sugar and honey to increase sweetness, and then boiled and mixed. The cooking process must master the fire and keep stirring. After boiling, the temperature can reach 80 or 90 degrees. Different regions, seasons and temperature differences between morning and evening directly affect the consistency of thin sugar with flexible operations.

The biggest tool used in such blowing art is the furnace for heating sugar syrup. Mr. Ma Jinle recalled: "In the 1960s and 1970s, they were all sugar blowers walking around the streets with a burden. At that time, the tools were relatively simple. They usually carried a rectangular cabinet with a small stove on it, and then supported a pot with syrup. Under the cabinet, there were several small drawers for raw materials, tools and charcoal, and a wooden frame with many small holes on it for inserting and blowing sugar figurines. In the 1980s and 1990s, with bicycles, these tools were put on bicycles, and we rode around. "[1] The current equipment is simpler than before. It is a small electric stove with a pot for boiling sugar syrup. It is generally divided into two parts. Because some sugar works only have the natural color of raw materials, both parts are placed with the boiled sugar syrup; Some sugar people add other colors, so some of them put boiled sugar syrup and some with pigment. Now, this tool is easy to heat and more portable.

1.2 Manufacturing Skills and Processes

Sugar blowers pay attention to the cooperation of hands, eyes, heart, spirit, fire and other essentials. The speed should be fast, the temperature should be moderate in the blowing process, and the trick of pores is to knead sugar evenly. It is easy to knead without force. The key technology of the sugar blower is blowing and pinching. The craftsman uses a small wooden stick to wrap a little sugar syrup, pinches a simple shape with his hand, and then blows it gently. The sugar syrup blows more and more like a balloon. With the cooperation of hand pulling, pinching and pulling, he shapes various shapes while blowing. Soon, a lifelike animal or plant shape appears. The production of marshmallow blowing sugar generally has the following processes: 1 First stir the sugar syrup with appropriate temperature evenly, then wrap a little sugar syrup with a small wooden stick, put it in your hand and knead it back and forth like noodles to form a ball, then gently press a pit with your thumb, then close the small pit, finally pull out the slender tube and pinch out the hollow "tail"; 2. Blow evenly inward through the hollow tail to form a thin hollow oblate ball, and then gradually shape it with both hands; 3. To be blow-molded, you can use bamboo sticks, scissors and other tools to make animal eyes, mouths and noses; 4. After the sugar man solidifies and hardens, break the blowing tail, and finally stick it on a bamboo stick or stick with sugar.

It has two very important tricks in the production process of blowing sugar. First, the raw materials should be good enough with the appropriate temperature. The best maltose shall be selected for further progress. The temperature in the production process shall not be too high or too low. When the temperature is high, the maltose is soft and can not be shaped, and when the temperature is low, the maltose is too hard and can not be shaped. Therefore, it is very important to boil the dilute sugar. Sugar blowing pays attention to both seasons and regions. The best season for sugar blowing is generally from October to April of the next year. During this period, the temperature is low, it is easy to set, and the weather is dry and not easy to melt. Compared with the south, sugar blowing is more suitable in the north. The weather in the south is humid and the sugar is easy to melt. The environment of sugar blowing people in the north is good. What is more difficult for sugar blowers to master is that the sugar pulled out each time should be soft and hard, and the degree of soft and hard should be determined by the difficulty of modeling. There is no fixed number. People who have been engaged in this craft for a long time know the soft and hard as the back of their hands. Second, blow while molding and use gas properly. When blowing, we should grasp the strength, pay attention to the priorities, cooperate with the different actions of both hands, and quickly complete the modeling before the sugar hardens. This is the key to the production of sugar blowing man, which can not be taught by language, and the producer needs to ponder and experience through practice. The sugar blower is not simple as looks. It takes years of practice for craftsmen to have very skilled techniques and skills. Because the temperature of the sugar syrup is very high, sugar blowers often have thick calluses on their fingers, and sometimes a piece of skin will be burned off^[2].

Therefore, the manufacturing technology and process of Ma's sugar blowing are very particular. Due to the characteristics of the material sugar syrup, the manufacturing process should not be long. It has to be completed in about a minute, and some times are even shorter. Once it is not completed in a short time, the sugar syrup will slowly harden due to the change of temperature, so there is no way to shape it. The production process of Ma's sugar blowing man mainly focuses on the hand (the hand should be fast, accurate and skillful), the eye (the eye should see the position), the heart (the heart should be peaceful and know well), the gas (the gas should be uniform, and the hand and gas should be well grasped), the fire (the fire should be stable), and the temperature (the temperature of the sugar should be well matched with the temperature and humidity of the weather). This is the uniqueness of Ma's sugar blowing technology.

2. Subject matter and content

The subjects of Ma's sugar blowing are animals and plants. Animal Themes mainly include the twelve zodiac series and animals with auspicious meanings. Plants include gourd, pepper, corn, radish, apple, pomegranate and other simple themes. There are two forms of these themes: single form and combined form. Some animals can shape a variety of images, such as cattle, bullfighting, buffalo, yellow bull, etc; Another example is the horse, including galloping horse, warhorse, flying horse, etc.

2.1 Animal Theme

Animal themes are mainly the common shapes of birds and animals, deer, elephants, camels and dinosaurs in our life, among which the most representative is the zodiac series. The animal modeling is vivid and highly generalized to blow out the three-dimensional image of animals. Its modeling is exaggerated and generalized. The freehand brushwork shows the different personalities of animals, which are lifelike, lively and simple, and contains rich folk characteristics. In addition to the single animal image with a simple shape, there are many combined images with complex plots and shapes, such as bullfight, rat stealing elixir, horse stepping on flying swallow, Shuanglu offering treasure, mouse stealing oil, above the moon, etc.

The mouse is a common animal image in sugar blowing art. It mostly appears in the form of a combination. A single mouse image mostly expresses the zodiac signs. Most of the images of mice in Ma's sugar blowing are inherited. They are based on folk stories that are both interesting and auspicious, and deeply loved by people. Their shapes are simple and summarized without cumbersome details. Their main characteristics are prominent. For example, the prominent characteristics of mice are tail, beard, eyes, etc. The combined images dominated by mice include mice stealing oil, the divine mouse riding the cow, the divine mouse stealing the elixir, the mouse dragging the gourd, five mice making trouble in Kaifeng, two mice making trouble in spring, etc. among them, the most typical is mice stealing oil. Chinese folklore tells people the truth of doing things. Mice often move frequently at midnight, so they are also called mice, It symbolizes intelligence. "Mice stealing oil" depicts a mouse with its head stuck into the oil tank because of greedy eating. This image is divided into two parts. Below is a red oil tank with a round high neck and small mouth. A mouse is lying on the top, standing on its back with two feet, its tail tilted high, and its head is deeply buried in the small mouth, which vividly shows the image of mouse greedy eating. The whole shape is concise and interesting.

The zodiac is the most representative theme of Ma's sugar blowing art. The zodiac is a symbol of Chinese traditional culture. Every sign and every work has its symbolic significance. Mice symbolize intelligence; Cattle symbolize diligence; The tiger symbolizes majesty and grandeur; The rabbit symbolizes caution; The dragon symbolizes strength; The snake symbolizes softness; Horses symbolize progress; Sheep symbolize tolerance; Monkeys symbolize flexibility; Chicken symbolizes stability; Dogs symbolize loyalty; Pigs symbolize freedom^[3]. The twelve animals in Ma's sugar blowing not only represent the zodiac signs, but also represent people's personalities. They are not only an indispensable theme element in the sugar blowing art, but also an indispensable image in other folk arts. In addition, there are other animal images, such as giraffe, sika deer, elephant, camel, and so on.

2.2 Plant Theme

There are not many plant themes in marshmallow sugar blowing. They are common fruits and vegetables in life, such as gourd, pepper, radish, apple, pomegranate, etc. the most typical plant shape is the gourd, which is often combined with other animals. The images created in combination with mice include "God mouse stealing fairy pill", "double mouse holding gourd", and the images created in combination with deer include "double deer offering treasure", etc. Recently, Mr. Ma Diankun, the inheritor of Ma's sugar blowing, made a new creation by combining the magic mouse stealing the elixir with the double deer offering treasure. Mr. Ma made up an interesting story for him. The deer offered treasure to the fairy, carrying a gourd. Halfway, the little mouse saw the gourd and

thought there was an elixir in it, so the little mouse wanted to steal it, Then the deer looked back and found the little mouse. He said to the little mouse, this is not what you eat. This is my treasure. As soon as the little mouse listened, he came down obediently. Among them, the gourd is an auspicious symbol. The deer presents the gourd as a treasure. When the little mouse sees the gourd, he wants to steal it. He vividly depicts the greedy and interesting image of the little mouse, which expresses people's longing for a better life. The creation of this image consists of three parts. The first part is the image of the deer, jumping forward one by one and hastily offering treasure. Its most prominent feature is the antlers; The second part is the gourd, which is held on the back by the deer. The shape of the gourd is very similar to the Arabic numeral 8. It is convex up and down, deep and concave in the middle, and the long branches and stems are towering; The third part is the image of the mouse, wrapped around the gourd with the whole body. The whole shape is simple and clear, but each image is lifelike, lively and interesting.

The subject matter of marsh blowing sugar is mostly animals and plants. So far, there is no subject matter form of characters. I believe that with the development of the times, the subject matter of marsh blowing sugar will be more colorful. Hua county has a profound accumulation of traditional culture and carries the essence of cultural connotation. These themes and contents are often seen and heard by craftsmen in life. They shape them with simple images, without affectation, red tape and complexity. They are just simple shapes, but they shape each image vividly.

3. Conclusion

The art of Ma's sugar blowing in Hua county, Henan province comes from the folk, and its inheritance and development are rooted in the folk. It is an art created by the working people. Therefore, its theme is attached to the common animal and plant modeling in natural life. A wide variety of themes have created the rich and changeable modeling of such art. Its unique production techniques add different artistic charm. Ma's sugar blowing art has profound meaning, flexibility and changeability, and the overall shape is concise, general and lively.

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Challenges and Countermeasures of Secondary Schoolsmoral Education

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Abstract: With the rapid development of society and economy, ideology and morality have been affected to a certain extent. Schools, as important places where moral education takes place, have been at the center of attention. In order to better meet the needs of society and parents, middle schools need to innovate and make necessary changes to their moral training schemes. This article will introduce the characteristics of the market economy, explain the challenges faced by moral education in this context, and propose measures to improve moral education in middle schools.

Keywords: Market; Economy; Secondary; Schools; Moral; Education; Challeng; Countermeasures

Preface

Under the influence of economic globalization, the socialist market has developed rapidly, As we communicate with other countries, traditional concepts have been influenced by western culture. The ideological and moral concepts of Chinese people have also changed. This is especially true among schools, where the cultivation of outstanding talents for society takes place. The purpose of moral education is, on the one hand, to improve the overall quality of students, and on the other hand to enable students to establish a positive outlook on life and world, so as to contribute to the development of the market economy. However, at present, there are major defects in moral education in middle schools, and the development of science and technology has brought huge challenges to education. Therefore, how to seek opportunities in challenges to optimize moral education in middles schools and enhance its effectiveness has become a major difficulty.

1. Characteristics of market economy

A market economy is an economic form that regulates resources in society through market allocation. In short, it is the principle of supply and demand. There are markets for buyers and sellers, which can be tangible or intangible. It has three major characteristics.

(1) It is in essence a competitive relationship, and it is also a necessary condition for the normal and effective operation of the market. Market and competition are originally two aspects of the problem, and they depend on and influence each other. When the market exists, the competitive relationship will exist. When the competitive relationship disappears, the market will no longer exist.

(2) Be open. The market economy is originally built on an open market system, which covers more content, including consumption resources and cultural markets. The world is a big market. Only by being inclusive and being open to the outside world can we maximize the benefits.

(3) It is fair and equal. The existence of the market is due to its fairness, rather than monopoly. In market economic activities, participants are equal and follow the principle of equivalent exchange. No one can break this rule, or use coercive means to steal the results of others.

As a result, moral education is facing huge challenges under the influence of the market economy, and many problems have been exposed, which urgently need to be dealt with by education workers and managers, and hence promote the development of school moral education.

2. Challenges faced by moral education under market economy conditions

2.1 Affected by the development of science and technology, students' ideological concepts are quite different

With the development of science and technology, there are more ways for students to acquire knowledge. In addition to school teaching, they will also get more information through the Internet and public cultural platforms. Science and technology are a double-edged sword, which brings a better learning atmosphere to students but also brings negative effects. Therefore, when the school conducts moral education work, it must help students select useful information and be alert to negative information. With the rapid development of Internet technology, the emergence of games, TV series and other interesting things has become one of the main reasons why students are bored with learning. They not only affect students' learning, but also affect their physical and mental health by establishing a rebellious seed in their thoughts and concepts.

2.2 The traditional moral concepts held by teachers are insufficient, and some teachers may feel negative about moral education.

Moral education is an important part of the education curriculum through middle school. However, due to the traditional ideas of school leaders and teachers, they do not feel encouraged to innovate, and therefore the thinking behind moral education work is relatively lagging, and limited by prejudices. This slows down the progress of moral education work. Under the influence of the market economy, teachers' professional values and subjective consciousness have also changed. Teachers sticking to professional ethics seem to be far less popular than teachers who know to sell themselves. Some teachers spread corrupted moral ideas on the Internet and aroused criticism from the general public. As a result, some teachers have developed doubts and even feelings of denial of their own professional choices. Some teachers even get bored with their job and feel inferior. This lack of proper understanding about the importance of the job prevents moral education from developing as it should be.

2.3 The school is under the impact of foreign cultures when delivering moral education. That is why it is difficult to fit traditional moral education into the current teaching system.

Publicity and implementation of moral education work is carried out on the basis of traditional educational and ideological concepts, with a focus on theories instead of practice. The teaching becomes a formality and fails to get teachers and students positively involved. Moreover, in the context of market economy and globalization, exchanges between all parts of the world have increased and become more convenient. Western cultures and ideas have penetrated into the aesthetics, values, and lifestyles of students and teachers, resulting in a change of attitude in moral education. Hence more challenges in the promulgation of moral education. It is therefore necessary to innovate moral education to suit the development of the market economy.^[1]

2.4 The moral education work on campus is out of touch with reality, resulting in unsatisfactory results.

The moral education work carried out by middle schools has been limited, mainly due to the lack of communication between societies and families, leading to a disconnection. On the one hand, the school has a large number of students in each class, and the lack of teachers makes the communication with the family not timely enough, and the home-school cooperation relationship is not established; on the other hand, influenced by traditional concepts, the students' parents' understanding of the teaching tasks is not accurate enough. They still hold the view that education should be the responsibility of teachers, and the lack of cooperation from parents has hindered the development of moral education, making the school's moral education resources unable to play its important role, making the development of education work unsatisfactory.

3. Measures to carry out moral education in middle schools under the background of market economy

3.1 To promote moral education through diversified teaching modes

For the contemporary secondary schools students, the traditional teaching mode has not been able to satisfy their hunger for knowledge. Diversified and open teaching modes allow the collision of students' thoughts and the ideas of the moral education class, cultivating their ability to distinguish between right and wrong, as well as a healthy moral belief, which can be demonstrated through their behavior. In addition, moral ability can also be developed through strengthening students' comprehensive quality. This can be achieved by developing students' learning ability, aesthetic ability and critical thinking.

Secondary schools students are not adults yet, their body and mind are still developing and not mature enough, so their moral education should not be limited to receiving theoretical knowledge. This is not helpful to their understanding of the implications of moral concepts and students might easily develop a dislike for the method, and feel reluctant to participate. Therefore, students' preferences, interests and concerns should be properly understood before the development of moral education. When moral education is more relevant to their life, they can better understand the importance of moral education. Moral education should help students to improve themselves so that they can better cope with challenges in their life. For example, they should learn to say hello when meeting teachers during the recess, queue in line to get water, offer help to those indeed when they should. Of course educational films can be used to improve the effectiveness of moral education.

3.2 Clarify teachers' responsibilities and increase their recognition of moral education

Under the market economy, teachers have low recognition of their own work and start to show signs of slacking off. Both economic and spiritual incentives should be provided to engage teachers in their work. On the one hand, teachers' salaries should be increased. On the other hand, proper teacher training systems should be developed to provide teachers with better training on professional ethics. Teaching practice should be regulated, and teaching ability improved. The quality of teachers indirectly affects students' behaviors. Seminars and lectures should be organized to equip teachers with the correct concepts of moral education. Of course, more specific workshops could also be organized so that teachers can master the knowledge and practical ways of moral education comprehensively and concretely, so as to promote the development of educational work in both quality and quantity. In addition to the training, teachers themselves also need to deepen their understanding of moral education work, increase their awareness of the moral education as well as their ability to complete teaching tasks efficiently through self-study and self-improvement programs. Finally, teachers should always pay attention to their behavior, and set an example to the students^[2].

3.3 The school should try to provide a good moral education environment as much as possible, so that students and teachers can be positively influenced.

In the context of market economy, for middle schools and schools, the promotion of moral education teaching needs to overcome all difficulties, solve existing problems, so that students and teachers can continue to grow in a better environment, and fit moral education work into the entire teaching system. While improving teachers' personal characters, it also ensures that students can establish the appropriate moral values. Of course, as far as schools are concerned, active publicity would allow moral education work

to reach more students.

Secondary schools must establish a sound work concept and ensure that all members of the school can be involved in the work of educating people. By grasping little things in life, establishing communication between schools, society, and families, focusing on raising students' overall ability, schools can carry moral education into every detailed aspect of their work, such as teaching management and daily service. School leaders and teachers are required to re-examine the importance of moral education. Traditional teaching method is to be replaced with more innovative teaching models, consisting of experience, analysis and life-oriented education. Education takes the form of classroom teaching, field work, and online teaching to help students thrive in a healthy environment and ensure their positive outlook on life, the ability to distinguish right from wrong, and world outlook that allows them to be creative.

3.4 Establish a communication platform with families so that students can get better moral education

The development of moral education is not only the work of the school and teachers, but also the responsibility of the family and society. Therefore, it is necessary to break the existing concepts and restrictions, so that students can receive the guidance of teachers during school, and they can be nurtured by the family when they leave the school. Through the cooperation between family and school, students' moral accomplishment can be greatly improved. With students as the link.

Parent-school cooperative does not only depend on the school and teachers' hard work, families and society also play a part. By strengthening the communication between the two parties and establishing corresponding platforms will allow students to get a sound well-rounded development. An understanding of students' actual situation can make moral education work more practical. Inconsistency between students' performance at school and at home can be avoided. Parent-school cooperation, of course, can also enable students to regularly participate in and organize off-campus activities, form a good moral character and enrich the contents of moral education. For example, students can be encouraged to go into the community to help families in need and do some practical things for them, to the old people's house and spend time with the elderly people, bringing them laughter. All this allows students to have a better understanding of the meaning of moral education.^[3]

4. Conclusion

Facing the fast-paced social and economic development, the development of moral education in secondary schools needs to keep pace with the times, continue to innovate, establish correct moral education teaching concepts, and promote the development of moral education through diversified and comprehensive teaching methods so that it can better fit into the entire education system. Moral education needs to be considered from multiple angles and transformed from theory to practice and play a positive role in students' life. Moral education should provide students with a healthy study environment, a positive attitude towards life to welcome each day to come.

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- [3] Yao Wang. On the Challenges and Countermeasures of Moral Education in Middle schools [J]. Secondary schools Curriculum Guidance (Teacher Newsletter), 2019(10):21. Positive attitude towards life to meet the future every day.

Research on Sub-pixel Edge Feature Extraction and Measurement Based on Polynomial Fitting

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Abstract: In the field of image processing, a very classic problem is image segmentation. Moreover, the extraction of image edge features is a very important link in image segmentation. This paper constructs a sub-pixel edge feature extraction model based on polynomial fitting, and solves the problems of edge extraction and corrected scale measurement.

Keywords: Image segmentation; Edge extraction; Sub-pixel; Sliding window

1. Edge detection

We first binarize the image to obtain a binary image, and then perform edge point detection on the obtained image. First, we use SUSAN corner point detection, assuming that the edge point is a corner point, that is, the response value is severe. Pixels that change and shape very drastically. Many features in the experimental image are ignored, so the detection accuracy is very low. We use Canny for edge detection, and the final test accuracy is still low. In the end, we use a polynomial fitting sub-pixel edge detection algorithm to get an image with obvious edges. Then we use the test picture in the question as the standard to determine the edge of the image. For sub-pixel points with sharp contour color changes, a complete edge contour image and curve edge point data are obtained, and finally the total contour curve number and the number of points and length data on the curve are calculated and output.

1.1 SUSAN corner detection algorithm

We first use the traditional SUSAN corner detection algorithm to determine the SUSAN area by placing a circular template, count the number of core pixels, apply the corner response function and non-extreme suppression. The method obtained the corner points of the image, that is, the "breakpoints", and use these "breakpoints" to change the color, but because it detects too much interference point. Next, we use the Canny algorithm to detect the edge points of the image.

1.2 Canny edge detection algorithm

When using the Canny edge detection algorithm to find the edge curve, we filter the image noise, calculate the gradient amplitude and direction after removing the influence of the edge burr, and suppress the gradient amplitude with non-maximum value, and then use the double threshold algorithm. Perform detection and connect the edges, and finally suppress all weak but not strong edges through tracking. However, the edge of the image in the recognition frame cannot be completely detected.

1.3 Sub-pixel edge detection algorithm based on polynomial fitting

According to the pixel value distribution of the image, we use a cubic polynomial to fit the edge of the image to achieve sub-pixel positioning, pick points near the edge, and perform sub-pixel edge detection.

First, we use the Sobel operator to coarsely locate the edge of the image, and initially detect the edge of the image. According to the characteristics of the edge point, we take 3 points in the small neighborhoods on both sides of the edge point to construct the edge model function. Get the coordinates of the sub-pixel points and the coordinates and number of the edge points of the image, and get the complete image edge contour.

We use python to write a program to traverse the coordinates of all points, calculate the slope between the two points in pairs, and generate a slope data about the edge points of the image. Using the same method, we traverse this file, and make the difference between the slopes.

Here we use δ to represent the difference in slopes. The next problem is to select a suitable threshold to determine the lower limit of δ to calibrate the critical point where the edge contour color changes. In order to find this threshold, we have made a lot of attempts.

Next, we took the edge detection picture given in the question as the test picture, and conducted multiple tests to determine the threshold that can eventually reach the test picture standard.

Apply the final threshold to the three pictures to get the final edge contour curve. Finally, the length of the edge contour and the total edge contour number of Pic1_1 is output as shown in the tables:

Total Edge Contours Count		3784
Total Edge Contours Length		284898.3357
Edge Contour 1	Length	11.7755
	Point Count	16
Edge Contour 2	Length	19.3082
	Point Count	25
...		...

Table 1. Edge counter data output format

2. Corrected scale measurement

We first use three calibration plate images with different angles to extract the contour and point features of multiple images in halcon to generate the camera coordinate system. After getting the calibrated non-distortion calibration board, read in the picture to be tested, calculate the coordinates of the edge points through edge detection and mark them, use internal and external parameters to convert the two-dimensional coordinates into three-dimensional coordinates, calculate the deviation and get the contour of each edge Length, and finally calculate the total edge profile length.

2.1 Distortion correction

The main types of camera distortion are radial distortion and tangential distortion. The radial distortion is caused by the shape defect of the lens, and the tangential distortion is caused by the non-parallelism of the lens and the imaging plane. Here we mainly study the tangential distortion.

First, complete the camera parameter setting in halcon according to the camera calibration model formula (1), where X, Y, Z are real world coordinates; s is an unknown scale factor; K is the parameter matrix within the camera (K is two Matrix product), (u, v) is the pixel coordinates of the image coordinate system, f is the focal length of the pixel unit, and c is the center point of the image pixel.

$$s \begin{bmatrix} f_x & 0 & c_x \\ 0 & f_y & c_y \\ 0 & 0 & 1 \end{bmatrix} \begin{bmatrix} r_{11} & r_{12} & r_{13} & t_1 \\ r_{21} & r_{22} & r_{23} & t_2 \\ r_{31} & r_{32} & r_{33} & t_3 \end{bmatrix} \begin{bmatrix} X \\ Y \\ Z \\ 1 \end{bmatrix} \quad (1)$$

After setting the parameters, we read 3 images of the calibration board taken from different angles, check all the calibration points in the image to determine the effective area of the calibration board, write the calibration program to complete the calibration of the calibration board, and finally save the internal and external parameters to the disk, And generate the final corrected and undistorted calibration plate image.

2.2 Image correction

After obtaining the calibrated calibration plate, we first need to "righten" the original image. We use linear regression and Hough transform to fit the bottom line of the image, and then calculate the inclination angle of 1° , and straighten the original image. Rotate the hour hand by 1° to get the normal image, and then we use the camera internal parameters and pose to complete the correction of the measured image, and create a projection map to describe the mapping between the picture to be measured and the plane Z of the coordinate axis system is zero, and we get the corrected test image.

2.3 Size measurement

Considering that the calibration board and the picture to be measured are at the same level, we decided to use the method of reference calculation. For objects on a flat target, we use $Or1$ to represent the physical radius of the circle on the left and right sides of the outermost edge, and $Ol1$ to represent the upper and lower straight lines of the outer edge. The actual physical length of, using the same representation method, $Or2$ represents the actual physical radius of edge 2, $Or3$ represents the actual physical radius of edge 3, $Ol4$ represents the actual physical length of edge 4, $Or5$ represents the actual physical radius of edge 5, $Or6$ represents The actual physical arc length of the edge 6, and $Ol6$ represents the actual physical side length of the edge 6.

The calculation formula for each target size is as formula (2), where O_x is the actual size of the object to be measured, O_w is the pixel space size of the object to be measured, C_r is the pixel space size of the reference object, and R is the three-dimensional space size of the reference object, can be input from the outside world.

$$O_x = O_w * \frac{R}{C_r} \quad (2)$$

Next, we use the multi-channel extraction algorithm in OpenCV to achieve the contour extraction of the target object, use the findContours() function to complete the edge search of the target image, and finally get each contour edge curve to be measured.

Using the same edge curve function as in question 1, we traverse each target to be tested and the reference calibration board to

obtain the pixel space size of each target, write the program and input the obtained data into formula(2), and finally get the required value. The length of the edge contour is output to the Edge Contours Length Output table, and the solution is completed.

3. Conclusions

In the detection of image edge contours, we tested multiple algorithms including SUSAN corner detection and Canny edge detection, and finally selected the best polynomial fitting sub-pixel edge detection algorithm. The sub-pixel edge feature extraction algorithm based on polynomial fitting can identify each edge arc segment very accurately. We test the threshold of the slope transition of the edge point of the image to mark the threshold of the transition of the curve edge, and determine the use of different colors to draw the contour of the curve edge.

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Air Quality Prediction Based on Quadratic Prediction Model

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Abstract: In order to improve the performance of the prediction model of air quality prediction, a secondary prediction mathematical model is established in this paper. The first is to clean the data and find the potential model relationship between variables through data mining and correlation methods, so as to establish the limit learning machine model. The model needs to be able to explain the influence of meteorological index variables on pollutant concentration diffusion to a certain extent. Then, the EML model is optimized by genetic algorithm, rolling optimization and other methods to reduce noise and make the data as accurate as possible.

Keywords: Secondary Prediction Model; Genetic Algorithm; Air Quality Forecast

1. Introduction

In recent years, with the rapid increase of population and the excessive consumption of resources, environmental problems are becoming more and more serious, especially air pollution has become one of the most important environmental problems in the world. The practice of pollution prevention and control shows that by establishing the air quality prediction model, we can know the possible air pollution process in advance and take corresponding control measures to reduce the harm of air pollution to human health and the environment and improve the ambient air quality. At present, WRF-CMAQ simulation system is commonly used to predict air quality. However, the model is subject to the uncertainty of the simulated meteorological field and emission inventory, and the prediction results of the model are quite different from the actual air quality. Therefore, it is a key research problem to improve the quality of air quality prediction by combining the prediction data of WRF-CMAQ model with the measured data of actual observation points.

2. Model Establishment and Solution

2.1 Problem Analysis

In this paper, a quadratic prediction model which can be applied to three monitoring points A, B and C at the same time is established. According to the given data, the data of monitoring points A, B and C need to be preprocessed (data elimination and data interpolation). The input data of the secondary prediction model are primary prediction data and monitoring data, and the data from July 23, 2020 to July 13, 2021 are selected as the input data. Based on the limit learning machine model, the quadratic prediction mathematical model is constructed. The data is divided into training set and test set. The training set data is used to train the quadratic prediction model; The test set data is used to verify the applicability of the model. The fitness function is constructed to predict the effect of extreme learning machine. It is required that the maximum relative error of AQI prediction value in the prediction results of the secondary prediction model should be as small as possible, and the prediction accuracy of primary pollutants should be as high as possible. Therefore, we use the relative error of AQI of the prediction results of the secondary prediction model and the accuracy of primary pollutants as the fitness function. Genetic algorithm is used to optimize the quadratic prediction model, so that the fitness gradually decreases and tends to be stable. Finally, the optimal index parameters are obtained, and the optimized quadratic prediction model can be obtained. Based on the optimized secondary prediction model, the measured data at 7:00 on July 13, 2021 and the predicted data at 8:00 on that day are selected as the input data, and the secondary prediction data at 8:00 on July 13, 2021 are predicted by using the rolling learning method. By analogy, the single day concentration values of 6 conventional pollutants from July 13 to July 15, 2021 can be solved, and then the corresponding AQI and primary pollutants can be calculated.

2.2 Model Establishment and Optimization

2.2.1 Establishment of quadratic prediction model based on limit learning machine

In the limit learning machine (ELM) algorithm, the connection weight between the input layer and the hidden layer and the threshold of neurons in the hidden layer are randomly generated, and there is no need to adjust in the training process. The only optimal solution can be obtained by setting the number of neurons in the hidden layer. Through comprehensive comparison, it is known that the limit learning machine has the following advantages:

- (1) Limit learning machine (ELM) is a simple, fast and effective learning algorithm of feedforward neural network. Compared with the traditional learning algorithm based on gradient descent, limit learning machine has great advantages
- (2) The calculation speed of elm is very fast. It randomly gives the connection weight of hidden layer, and the training process does not need iterative adjustment

(3) The traditional gradient descent algorithm is easy to fall into local minima, while the elm algorithm will not fall into local optima because its process of solving the least square solution of output weight is a convex optimization problem, so it has better generalization than the traditional algorithm. The monitoring data at time t and the primary prediction data at time $t+1$ are input as input parameters into the secondary prediction model based on limit learning machine, and the secondary prediction results at time $t+1$ are obtained.

2.2.2 Optimization of quadratic prediction model based on genetic algorithm

It is required that the maximum relative error of AQI prediction value in the prediction results of the secondary prediction model should be as small as possible, and the prediction accuracy of primary pollutants should be as high as possible. Therefore, genetic algorithm is used to optimize the secondary prediction model.

For monitoring point A, 354 hours of data from 0:00 on July 23, 2020 to 24:00 on July 13, 2021 are divided into 200 training sets and 154 test sets. A fitness function composed of the maximum relative error of AQI and the average relative error of primary pollutants is constructed, which is embedded in the quadratic prediction model optimized by genetic algorithm. A set of optimization parameters are randomly set, and the training set and randomly set parameters are used to train the model. When the fitness curve function value optimized by genetic algorithm gradually decreases and finally tends to be stable, the optimal parameters are obtained. The model achieves the best effect. The optimal parameters obtained from the test set and training are used as inputs to obtain the prediction results. The AQI is calculated using the prepared AQI calculation program and the primary pollutants are obtained. However, the monitoring data in the test set can only be used for subsequent prediction at 7:00 on July 23, 2020 (the closer the measured data is, the better the secondary prediction effect is, so the measured data of the previous hour, that is, 7:00, is best used for the prediction of 8:00). It is necessary to use the rolling prediction method to obtain the secondary prediction data of 8:00 at the next time, and then use the secondary prediction data of 8:00 and the primary prediction data of 9:00 as the data source of 9:00 secondary data prediction.

The calculation of monitoring points B and C is the same as above. Through calculation, the single day concentration values of six pollutants, corresponding air quality index AQI and primary pollutants at monitoring points A, B and C from July 13 to July 15, 2021 can be obtained.

Among them, after completing the steps of data analysis, preprocessing and feature dimensionality reduction, model training needs to be carried out repeatedly. Model training involves training set and test set. Training set is used to train and adjust model parameters; test set is used to verify the generalization ability of model. The following figure shows the training results of three monitoring points:

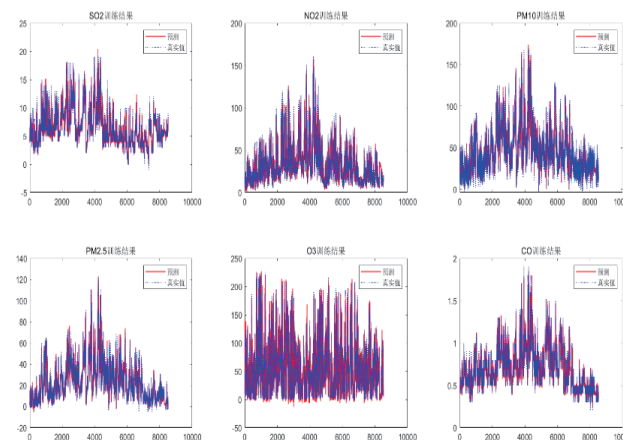


Figure 1 Training results of monitoring point A

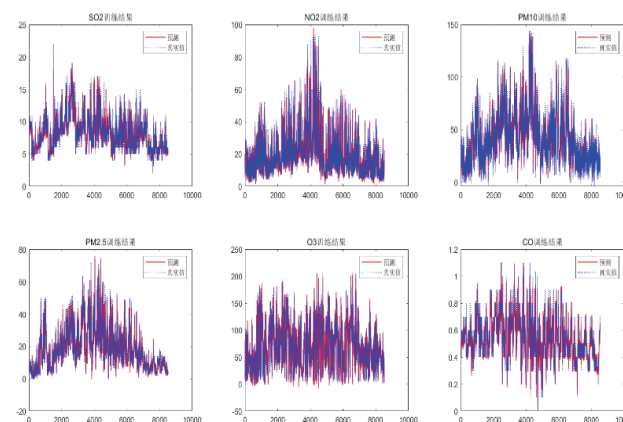


Figure 2 Training results of monitoring point B

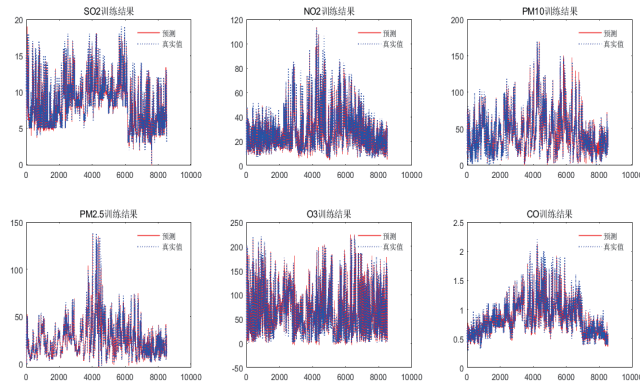


Figure 3 Training results of monitoring point C

3. Model Evaluation

Considering the different distances between A1,A2 and A3 monitoring points and main monitoring point A,we can build a collaborative prediction model.The closer the distance,the stronger the synergy.Therefore,when building the limit learning machine model,we need to assign different weights to the three auxiliary monitoring stations,so we build the weighted limit learning machine model.For the data input of the weighted limit learning machine model,we take A-A1-A2-A3 as the data source input,and the output result is the prediction result of monitoring point a predicted by A-A1-A2-A3.Through the performance analysis of the model,we find that the deviation between the predicted value of the secondary prediction model and the actual monitoring value of monitoring point A is large,and the deviation between the predicted value of the collaborative prediction model and monitoring point A is small,which shows that the prediction performance of the collaborative prediction model is better and the prediction is more accurate.

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Thai Romantic Romance Movie Female Narrative Way ——Take Love on the Light Rail, and The Little Things of First Love, for Example

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Abstract: In the 21st century in the narrative perspective and the transformation of female image, contrary to previous Thai films with martial arts, monsters and terrorist elements, Thai film through the exploration of real-life, opened a kind of perspective of gender differentiation, especially with women as the narrative body began to appear in the field of mass culture.

Keywords : Romantic love film female narrative way female perspective

In the early 21st century, Thai love film in the Asian market, with “light rail” “first love this little thing” as the starting point of a romantic love film, Thai film through the exploration of real-life, presents a perspective of gender differentiation, especially with women as the main body of narrative a series of works began to appear in the field of mass culture.

The combing and summarizing of Thai romantic love films from the perspective of gender can find that the change of identity from the perspective of female position has an important impact on the love narrative and the shaping of a new female image. The romantic love film with girls and mature women, the reproduction and expression of women’s life trajectory, psychological change, cultural dilemma, interpersonal relationship, identity and desire in the narrative present the female power changes and cultural connotation hidden in the film and television works.

Film semiologist Mattz believes that the film is a special symbol of daily life, expressing the individual or collective consciousness by the material shell of the film. The realistic characteristic reflected by the film is the “meaning” of daily life. All the material archetypes reflected by the film are ideographic symbols with clear pointing in real life and are inseparable from the social, political, historical and cultural elements of the audience. The differences in artistic characteristics in Thai romantic love films are also inseparable from the embodiment of the overall cultural characteristics of society.

These films capture contemporary women’s memory or yearning for campus love and social love. Through the epitome of social life, life fragments, expression or thing lens, the unforgettable love story can leave regret or good memories to the audience. Around 2010, Thai love films have made great efforts in the narrative perspective and female image. In contrast to previous Thai films that sold martial arts, monsters and terrorist elements, female characters as the main image and narrative from the female perspective have become the mainstream way for Thai films to enter the market in the past decade. Since 2010, the female theme of Thai romantic love films has become a distinctive and very distinctive film style.

1. The examination of female consciousness of men, the gradual decline of masculinity

In the past decade, a strong female consciousness has dominated half of Thai romantic romance narratives. Starting with “Love of the Light Rail” and “The Little Story of First Love”, these films focus on the shaping of the hostess image and the expression of heroine consciousness. At the same time, the genre expression of narrative subjects shows female consciousness and dramatic tension incisively and vividly, which is also a more popular narrative way in recent years.

The mainline of “light rail”, “first love this little thing” are women-centred, to revisit the whole society and the male group, from the female perspective, the film protagonists are shaped as halo male roles, such as “light rail” uncle, is the engineer of the light rail company, handsome, elegant manners, A Liang in “first love this little thing”, white and clean, playful character, is a favourite boy. In the character-shaping, the two leading actors, the same handsome appearance, mature or childlike male temperament.

These masculinity and male characteristics do not unexpectedly fit the favourite male roles of women of different ages, and this “love” just reflects the scrutiny of women. In the two films, male representative items such as erotic DVDs, soccer fields appeared as some medium of women’s examination of men.

The female examination of men and the different ways of female narrative has triggered the decline of masculinity, which shows a constant trend of decline in the film. One is that the male role is in a secondary position.

In “Love of the Light Rail”, he narrates the whole love story of secret love from the perspective of Mei Li. Mr Uncle has too few times in it. The director’s ink more tells the story of Mei Li as a leftover woman in the workplace. Mr Uncle gives the audience an intuitive feeling that men become specious and dispensable.

The second is the role of male ‘non-male’ or ‘pseudo-female’ temperament. Women’s idea of men has been accumulated and changed with the change of The Times in the development of social history. Under the influence of the Korean Wave, men in the 21st century are gradually white, clean, soft and beautiful.” First love this little matter” in a Liang senior actor Mario looks very young, three-dimensional features do not break handsome. The two films at the same time show a male state, white appearance, wearing Sven, A Liang can even be said to be a beautiful male existence.

With the change of The Times, the masculinity shaped by cultural media presents diversified characteristics. However, due to the continuous repeated shaping and transmission of masculinity such as “small fresh meat” and “beautiful man” by film and television media, the temperament leads to the change of the public’s aesthetic consciousness of men. Under the two-way interactive communication of media communication and audience reception, this “pseudo-woman” with the sense of The Times masculinity works as the product of the vast film audience, and the image of a tough guy on the screen is compared with few stars.

In the whole society, the first element of male temperament is “under specific historical conditions, specific institutions or culture define the collective level of masculinity gender practice configuration”, and film as relatively fast literature, the composition of masculinity, especially for audience youth, completely conveys the “realism” to “aesthetic feeling” to “aesthetic focus crisis” the whole process, from imitation to gradually produce worship to cultural meaning, in the individual self-consciousness complete masculinity system has had a profound influence. And from the past decade of film and television, the masculinity reduction phenomenon has gradually formed the trend of The Times in East Asian countries and even the world.

2. The concept of love from a female perspective stares at the patriarchal society

The construction of world culture is mainly derived from the male experience and the coding of male discourse power, which creates the accustomed and highly structured tendency of a single male gender narrative, and this narrative mechanism from the male perspective goes deep into the bone marrow of mass culture.

In the early 1930s, women began to wake up and gradually have autonomy when facing the traditional sense of autonomy. Under the traditional system of Oriental women by “oppression” with the women’s liberation movement and gradually liberation, then, liberalism, feminist, socialist women, postmodern feminist and other theoretical schools of robe wat debut, in politics, economy, law, workplace and other aspects of the traditional patriarchal thought “good wife and mother” “thrifty” the absolute women of the prestige of oppression. However, although Meili belongs to the second generation of Chinese and inherits the Chinese concept and consciousness, from the perspective of whether Thailand or China, traditional Oriental women, the concept of love is often implicit from the end and introverted. This female perspective also stares at the patriarchal society in the film and gives men “end to end” and “reserved” characteristics, breaking the previous stereotypes of male gender identity and gradually adjusting the patriarchal society.

“Light Rail Love” and “First Love This Little thing” under the attention of female perspective, showing the heroine’s yearning for love and love for men, the audience also deeply felt this emotion. The pursuit of love shown by the heroine in the two works is not bold publicity, but reserved and implicit. Different from western concepts of love, Oriental women regard “end to end” as the greatest dedication to love. This concept is also applied to the examination of the male gender. Both works do not describe the hero’s life, but the simple use of a few scenes is enough to illustrate the same emotion for the heroine. At this time, male “from one” becomes the emotional setting of women to a patriarchal society.

3. The infinite extension of the love time limit under the audience waiting

Neither Love on the Light Rail nor The Little Story of First Love, the heroine’s love node was not a successful end at the moment. In The Love of the Light Rail, Meili waits for a year after her uncle went to Germany, and transfers her schedule to the same evening working hours as her uncle. In The Little Story of First Love, it took ten years until the heroine grew up and even became famous at work.

While the female consciousness and female concept in modern aesthetics are constantly rising, women are present as aesthetic objects and aesthetic objects. Psychoanalyst Lackang proposed “mirror theory” that aesthetic processes are linked to self-identity. While watching the movie, the audience is not only a bystander but also projects and integrates itself into the plot through the movie, reflecting itself as a mirror with the influence of the characters in the show. At this time, the director uses the film time to extend the aesthetic time limit of the audience, so that the audience can get an emotional release and emotional experience in the extended time. I call this infinite extension of the love time limit “the love time limit under the audience waiting”.

The argued that communication is a process dynamic and regulated. Both films use the transition time to narrative time. During the process, the audience looks forward to the successful ending. The director used the narrative mode of “regret + success”, which makes the audience feel particularly sad with a sad finish. In the end, the two films at the same time that the hero is the same emotion for the heroine, rather than the heroine’s unilateral love. After moving the picture to an abrupt end, slow shot appeared “year” “decade” time limit, just a few seconds gave the story a satisfactory ending, the audience after expectations, see the ending, the climax, the picture to an abrupt end, the movie ending maintained a kind of open state, and prompted readers to coordinate these angles, the audience under the guidance of the director imagine the inner ending.

4. The transformation of different narrative perspectives

Whether in literary or film works, the short suspense will increase the drama and tension of the work, making the whole story plot appear twists and vivid, interlocking and achieving a shocking effect. Most of the suspense setting is realized through the visual transformation. The application of the visual transformation technique provides the “focus” for the limited knowledge perspective to switch to the full knowledge perspective. In this way, the director as the narrator clearly understands the truth but deliberately does not

send, adding the mystery to the plot, and bringing a strong temptation to the audience.

The director of the two works also uses the first person limited knowledge vision, from the perspective of the heroine, in the first-person tone, to more intuitively feel the heroine's yearning and desire for love. However, the first person knowledge scope is very limited and has a strong subjective tendency. Audience in the heroine in the pursuit of love into their own emotions, because of the first person limited view feelings and feelings of the unknown, at the end of the film, the director change perspective, from the first person limited view to the third person full view perspective, Liang senior every time to speak, too little water emotion before the audience, the perspective and interspersed broke the limitations of the first person narrow vision, at the same time, the audience at the end of the film finally feel the attitude of the actor, the plot of abrupt reverse transfer audience expectations painted a satisfactory sentence.

The film is a symbolic system with visual and auditory use as a new form of sensory enjoyment. The film imitates the objective and real-life fragments through the screen and restores them to the audience realistically. Romantic love films truly restore the workplace life and campus scenes that we are familiar with, and with the rendering of the music and the expansion of the picture, the audience finds the familiar scenes and things in daily life in the picture of the film, the lost memory is awakened, and the emotions are released in an instant, causing resonance.

"Love of the Light Rail" opened in chaos, showing a contrast between the joy of a friend's marriage and the loss of the heroine, which won the psychological recognition of most older women in an instant." First love this little matter" to the heroine small water's perspective of the story of campus youth for the real presentation. The scenes in the film successfully reproduce the traffic, workplace work, campus and student life of Bangkok. Although the story picture stays in the visual level of the heroine, every scene in the film truly restores the life scene of Bangkok, Thailand. The director uses the most ordinary pictures of life, truly looking at the workplace life, school life, family life, and the life, psychology and emotions of women of different ages, and skillfully integrates life into the film.

5. Conclusion

It is not difficult to find that Thai romantic love films use unique female narrative methods to truly confirm the link between the rise of female consciousness and the diversification of film elements in the new era. Whether the first perspective appeared in films like "Light rail", "First Love" and "Hello Stranger" ten years ago, or "I Am Good, Thank you, I love you" in the past two years are all women, it can be seen that the female perspective has become a public aesthetic trend.

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Research on Improving the Quality of Practical Teaching in Applied Colleges and Universities

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Abstract: Practical teaching is the key teaching to improve students' professional skills, and in China's college education practice teaching strength is not up to standard, it is difficult to achieve the ideal teaching objectives, so how to improve the quality of practical teaching in application-oriented colleges and universities is particularly important, this paper analyzes and studies.

Keywords: Applied university; Practical teaching; The quality of ascension

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Nowadays, the demand for talents is getting higher and higher. In general, practical talents can solve problems better and create more practical value in the process of social construction, so they are more yearning for practical talents in social construction. Due to the changes in our requirements for talents, the teaching mode of colleges and universities, as the main position to cultivate talents, needs to be improved accordingly. In recent years, colleges and universities have been paying attention to and making efforts to improve the quality of practical teaching.

1. Practical teaching status and problems in applied universities

1.1 The strength of practical teaching still needs to be strengthened

There is no denying that since the new curriculum reform, the reform and development of the education pattern in colleges and universities in our country, the education ability obtained the qualitative leap, in applied college education to the past, we are no longer the arrangement of the large scale theory knowledge teaching, adopt a practice base practice teaching, lab teaching, university-enterprise cooperation practice teaching pattern to strengthen the practice teaching. However, in view of the actual situation today, the strength of practical teaching in application-oriented colleges and universities still needs to be further strengthened. In some application-oriented colleges and universities, although the importance of practical teaching has been recognized from the concept, it is difficult to realize the synchronization of practical teaching with the concept. Many college teachers still set more theoretical knowledge teaching content in the teaching process, resulting in the proportion of practical teaching content is too small, theory can not fully and timely connect with practice, resulting in the dislocation between theoretical teaching and practical teaching, which is unfavorable for improving the comprehensive teaching level of colleges and universities.

1.2 Practical teaching conditions need to be improved

The development of practical teaching has put forward new requirements for the infrastructure construction of colleges and universities, because many practical teaching cannot be carried out without the professional basic conditions of practice base, experimental equipment and so on, which requires colleges and universities to increase the investment in practice sites, practice equipment, laboratory construction and other aspects. There are many colleges and universities in China, and the demand for practice bases and teaching materials is huge. The infrastructure construction related to practice needs a large amount of money. Therefore, the construction of practical infrastructure and conditions is a long-term and sustainable road. Haven't construction of practice base construction of colleges and universities need to increase investment base, construction of practice base of school need to have a long-term maintenance and update functions, this requires the government and the school into a lot of money, now part of kaohsiung is insufficient funds, so practice base, inadequate equipment construction practice, the imperfect situation, This is a hindrance to the development of practical teaching.

1.3 The faculty needs to be further strengthened

The teachers employed by application-oriented colleges and universities in China are all excellent teachers. They have very good educational experience, dazzling diplomas, and rich theoretical knowledge and thinking ability, which is very lucky for college students. However, under the background of practical talent cultivation, college teachers also show their own shortcomings, that is,

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most of them lack practical experience to a certain extent. Although many college teachers have received higher education, they often start to teach after graduation and have not really engaged in the work related to the major they teach. Therefore, their experience in practical teaching is not enough, and they have the problem of going ahead with practical experience. In a word, colleges and universities need to further strengthen the teaching force, colleges and universities should expand enrollment according to the actual situation, so that the teacher talent is more diverse, but also to strengthen the training of existing teachers, professional quality and practical ability of substitute teachers.

1.4 The management system needs to be improved and strengthened

A set of scientific and perfect management system can get twice the result with half the effort, improve the work efficiency within a system and achieve better work results. It is very necessary for application-oriented universities to establish a set of scientific and perfect management system. In terms of applied university practice teaching management system, management system, most of the colleges and universities still adopt the traditions of the past neither set up specialized practice teaching management structure, also did not specify the relevant director, this leads to the teacher in recourse for practice teaching difficulty, in the practice teaching mistake is not found, no one shall be investigated for, It greatly hinders the improvement of practical teaching efficiency and teachers' practical teaching ability. In the case of imperfect management system, the responsibility cannot be assigned to people, the responsibility cannot be clear, and the process is unsupervised, which makes it difficult to improve the efficiency of practical teaching.

2. Ways to improve the quality of practical teaching in application-oriented universities

2.1 Further build and improve the teaching system

Practice teaching is a key link in the cultivation of applied talents in colleges and universities, and its quality evaluation should be guided by student satisfaction. Based on constructivism theory, the path system of improving student satisfaction in practice teaching should be constructed from four aspects: the process of practice teaching, teachers, environment and quality control.^[2] The practical teaching system of applied universities refers to a teaching system that contains a series of practical teaching factors and can be connected in series with a scientific and reasonable logical relationship. Such as should be included in the teaching system to cultivate specialized talents oriented core idea, for the purpose of cultivating talents for the main function of social construction and concrete practice students as the main factors such as teaching contents, practice teaching and the monitoring, management of practice teaching, practice teaching form, logic, and the content of practice teaching goal system in series, Realize the teaching function of 1+1 greater than 2 in the system. At the same time, the practice teaching system should also include a scientific and perfect practice teaching management system, so as to clarify the responsibilities of teachers and the supervision obligations of management.

In order to better build and improve the practical teaching system of application-oriented universities, it is necessary to obtain the support from the school level. First school on the top of the practical teaching design should be scientific and reasonable, it is necessary to define the purpose of running of schools, positioning, and secondly to professional related enterprises and emerging industries of understanding and research, strengthen the administrative, business, government, schools and other key departments actively participate in professional Settings and depth, the commission, the expert group opinion extensively absorb, We should treat, discuss and revise the talent training programs of different majors seriously, so as to make the practical teaching framework and ideas clearer and more reasonable. Schools should do a good job in the overall specific planning of practical teaching of different majors, to achieve a six-in-one teaching system of skills evidence collection and training, graduation design, curriculum design, practical training, practice, practice, etc., but also to carry out the second class teaching of social practice, scientific and technological innovation.

2.2 Reform and innovate the content and methods of practical teaching

In applied in the process of teaching, practice teaching is not separate, theory teaching is not a single, only combine theory and practice of depth, of the logic teaching can help students form the theory system of practical skills, students will be able to in the mind to achieve mastery through a comprehensive study of theoretical knowledge and relevant skills, Only in the face of the problems that need to be solved can the comprehensive skills be transformed into the practical ability to solve the problems and achieve the creation of value. College teachers should extend the traditional single theoretical knowledge teaching to the level of entrepreneurship and innovation knowledge, interdisciplinary knowledge, cultural quality knowledge and so on, and promote the formation of practical teaching system. The six-in-one practice teaching is carried out for the purpose of single skill application and theoretical knowledge verification. Schools also use education advantage to strengthen cooperation with the depth of the relevant enterprises, jointly by establishing and maintaining practice base, will be introduced to the enterprise in the project practice base in campus, and to encourage and guide the teachers and students involved, such not only the students' practical consciousness and practice ability can be strengthened, at the same time also can further enrich the teachers' practical experience. At the same time, the school can also develop the virtual simulation project, strengthen the application of modern information technology in practice teaching, expand the channel of practice teaching, enrich the connotation of practice teaching, strengthen the depth and breadth of practice teaching, and expand the teaching space and time.

The confirmation of practical teaching content should be based on the social demand for students' skills and abilities, and then should be closely connected with the latest theoretical knowledge mastered by current students, and should conform to the new characteristics of the major, so as to strengthen the systematic and vertical coherence of practical teaching. In the process of practice teaching for students majoring in different planning, teachers shall reasonably set the proportion of theory teaching and practice teaching, theoretical study, after all, is the basis of the practice of learning, from the successful practice of theoretical knowledge is difficult to be born, away from the practice of theoretical study is an armchair strategist, only between the two are closely linked and appropriate percentage to get to a better teaching effect. In the aspect of experiment project opening, we should reduce the experimental content of verification and demonstration, and strengthen the experimental project of design, innovation, comprehensiveness and

application, only in this way can we improve the effective practical ability of students.

2.3 Innovate and improve practical teaching management

In order to improve the efficiency of practical teaching, it is necessary to realize the sharing of practical teaching resources in schools. To achieve this goal, schools need to set up special institutions to plan and distribute practical teaching resources. Application-oriented colleges and universities can organize excellent education administrators or workers to set up practice teaching management groups based on the actual needs of the school to promote the improvement of the management system. In addition to participating in the formulation of the content and form of practical teaching, the management group also supervises the practical teaching work of teachers and provides corresponding help to teachers. In addition, it also manages and distributes the practical teaching resources of the school in a unified manner so as to achieve the highest utilization rate of teaching resources.

Secondly, colleges and universities should increase the openness of the laboratory, make the laboratory into a comprehensive platform for innovation and practice, encourage students to actively participate in the practice of independent experimental projects of colleges and universities, enhance students' awareness of autonomy, cultivate students' awareness of innovation, and strengthen their creative ability in the process of experimental teaching. In addition to on-campus practice projects, schools, teachers and students should also pay close attention to social practice opportunities. For example, off-campus institutions will hold professional practice competitions on a regular and irregular basis. Teachers can organize and encourage students to participate in the competitions to enhance their competitive awareness and application ability.

2.4 Further improve the management system

The quality of talents training in applied colleges depends on teachers' practical teaching ability.^[3] In order to improve the quality of practical teaching in colleges and universities, scientific and rigorous management mechanism is needed as the backing. For example, colleges and universities should set up special management institutions of practical teaching and assign special managers to take responsibility for each person, so as to strengthen the implementation of relevant staff. For example, the president should be responsible for the leader and person in charge of the entire governing body, and indicate the general direction of work; The vice principal is responsible for the subsequent planning and overall arrangements, the educational affairs group is responsible for the management and implementation of specific work, teachers need to do a good job in the actual teaching planning and implementation. After the management team is established, a scientific and reasonable management system should be developed. All work should be carried out in an orderly manner within the scope of the system.

3. Conclusion

Applied university's main objective is to transport applied talents for the society, education of applied talents need lots of practice in the process of learning and training, only in the process of practice and experiment, the students' ability to recognize my own shortcomings, will be more efforts to study and practice the knowledge skills, to shorten the gap between themselves and social needed talents standard, Both schools and teachers should make efforts to improve the practical teaching ability of colleges and universities.

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Comparison of TOEFL iBT and ESOL in Reliability

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Abstract: TOEFL iBT and ESOL are two language proficiency tests, and they are widely accepted by test takers worldwide. Both tests assess test takers' speaking skills, but they vary to some extent. This study will compare these two tests in terms of reliability criteria.

Keywords: TOEFL iBT; ESOL; Rater reliability; Test reliability; Comparison

1. Introduction

TOEFL iBT (Test of English as a Foreign Language Internet-based test) and ESOL (English for Speakers of Other Languages) are two language proficiency tests that include speaking, writing, reading, and writing skills, they are widely accepted by test takers worldwide. TOEFL iBT test is to measure a test taker's English ability at the university level (Ets TOEFL, n.d.), and the TOEFL speaking component will be a measure of oral communication in an academic context. Trinity's ESOL Skills for Life qualifications are designed to meet the demands of learners who have chosen to make a life in the UK (Trinitycollege, n.d.). ESOL speaking test contains elements of task-based assessment for the needs to settle in the country and get by on a day-to-day basis (Trinitycollege, n.d.). TOEFL iBT and ESOL both have speaking components, however, their speaking tests may not only have similar aspects but also distinguish each other in various aspects.

Bachman and Palmer's framework (1996) of the test is influential and worth considering when designing and evaluating a test (Newton & Shaw, 2014), they propose test usefulness includes reliability, construct validity, authenticity, interactiveness, impact, and practicality (Bachman & Palmer, 1996). Validity and reliability as two major concerns and necessary qualities of measurements in the speaking test (Bachman, 1990; Bachman & Palmer, 1996; Alderson et al, 1995), have been discussed a lot. Though qualities cannot be analysed and evaluated independently and should be considered together, because of limited space, I would compare TOEFL and ESOL speaking tests mainly based on the criteria of reliability.

2. Comparison

Reliability is the basic criteria for a test to adhere to ensure the score accurately reflects a student's knowledge (Lee, 2014). Reliability refers to the score consistency on a test no matter what situation happen (Bachman & Palmer, 1996). But test performance would be impacted by unrelated factors other than key language ability we aim to measure (Bachman, 1990, p.159). Hughes (2003) further proposes that the scores would likely to be different if one test had been taken at a different time or on a different setting as human do not always behave same on every occasion, thus we cannot completely or easily trust any test scores. According to their views, if scores share higher similarity and fewer unrelated factors involved, then the test scores and even the test itself would be more reliable (Hughes, 2003; Bachman, 1990). Scoring should be consistent regardless of different test conditions (test reliability), or different markers (rater reliability) (Lee, 2014). Concerning with the rater reliability and test reliability, I would argue that TOEFL iBT speaking test is more reliable than ESOL speaking test in rater reliability, but both of them have unreliable factors in test reliability.

3. Rater reliability

An oral test relies much on interaction and communication, it may be greatly influenced by rater reliability, while rater reliability can be classified into inter-rater reliability (whether different raters can give consistent judgement on one test taker of the same phenomenon) and intra-rater reliability (whether an individual rater can produce consistent measurements after a period) (Gamaroff, 2000).

First, training scorers is an important way to ensure rater reliability. The oral interview is subjective, for the reason that lacking correct criteria for correctness, judgement is just founded on a rating scale (Shohamy, 1983). Besides, scorers' have variety, subjectivity and different experience, even raters are provided with guidance and samples, they may still have different interpretations of the rating scale in the process of scoring (Shohamy, 1983). However, training as Luoma (2014, p.192) describes, usually contains an introduction to the test and its rating criteria, explanation of rating scale and its different levels, and the former rating examples may also be shown. Scorers may have the opportunity to practise rating after being shown with the examples, they may also have chances to report their scores and discuss the reasons with other trainees. All these procedures would help trainees learn to apply these criteria according to

the system's conventions. Training scorers enable trainees to be familiar with the rating scale and scoring procedure (Shohamy, 1983), and after the uniform training, raters may be taught to evaluate performance in the systems' terms. In principle, raters may reach an agreement in terms of the scoring criteria through training which may increase inter-rater reliability to some extent.

In ESOL, all Trinity examiners and markers must complete regular training and standardisation, they would be monitored regularly to ensure Trinity's standards are maintained (Trinitycollege, 2013). In TOEFL, raters are trained extensively, they have a strict standard and training mechanism; trainees have to use the criteria correctly in the training and pass oral scoring certification first, then they would have a chance to become a qualified scorer (TOEFL® Research Insight Series, n.d.). Besides, raters are calibrated daily, the calibration includes task familiarization, guidance on scoring the task, and practice on a range of responses (Ets TOEFL, n.d.). Before scorers take part in every live scoring session, they must pass a topic-specific calibration test beforehand; they are not allowed to score unless they pass this calibration test (TOEFL® Research Insight Series, n.d.). In addition, during each scoring session, raters are monitored and supervised by scoring leaders. If any problems arise, raters are retrained or replaced (TOEFL® Research Insight Series, n.d.). All these procedures can greatly ensure the training qualities and effectively avoid scorer's bias.

In this sense, examiners in TOEFL iBT and ESOL speaking tests have gone through a qualification procedure and reached the basic reliability as scorers, but from the information mentioned above, I would assume TOEFL has clearer scrutiny than ESOL has.

However, rater reliability is also concerned with reconciling subjectivity and objective precision (Gamaroff, 2000). Training cannot guarantee the examiners will mark as they are supposed to (Alderson et al., 1995). In Orr's research (2002), raters may not always adhere to the rating criteria, they may unconsciously heed many aspects of the performances not relevant to the assessment criteria (Orr, 2002, p.153), such as a test taker's body language and eye contact. Thus, it is unwise to rely a test score solely on one examiner's judgement.

In ESOL speaking test, it is an unreliable factor, test takers are rated by only one rater, basically, most scores are single-marked, then score trusted solely to the judgment of that examiner, if the examiner is unconsciously affected by other factors, the scores would be unreliable. In this case, ensuring scorers' marks are reliable require double-marking in every part of the exam (Alderson et al., 1995), the reliability can be improved by correlating the marks given by two or more raters on the same students. Involving two scorers to double mark an examinee has achieved in TOEFL exams, its speaking items are scored not only by a network of a human judge using a rating scale but also by AI system. AI scoring and multiple human raters who do not know test takers' identities, would score candidates performance together, and "this way can prevent examiner's bias that can occur in other tests that use a face-to-face interview with a single rater" (TOEFL® Research Insight Series, n.d.).

4. Test reliability

Considering the test formats in ESOL, it is tested in the presence of an examiner who gives scores using a pre-established rating scale. It is a face-to-face oral interview, and the exam comprises two components: a 14-minute one-to-one conversation with a Trinity examiner, and a 15-minute discussion with three candidates, facilitated by a Trinity examiner. The format in ESOL speaking test focuses on the real face-to-face interaction between the interviewer with the interviewee and between two candidates. Though Norton (2005) argues that paired speaking format provides a relaxed atmosphere just as the same as a class situation for students, I don't agree with her. Likely, the content and style of the interviewer or the interaction between the interviewee and interviewer would affect the rating. In a group discussion section, the candidates may also influence mutually. Weir (2005) says that one person performance in the co-constructing assessment may affect another individual's performance, if one person is talkative, the other one is introverted, the introverted one may feel intimidated; If the two individuals have different language abilities, it may also be difficult for the other person to perform to his/her potential. Brown (2003) further adds that "if the candidates have different proficiency levels, the one with higher proficiency tends to get frustrated whilst the one with lower proficiency level feels subdued or anxious". In addition, O'Sullivan (2002) says the candidates will get higher marks if they share the same mother tongue. Not to mention if one candidate has a strong accent, it will cause more stress or anxiety on another candidate, which would accordingly produce unexpected performance, these factors would all influence the test reliability. By the way, it is also possible that a speaker of a lower level get a grade he does not deserve, such as the rater shows sympathy for the nervous or weaker candidate (Orr, 2002), then the scores would lose their reliability.

In TOEFL, it is a semi-direct format. "Semi-direct" is explained by Clark (1979, p.36) to describe those tests that are characterized "using tape recordings, printed test booklets, or other 'non-human' elicitation procedures, rather than through face-to-face conversation with a live interlocutor." McNamara (2008) believes the semi-direct format is reliable for the reason that the interlocutor effect is eliminated. Test takers may also not be nervous as they are not facing a real human but a computer screen, and no interaction is required, but a problem also exists, test-takers are very likely to talk simultaneously in TOEFL speaking test, other participants' voices or even speaking contents may be heard by another test taker, which would also be a distracting factor.

"Provide non-distracting conditions" is also important to ensure reliability (Hughes, 2003, p.48). But there are many other distracting factors influencing test reliability in TOEFL, for example, the test set. Though both TOEFL and ESOL are integrated tests, in TOEFL, speaking is tested as a part of the whole integrated process, even if the speaking test only lasts for 17 minutes, less than it is in ESOL test which is 30 minutes, it cannot be regarded as an independent one. Speaking is the third section in the whole process, the first and second one is the reading and listening test, which have already lasted for a maximum of 130 minutes. Although test administration has offered a 10 minutes break, students may not get fully refreshed from the last tests. Test takers may still be tired and dizzy or even in low spirits if they did not do well in the former two tests (especially the test items in speaking, reading and listening are closely linked, this situation is very likely to happen). While this situation is avoided in ESOL, the speaking is tested independently (though together with listening skill), no former tests that happen within a short time would affect their physical or mental conditions.

The testing condition is also different, in this aspect, TOEFL has lower reliability than ESOL. ESOL is in-person with an examiner and other candidates, and the exam room is quiet, reasonably ventilated and maintained at a comfortable temperature (Trinitycollege,

n.d.), these comfortable conditions can facilitate communication, if test-takers feel comfortable and secure, their performance is likely to be as usual, thus the score reliability would increase. TOEFL iBT is a computer-based (students speak into a headset microphone) test, the reliability may be influenced by technical factors, for example, if the microphone has low quality or the headphones produce noises, these may produce lower test scores.

In reliability, both of ESOL and TOEFL have unreliable factors. With limited aspects concerned, it is hard to decide which one is more reliable.

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Cultivation of School Education Management Talents Under the Development of Innovation and Entrepreneurship Education

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Abstract: Under the background of innovative development in the field of education in China, the core of education and teaching is to cultivate students' practical application ability. Before entering the society, students need to make preparations for knowledge and skills in advance, and students need to have relatively strong ability to use their hands. With the development of innovation and entrepreneurship education, the cultivation of innovative and entrepreneurial talents is not only the backbone to promote China's social progress and development, but also the ultimate goal of talent cultivation in colleges and universities. This paper explores the relevant contents of the training of school education management talents under the development of innovation and entrepreneurship education, so as to effectively alleviate the employment pressure of college graduates and comprehensively improve the social competitiveness of college graduates.

Keywords: Innovation and entrepreneurship; Education management; Personnel training

Introduction

Nowadays, China continues to pay more attention to entrepreneurship and innovation education, strive to improve China's college students' independent innovation and entrepreneurial ability, and comprehensively improve China's social employment rate. The 18th CPC National Congress proposed the need to improve the quality of innovation and entrepreneurship quality training, promote the effective implementation of entrepreneurship and innovation policies, bind college talent training with national development, and encourage Chinese talents to constantly strive for innovation and entrepreneurship. Therefore, college teachers need to clarify the training objectives of high-quality applied talents, optimize the education system according to the development needs of the times, adjust China's talent training plan, effectively solve the problem of lagging education management talent training, give full play to the value of education management talents, and promote the construction and development process of building an innovative country in China.

1. The training value of school education management talents under the development of innovation and Entrepreneurship Education

1.1 Easing the employment competition pressure of education managers

With the continuous expansion of the construction scale of colleges and universities in China, the number of domestic education management graduates continues to increase, which also adds great employment pressure to education management students and greatly reduces the employment rate of graduates, resulting in many graduates failing to find suitable jobs or choose other employment directions. Therefore, colleges and universities need to effectively alleviate the employment pressure of education and management college graduates and solve the employment difficulties of college graduates.^[1] Colleges and universities are facing the needs of deepening the reform of education and teaching. In the process of changing education and teaching methods, it is necessary to increase the teaching content of innovation and entrepreneurship, ensure that students majoring in education and management can keep pace with the development process of the times, and encourage college students to start businesses, which is an important way to properly solve the employment difficulties.

1.2 Meeting the talent demand of education management market

Under the background of education and teaching reform and development, colleges and universities need to shoulder the important task of high-end education management talents. The high-end talents required by the education management market are compound, comprehensive and innovative talents, and this standard is required to meet the training needs of innovative talents in education management. Carrying out educational management talent training activities under the background of innovation and entrepreneurship education can fully meet the needs of educational management innovative talents and the standards of economic system reform for innovative talents.

1.3 Changing the training purpose of educational management talents

From China's current national conditions, the main purpose of education management talent training is to properly solve the employment problems in society and improve students' personal education. The single purpose of talent training will lead to the

narrowing of students' future development, and the unified training measures will lead to the loss of students' personality. By adding the content of entrepreneurship and innovation education in the curriculum of education management specialty, we can increase the students' thinking mode of entrepreneurship and innovation and improve the entrepreneurship and innovation development ability of college education management talents. By changing the goal of education management talents, we can meet the market demand for professional and compound high-end talents.^[2]

2. Current situation of school education management personnel training

Since the separation of the traditional education system, the major of educational management has formed an independent management discipline within the school. Although the professional knowledge of educational management in China has been close to the social environment, expanding the scope of knowledge and increasing the practicability of professional knowledge, due to the lack of scientificity of professional curriculum design, it lacks flexibility for the cultivation of educational management talents. As a result, the objectives, ideas, ideas and even methods of school education management personnel training can not fully meet the social needs. At present, the school is in the stage of rapid social development. It needs to break the concept of discipline systematic curriculum, innovate and optimize the professional curriculum based on the needs of the times and society, in order to improve students' professional ability and quality. However, the school's education management specialty fails to optimize and innovate in line with social development after cooperation with other schools and it can not effectively adapt to the requirements of the development of the times for the major of education management, which eventually leads to the difference between the curriculum and the actual development trend. Therefore, it is imperative to realize the innovation of education management talent training.

3. Training strategy of school education management talents under the development of innovation and entrepreneurship education

3.1 In depth interpretation of innovation and entrepreneurship policies

Nowadays, our country pays more and more attention to the cultivation of innovative and entrepreneurial talents, and many policy documents issued by the State Council and the education department support the cultivation of innovative and entrepreneurial talents in colleges and universities.^[3] In order to help colleges and universities cultivate educational talents that meet the needs of social development, it is necessary to deeply interpret the innovation and entrepreneurship policy, guide college students to understand the relevant contents of the innovation and entrepreneurship policy, establish college students' entrepreneurial self-confidence, and improve college students' enthusiasm for entrepreneurial activities. In addition, teachers need to pay constant attention to the policies related to innovation and entrepreneurship, dig deeply into the contents related to the policies and education management specialty, and teach the relevant contents to students during classroom teaching, so as to ensure that students of education and management can comprehensively master the entrepreneurship policies, and students with entrepreneurial intention can firmly seize the development opportunities.

3.2 Changing teachers' innovative and entrepreneurial ideas

Teachers need to change the teaching concept of completing work needs in the past, understand that not all students are suitable for innovation and entrepreneurship in the process of innovation and entrepreneurship curriculum, and provide effective help for students' further development. In the process of setting up innovation and entrepreneurship courses, colleges and universities not only need to add entrepreneurship ideas and examples to the original employment guidance courses, but also strengthen entrepreneurship and innovation practice. Successful entrepreneurs in the social field and entrepreneurs with certain practical experience share entrepreneurship experience with students. In addition, college teachers need to actively communicate with entrepreneurs, understand the current market development trend, help students clarify the abilities and knowledge required by entrepreneurship, and provide valuable guidance for the entrepreneurship and employment development of education managers.

3.3 Deeply tapping innovation and entrepreneurship education resources

Due to the differences of different universities' geographical location and social resources, the resources of entrepreneurship and innovation in the implementation of educational management in colleges and universities are restricted.^[4] Therefore, we need to vigorously cultivate teachers with entrepreneurship education ability in order to provide a suitable development platform for the development of innovation and entrepreneurship education activities. At the same time, in order to meet the upsurge of mass entrepreneurship and national innovation, some actual social organizations of the government need to provide a perfect entrepreneurship platform, provide sufficient financial support, and implement the entrepreneurship and innovation content into the actual content. In addition, since the education management specialty itself is a specialty combining theory and practice, the innovation and entrepreneurship projects combined with the education management specialty are mainly cultural and educational industries, which can help students realize the full combination of entrepreneurship and innovation theory and teaching management professional skills through training in the practice base and help education management professionals establish entrepreneurial self-confidence.

3.4 Building a perfect incentive mechanism

The innovation and entrepreneurship personnel are mainly employed teachers of the school. Due to the lack of learning experience of teachers themselves, the school needs to build a perfect incentive system.^[5] The incentive methods of increasing the amount of bonus and evaluating professional titles can improve the enthusiasm of school teachers in innovation and entrepreneurship. At the same time, in order to give full play to students' awareness of active learning in the process of professional knowledge learning, and help students with entrepreneurial intention or potential, the university needs to provide strong support for highly practical innovation and entrepreneurship projects to strengthen students' innovation and entrepreneurship self-confidence.

4. Conclusion

As an important component of management activities, education management specialty has many impacts on the quality and

implementation efficiency of education and teaching activities. The work content of education management talents is different from that of other types of management talents.

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The Multimodal Analysis of *War And Peace*

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Abstract: *War And Peace*, originally a most praised and studied masterpiece in the history of Western Literature, nowadays represents a literary-artistic phenomena far more than the text composed by Tolstoy. Utilising the multimodal discourse analysis, now the mainstream of deconstruction method of contemporary linguistics and semiotics research, this thesis analyses the translations and multimedia adaptations to cover the shortages of previous text studies and simultaneously analyses the application of multimodal discourse in the adaptation and dissemination of literary works in a two-way perspective.

Keywords: *War And Peace*; Multimodal discourse analysis; Multimodal use of literary works

Introduction

War And Peace by Tolstoy is considered a monumental work of world literature classics. Tolstoy creates over 500 characters in this novel, praises the Russian people's patriotic spirit and national identity against Napoleon's invasion, and introspects how individuals and human community make decisions in the face of history and destiny. Due to the authority and influence of the original text, the existing researches are mainly literary, deriving into philosophical and artistic aspect. In the former field, Freud school is committed to deconstructing *War And Peace* from the perspective of psychological analysis, thus Vygotsky (1974)^[1] and Woolf (1978)^[2] agree that the dreams described in the book implicates the reaction of social reality. Meanwhile scholars are more inclined to linguistic analysis for exploring the artistic attainments: Lotman argues the spatial simulative function of textual construction is fully used in the novel embodying as the novelistic ideas of the open form and the decentralization (朱婷婷, 2013)^[3]. The scholar points that this technique which does not stick to the general narrative pattern makes the text surpass the bondage of time logic. It's not easy to describe such a magnificent picture through the text; meanwhile with the development of multimedia, the novel also derives many adapted versions. Based on this idea, researchers begin to analyse *War And Peace* from the perspective out of literature itself.

It is not new-fangled to apply linguistic theories to semiotics, especially visual symbols research. Halliday (1971)^[4] was the first who attempted to deconstruct specific literary texts by using linguistic property analysis. As a new force in the field of linguistic research, multimodal analysis describes communication practices in terms of the textual, aural, linguistic, spatial, and visual resources and modes used to compose messages (Kress, 2009)^[5]. Based on the multimodality theory, multimodal discourse analysis is an approach to discourse which focuses on how meaning is made through the use of multiple modes of communication more than language itself. With the development of technology and multimedia, the research objects also extend from language to music, images, vision designs and other social symbol systems (Halliday, 1978)^[6]. On this basis, there are 3 most effective research methods: Visual Grammar, Auditory Grammar and Reading Image (Kress & van Leeuwen, 1996)^[7]. In fact, many productions of the modern media industry are following these methods, using more modal elements to add information in order to enrich the text. Keeping in step with the times, a plenty of classic literary works have been revived through multimodal deduction; and *War And Peace*, an epitome of a society and an era, is a typical example.

Nowadays, with the adaptations in various multimodal forms, *War And Peace* represents not only the original text created by Tolstoy, but also a literary and artistic phenomena and characterization group with complicated features. To discuss the application of multimodal discourse in *War And Peace* adaptations and the corresponding perceived effect of the audience, there follows analysis on 3 categories according to their presentation forms: translated texts, film works, and stage performances.

1. Analysis on Translated Texts

In view of the originality of a literary work, the adaptation of its translated versions in literary modality cannot be ignored to discuss. English is one of the most popular translations. Tolstoy originally used a lot of French in dialogues between nobles to subtly hint at the characters' moods and personalities. However, Maude (1992)^[8], a most widely recognized translation, directly lines the English translation instead of the French dialogues. In terms of meaning construction, this version obviously causes information loss. However, in order to make up the English readers' confusion of Russian culture and the complex genealogy, the translator complements information by Pre-text Contents which includes introduction, bibliography, chronology, personages and even the maps. For Tolstoy's hyperspace narrative, the maps, in form of a detailed and accurate picture mode, are helpful to explain the location where the story happens, and give the readers more intuitive information that beneficial to link up the inner logic and development process

of the story.

There are many versions of translated *War And Peace* in China as well. The Chinese versions are quite consistent with the French parts; they all choose to mark the words in different fonts after translating into Chinese. Chinese versions mainly concern the mismatch between target language and source language. Chinese and Russian are from two independent language families, and their cultural backgrounds are also totally different. It is inevitable that some characteristic things cannot be easily displayed. As a result of cultural isolation, the literal translation of the original text is not enough to make the readers understand the cultural connotation behind the text, and the understanding of the main plot will be confused. The use of annotation is a solution to this problem indeed, and annotation itself is different from literary language, which is more like the nature of expository text. This solution is in fact consistent with the principle of footnote in the multimodal novel theory of Gibbons (2014)^[9].

2. Analysis on Film Works

War And Peace is particularly suitable for screen art for its grand pattern, plentiful characters and meandering plots. Considering the characteristics of film and television works, the language of screen will be the focus.

The Soviet version is the highest praised one in all movie adaptations of *War And Peace*. Under Bondarchuk's director, the camera language of the movie is most attacking the audience from the visual mode. According to Nicotra (2018)^[10], all the perception can be attributed to the symbols, the images are the graphic symbols, the sounds are the musical notes, the content, the theme and the thought of the film and television art are the signifiers of the sublimation of the images and the musical notes. The main colours of movies play a foundation role in rendering the style of emotions. In the selection of the main colour, the Soviet version has a very distinctive style: a combination of solemn and thick colours is used; in the war line colours with deep cold tone and low brightness appear mostly, while in the peace line more bright colours with higher saturation with a brilliant but soft tone in details which helps to avoid sharpening are used. In contrast, two contrasts between different lines are highlighted, which create two corresponding atmospheres for the audience. In the establishment of the main tone, there're often some punchlines on specifics. This version divided into four parts make full use of the visual modality, using sound to auxiliary the lens language, create the characters' psychology. The subtle processing gives the audience a lot of hint, which is complementary to the presentation of the main line.

Another famous movie adaptation is the movie directed by Vidor in 1956. Market factors causes many discrepancies from the original book besides the plot also changed a lot. The colour tone of the whole film is in high saturation, and the setting of the characters is also visible: Natasha's clothes are mostly in bright and vibrant colours, showing a very opposite aesthetic system from the Soviet version. It stereotypes the personal with a bit of assimilation tendency of the British and American culture. It is also a paradox that although the movie has the core of British and American culture, it still tries to supplement the cultural and linguistic differences between the original version and itself. In the plot of Pier's father's death, there are a bunch of characters of the Orthodox priests singing Russian Christian songs, which seems to be incompatible and eccentric because characters all speak in English. The director tries to convey Russian features by voice modality but eventually doesn't get the most natural effect. From the point of communicating information, the director's use of image and sound is sophisticated. He can strongly outline the emotional tone with only a few symbols; but the processing of them, from detail, is rough. When the organization between symbols is deficient, the presentation of the overall modality is less satisfactory.

3. Analysis of Stage Performances

Stage performance has also been an important branch of multi-modal artistic forms, its history is far longer than that of film and television works. Among the stage adaptations of *War And Peace*, there are two cross the era and also have the representativeness of multimodal discourse: the opera created by Prokofiev and the musical *Natasha, Pier & The Great Comet of 1812* (Groban & Malloy, 2003)^[11]. Image and voice are always two important ways of multimodal presentation, while stage performances not only focus on these two, but also add more developmental elements.

Prokofiev's opera is generally recognized as a classic and the form of opera performance is in line with the epic temperament of *War And Peace*. The interaction with the audience is designed out of the plane vision modality to extend the vision to a more complex dimension, not only to make the audience feel like experiencing personally on the scene, but also an artistic form of using multimodality to reconstruct the time and space. The musical version, different from the elegant and solemn opera, features rock and electronic dance music with Russian folk songs. This bold and innovative music style helps to mix more voice symbols in, and also more suitable for young audiences to feel the emotional fluctuations of the roles.

The stage versions share common points to cancel the traditional concept of stage: with the megaphones installed in every direction and corner, the actors can appear around you in every corner holding various instruments in their hands. Before the performance starts, the musicians run to the audience, reading the discipline and matters needing attentions. These symbols touch more perception way of audience and close the distance between the performance and the appreciation, making the stage form attractive and refreshing.

4. Conclusion

Through the analysis above, it is not difficult to find a conclusion that visual design is the most widely used in the adaptation of literary works. Whether it is to complement the text in the form of pictures, or through color, lens logic, expression, and special stage design to achieve the transmission of information to the audience, the use of these visual symbols are the better interpretation of the signified outside the text.

The auditory grammar mainly conveys the transmission of literature by using the lines and dialogues of the characters, such as the dialogues between the characters, the confession in order to vindicate characters and the voice-over in order to push on the narration. Another form is the background music which used to render emotions and transit the paragraphs through. In most cases, the music breaking away from the text is not the main body to convey the important information, but the foiling role. It is undeniable; however,

the music symbols make the presentation texture of auditive modality take a qualitative leap.

As for those transcend the multi-modal application of traditional cognition, increasing the interaction between information providers and information receivers is the main purpose.

5. Discussion

It is clear to draw a conclusion that, in the existing art forms, multimodality and its extensive use are far more than the study of linguistics and have been risen to the category of semiotics in practical significance. Nevertheless, the development prospect of multimodality is still immeasurable. From Eisenstein's Montage lens technology to today's film industry, the techniques of using camera language and editing methods to enrich text metaphors are more and more abundant; and the art form of enhancing interactive experience through multi-modal symbols is also becoming more mature. For illustration, 4D movies and immersive dramas are increasingly springing up as the new forms of dimension and multi-sensory. To be sure, multimodal discourse will not be limited to the existing symbol patterns but more splendid with the progress of science and technology. Even in the field of classical works that have undergone several successful adaptations, such as *War And Peace*, there are still infinite possibilities.

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Innovative Research on Teaching Methods of Classical Dance

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Abstract: The development of classical dance teaching is not only to increase their own development projects, but also has great significance for the inheritance of traditional culture. However, at present, there are bottlenecks in the teaching methods of classical dance. In order to promote the development of the art of classical dance under the multi-culture, it is necessary to reform the teaching method of classical dance innovatively. In order to achieve the overall improvement of students' comprehensive quality, inheritance of China's excellent traditional culture.

Keywords: Classical dance; Teaching method; To innovation

The introduction

Chinese classical dance is on the premise of learn from the opera dance, continues the way of opera performances, and the training in the martial arts from the concept and composition, at the same time, draw lessons from the western ballet training methods and various art culture, after several generations of finishing, exploration and development, has formed a strong national characteristics and distinct characteristics of Chinese physical culture teaching system. Its unique aesthetic characteristics, aesthetic norms and highly functional training methods have always been an important choice in the curriculum of dance art colleges and universities across the country. In the application of modern teaching, traditional dance teaching has become a more diverse and rich teaching process. By adopting a variety of innovative modes in teaching, students' enthusiasm and creativity are aroused, which plays a great role in shaping students' dance image and cultivating artistic temperament.

1. The bottleneck of traditional Classical dance teaching method

1.1 Culture and art connotation excavation shallow

In classical dance teaching process, students in traditional dance into the dance form of dance, emotional attitude and temperament have no understanding of many aspects, students stay in the shallow surface to the knowledge of the classical dance stage, especially for classical dance the essence and connotation of a lack of substantial, under the influence of modern dance, excessive pursuit of forms of expression of the external, There is no comprehensive and in-depth understanding of the emotional factors and thematic factors contained in each movement of classical dance, resulting in the failure of students to form self-oriented and personalized dance forms in the process of expression of classical dance.^[1]

1.2 The fragmentation of the content of classical dance

The first content is fragmented and lacks consistency. In the context of the general environment, some dancers of the older generation refer to the training methods of western ballet dance when they train basic skills. This concept achieved certain results at first and has its rationality, but it also brought some negative effects. Classical dance has its unique aesthetic style, ballet performance and classical dance performance, there is a deviation in style. Secondly, the training content is not in line with life. In the context of the rapid development of Chinese classical dance, a large number of dance competitions have emerged, and some difficult movements of classical dance have emerged in an endless stream. However, this has some negative effects on the basic skills training. In order to pursue beauty, some teachers do not start from the level of students, only training difficult movements, failed to achieve the training effect, to bring heavy pressure and burden to students.

1.3 Lack of style

Ballet and Chinese opera have exerted an extremely important influence on classical dance, which has benefited a lot. As a result, there has been a cognitive deviation in the style of classical dance, and some classical dance training has confused the styles of classical dance and ballet. Ballet is "close" style, classical dance is "open" style. Unable to form a personal style of classical dance performances, it is necessary to play of the dancer's subjective initiative, this is a kind of creative activity, teachers can't do in reality it is targeted to the teaching of students, according to their aptitude and gives all students the same standards and practices, cause student's style is similar, to highlight the personalized features and style.

1.4 Innovative teaching needs to be strengthened

In the teaching process of classical dance, teachers do not make enough use of innovative means and do not deeply combine

modern teaching concepts. For traditional dance forms, they sometimes break away from the theme and do not form a variety of musical expressions. ^[2]In this way, students' individual thinking ability cannot be displayed. Between classical and modern dance, classical dance and traditional dance art is not enough, so, can produce a single, the teaching effects of the student's comprehensive ability also can not get the ascent of the whole, therefore, in the process of rich innovation teaching, students to form the classical music and pop into the sexual, in this way, can form various teaching methods, Can promote the overall development of students.

2. Innovative reform in teaching methods of classical dance

2.1 Probe into the teaching rules of classical dance

The purpose of dance education is to expand students' knowledge and improve their comprehensive quality, enhance their aesthetic ability and aesthetic concept. Therefore, in the implementation of the classical dance movement, first of all, we must fully understand the characteristics of the teaching object, so that we can "teach students according to their aptitude"; ^[3]Secondly, the educational link must be adjusted and reformed. For example, in the content of dance education, it is necessary to take its essence and put excellent works into the cultural background to analyze, and combine its culture, history and origin, and use the knowledge in the brain to describe a rich imagination.

2.2 The application of "emotion idea" teaching method

Dance is an important way for people to express their emotions, and it is characterized by the combination of "form" and "spirit". So in the teaching teachers also need to use emotional "thoughts" teaching way, depending on the type of dance of temperament, emotional characteristics through the words, music, video, etc way to guide the student to feel emotion types needed for the dance, and make students by thinking to evoke emotion expression, so as to achieve the unity of body and mind. For example ai-lian Chen show "spring night on" the classical dance, will need to guide the performers in the "emotional thoughts" imagine yourself to be a classic temperament of girl, walking alone in the moonlight water of the river look forward to your sweet love and a better future, her heart is like a spring waters and sometimes quiet as water stop, or heart. Through such mental control to put themselves into the role, immersive, can achieve the "unity of form and spirit, I forget both things" realm.

2.3 The promotion of traditional aesthetics

Although Chinese classical dance is not closely related to the history and culture of its own country as the classical dance of other countries is, in a sense, there is a certain indirect relationship between Chinese classical dance and Chinese history and culture. As the quintessence of Chinese culture, Chinese opera art itself is closely related to Chinese history and culture. The construction of Chinese classical dance is dependent on Chinese opera art. Since opera is related to history, the relationship between Chinese classical dance and history is self-evident. Looking back on the development of Chinese classical dance, it is not only seeking the nutrients of self-perfection in the scope of opera art, but also trying to find the teaching and training methods that can be used for reference from Chinese martial arts, tai Chi and the highly philosophical thoughts of Confucianism, Buddhism and Taoism. From the classroom training of Chinese classical dance, we can find its philosophical, dialectical and opposite movement principle. In the combination of dynamic and static, virtual and real follow the principle of Yin and Yang, to achieve the aesthetic requirements of "both physical and mental, rigid and soft, the integration of mind". Thus, the aesthetic characteristics of Chinese classical dance are extremely bright and prominent, it can not only reflect the external form of curvilinear beauty in the training, but also show the traditional aesthetic characteristics and aesthetic norms of the Chinese nation in the process of emotional expression.^[4]

2.4 Pay attention to the inheritance of cultural spirit

If Chinese classical dance loses its cultural spirit, it is a body movement without connotation and root, missing the soul of Chinese classical dance, how to talk about the essence of Chinese classical dance. As a result, Chinese classical dance both in areas such as education, stage performances, create, should hold the unique mental outlook, excellent quality of the Chinese people, carry forward the essence of Confucianism, Buddhism, Taoism culture, such as social commitment, god reward those who work hard, love stillness, worship days lover, follow the nature, the fear of gratitude, humble, kind, integrity, unity, spirit, based on the perspective of life, Do the education of life, "create" for life, guided by the traditional aesthetic value, do what Chinese classical dance can and should do.

2.5 The teaching concept of "guided by application"

The same is true of Chinese classical dance. There is no set of theories and methods applicable to all regions and all people, and there are many forms, but the traditional cultural spirit and aesthetic value should be the key point in the teaching of classical dance. Combining with the teaching practice of Xinyang Dance Art Training school, this paper focuses on the analysis of the teaching concept of "guided by use". For students who have the demand of Chinese classical dance performance, focus on the exercise of physical performance ability and understanding of works; For students who have the research needs of Chinese classical dance theory, focus on strengthening the excellent traditional Chinese cultural literacy and laying a solid foundation of theory; For the students who have the needs of Chinese classical dance choreography, we will focus on teaching the creation rules of dance movements, and pay more attention to the support based on the cornerstone of traditional culture when students create classical dance. For the students who have the teaching needs of Chinese classical dance, the teaching methods of scientific training and diversified and flexible teaching forms should be guided. For the young amateur dancers who learn Chinese classical dance, the basic form, style and etiquette of Chinese classical dance can be taken as the focus of education; For dancers with a higher cultural level, focus on guiding their core spirit of Chinese classical dance and creative rules, free dance to release the body and mind, through the form of the spirit, with dance to achieve enlightenment.

2.6 The fusion of classical dance and folk dance

Chinese classical dance and Chinese folk dance differ in dance style and expression form due to their different emphases in training.^[5]In particular, the Chinese folk dance has much in common with The Chinese classical dance in the training of the power mode and technique characteristics of the technical skills. For example, Mongolian dances revolve around the circle with the waist

as the core, extensive chest and back training, and various oblique and horizontal line scheduled air dance jumps. All of them are related to the use of body shape, explosive force and pre-movement relations emphasized in the training of Chinese classical dance. If Chinese national folk training to the professional training of technical characteristics and the special training way of the Chinese classical dance on technical skills in teaching methods, clever fusion and penetration in the teaching, so, the actors in the muscle to improve their quality and ability and power method at the same time, can also grasp the two kinds of different cultural and historical background behind the dance, And then more effectively promote the progress of the teaching plan.

3. Conclusion

Classical dance teaching process, the various reform model, to form different angles and in innovation development, highlight the cultivation of the artistic temperament in dance teaching approach, focusing on the students in the use of personalized teaching methods, at the same time, using a variety of innovative teaching methods, combining the artistic temperament and personality characteristics of students, to form the originality of the teaching mode, and emphasizes the students' personality. In this way, it is helpful to improve the comprehensive quality of students and the teaching effect of active classical dance is of great help. Classical dance teaching after recent years of development, has initially formed the scale, and with the development of the traditional Chinese thoughts, the development prospect is good, but there are also many problems we must solve in accordance with the need of development and innovation of classical dance teaching suggestion through the teaching practice of inspection, to improve the teaching methods and teaching idea of keeping pace with The Times and optimization, to promote students' progress, To cultivate excellent classical dance talents.

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How to Cultivate Junior High School Underachievers' Interest in English Learning

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Abstract: With the advent of a knowledge and education-based economy, the importance of English is becoming more and more obvious. As a foreign language, English language is not only a necessity of life, but also a universal language. As language teaching increases, Learning difficulties will become more and more serious, and the result deviation will further lead to the loss of interest in learning. What's more, this leads to tiredness, even abandonment of learning, and Junior high school students are in a period of complex physiological and psychological changes. The English underachievers have some difficulties and obstacles in language learning. They often lack interest and enthusiasm in learning English. They cannot cooperate with teachers to actively participate in teaching activities in the classroom. In today's advocating quality education, the education of underachievers has become the key to improve the whole teaching quality. Therefore, how to cultivate students' interest in learning English has become the first major problem we should solve. This article specifically investigates the effects of their English learning, and how to stimulate students' interest in learning English of factors, to help them overcome their difficulties, make progress, Finally out of the learning difficulties.

Keywords: Underachievers; English learning; Interest; Cultivate

1. Introduction

The underachievers mainly refer to the special students, who have poor basic learning skills and weak basic knowledge. Transforming the underachievers is an important task of junior high school teachers in the education work, and focus on improving the quality of classroom teaching. Junior high school teachers need to pay attention to that eliminate the conflict and contempt for the underachievers, which make every student can follow Teaching progress. According to the new curriculum standard it is clearly proposed that "education belongs to the education of the whole person, not the education of a few people. What important education most is that transform the underachievers, so that the transformation of the underachievers become the key content of ideological and political education." Therefore, what Junior high school teachers need is master the ways and methods in the process of transforming the underachievers, actively discover the learning flash point of the underachievers, and gradually improve the learning ability of the underachievers. Whether the interest of students can be aroused and the memory effect of students can be improved in English learning is undoubtedly the key to the success of teaching. As for the underachievers, there are no born underachievers. Relatively speaking, many underachievers are very smart, but they don't have much desire or interest in learning. Therefore, as a qualified teacher of the people, it is very important to treat the underachievers correctly and stimulate their learning interest at the same time. The purpose of this paper is to discuss the reasons why the underachievers lack interest in junior high school English learning, and how to correctly deal with poor students, cultivate their interest in learning English, which can train students to become moral, intellectual, physical, beauty, labor all-round development of talent.

2. How to treat underachievers

As an English teacher, how to treat poor students so that we do not harm their interests in learning is very important.

2.1 Love and respect those students who are not good at study

Besides parents, teachers are the closet ones who spend the most time with students and have the longest influence on them. As an English teacher, respect and care for students is the core of his professional ethics, and his words and deeds will affect the growth of students. Teachers should establish a harmonious relationship with students, love and treat every underachiever with heart. To establish a harmonious relationship between teachers and students is the key to improve English learning of students with learning difficulties. Teachers should know the learning and living conditions of the Underachievers in time, never take them as a burden, do not despise them, understand their specialties and hobbies, look for the "flash point" on them, often praise and encourage them to be more motivated. At any time, teachers should pay attention to their emotions, do not angry, do not impatient, never use the language of reprimand, insulting personality and hurting self-esteem. For students with low self-confidence, we should take the initiative to take appropriate forms to cultivate them.

2.2 Try to make friends with underachievers

Most of students who are poor in learning are not because of their low IQ and stupid brain, but because of many objective factors, such as some mistakes of family education and the influence of some bad ethos in society. In order to achieve good educational effect and fulfill the duty of teaching and educating people, teachers should teach according to different condition, guide according

to circumstances and be “friends” of students. Once students regard you as a close “friend”, they will say what they have in mind. In this way, teachers can understand the reasons for students’ poor study. Then, we should take the right medicine, guide them positively, remove their psychological barriers, and make them clear about their learning objectives. This “poor student” will “have enough meaning”. When they start to work hard, their academic achievements will naturally improve.

3. Find the right way to cultivate underachievers’ learning interests

To improve the learning performance of poor underachievers, it is necessary to cultivate their interests in learning.

3.1 Identify the problem, address the problem, and change bad habits

Some underachievers are mainly caused by their own bad learning habits. For these students, we must help them in developing good learning habits, changing their behavior habits in a planned way step by step. Most of these underachievers, because of their not good learning foundation, will have some psychological laziness and lack of initiative in learning. To deal with these problems, the suggestion is: teacher assigns different assignments, requires everyone to give reasons and their own understanding to the problem, as well as their own experience in doing the homework. Because of different homework, their idea of copying homework can’t be realized, so they have to do it by themselves quietly. In addition, to sort out the method and experience, they must grasp they learned in class and take good notes. In this way, they are forced to change some bad learning habits with an invisible way.

3.2 Praise twice as much as you criticize, and cultivate the English learning interest of underachievers

The reason why underachievers lack interests or confidence in English learning is that they are afraid of learning English. Therefore, teachers need to correctly guide and timely encourage underachievers to break through the “fear Castle”. It’s very important for every student to praise more and criticize less, especially for those underachievers. Even a little bit of progress, teachers should praise them, because their confidence in learning English can be encouraged. In every class, teachers should actively ask underachievers some questions, and praise them in front of the whole class, in order to build their self-esteem and self-confidence of learning English. In the subsequent teaching, we should pay attention to setting up some “jump” and “reach” problems for underachievers, so that they will have successful feeling. Everyone wants to be recognized and appreciated by others, especially the underachiever. Every progress made by the students is expected to be affirmed by teachers. In my view, for these students who have made progress or performed well, the teacher’s timely, sincere and appropriate praise can enhance the enthusiasm of students, so teachers should find out the “flash point” of these students. Some students did not well in their study, but their English writing is very good, or they answer questions loudly and have a good sense of language. Teachers must praise them and give them more words like “Good job!” in their usual homework, so they can feel that the teacher like them, so they are interested in learning English. It is not far from failure to success, and they can build up their confidence. In this stage, we should never ask for full blame, nitpick, and always pay attention to praise words such as “very good”, “well done”, and sincerely blessing them a little bit of progress.

3.3 Diversified teaching methods can stimulate learning interest of underachievers

English itself is a boring language, so it requires our English teachers to study teaching methods carefully, and drill deeply into teaching materials, so as to activate the classroom atmosphere and improve the classroom quality. How to use teaching methods to activate the classroom atmosphere with a skillful way? I think we should use some maxims, proverbs, ballads, riddles and games which are cleverly used to stimulate students’ interests, especially in the new textbook of junior high school. For poor students, it’s not enough to rely solely on the class, so we need English teachers to sacrifice some extra-curricular time to guide these poor students, to explain carefully, to coach patiently, and to guide them gradually. Under this condition, they will gradually improve English scores, and their interests will grow stronger and stronger. In a word, it is a difficult and challenging task to cultivate the learning interest of these underachievers. Only when the observation, memory, understanding and imagination of these underachievers are connected and coordinated, can the basic knowledge be learned gradually, and achieve the expected goal. Therefore, English teachers should be good at using serious teaching methods to make these underachievers fall in love with learning English.

3.4 Provide opportunities to cultivate students’ awareness of active participation

In teaching activities, English teachers should ensure that students are always in a state of active activities. Let students use ears, hands, mouth and brain at the same time, and mobilize multiple organs to participate in activities. Sometimes English teachers can arrange scenes and music, and if necessary, English teachers also act as “directors”. Teachers can record the voice of students’ reading and answering questions in class, and then put it to them, so as to arouse the enthusiasm of students’ activities and make them speak and act more seriously. Over time, the level of classroom Q&A and the level of reading has improved significantly. Then, give students the chance to succeed. Students feel new and interesting in learning English at first, but it is also difficult. Based on the principle of more praise and less criticism, English teachers should grasp the content of the activity and the difficulty of the questions raised, according to the difference of students’ learning level, so as to provide students with the chance of success, let all students taste the happiness of success, and gradually cultivate their interests in learning. For example, let students who are poor in learning to answer some questions which are easy to answer, and let students who are good in learning to answer the questions which are difficult to answer. And these praise words must be changed frequently, according to the actual situation, apply “very good”, “excellent”, “cleaver”, etc., so that all students can have the pleasure of success. What’s more, English teachers also can form a relaxed, equal and harmonious learning atmosphere. It is easy to cultivate underachievers’ learning interests when the teacher’s teaching style is relaxed and lively, the language is vivid and interesting, the teaching method is diversified, and the organization form is flexible. Sometimes, games, riddles, performances and other activities are introduced into the classroom to form a relaxed and harmonious atmosphere.

4. Conclusion

Confucius once said, “those who know are inferior to those who are good, and those who are good are inferior to those who are happy.” The power of interest is huge, interest can be the best teacher. Cultivating the interest of the Underachievers in English

is a key to transforming them. In the work of transforming underachievers, as English teachers, we should not only have love and patience, but also constantly explore and summarize effective methods in the teaching process. The learning interest of underachievers is a long-term, patient and meticulous work. Teachers must believe that as long as we have Underachievers in our hearts, and use our deep feelings and deep love to open their hearts, pay attention to methods and details, please believe that underachievers will have a lot of changes by teachers' sincerity. English Teachers should always believe that there are no born underachievers. There are many reasons why they become underachievers. As a language, English is the result of long-term accumulation and learning, which cannot be achieved overnight. Therefore, when English teachers meet English underachievers, it is a required course for English teachers to treat them properly. In a word, it is very important for teachers to love and cultivate students' interest in English learning. As teachers, we should be good at observing and discovering students' shining points in daily teaching, and seize the opportunity to carry out education. Even a casual praise, an approving look in the eyes, and a small concern may make students change their learning attitude and arouse their interest in learning. No matter what level of students, teachers should treat them equally, the progress of students is the happiest thing for teachers. As a teacher, the responsibility is very heavy, let's work hard together.

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Exploration and Reform of Ideological and Political Teaching in Western Economics Courses Under the Background of New Liberal Arts

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Abstract: The construction of new liberal arts arises at the historic moment under the background of higher education reform and new engineering construction. Promoting the development of liberal arts higher education is an important measure to adjust the structure of higher education reform and promote the overall development of higher education. Under the background of the construction of new liberal arts, it is of great reform and practical significance to promote the reform of the ways and methods of cultivating talents in economics. The theoretical course of western economics specialty is the basic theoretical course in the training program of economics specialty, and the exploration of ideological and political teaching of western economics curriculum is of great educational significance for cultivating economic talents. By the theory of microeconomics and macroeconomics course of ideological elements of digging, redesign the corresponding teaching content, innovative use of teaching methods and teaching methods, reform the teaching effect evaluation system and methods, combination of western economics teaching and the present ideological content, so as to achieve the unification of the theory and practice, The integration and synergy of professional curriculum education and ideological and political theory system and human effect.

Keywords: New liberal arts; Western economics; Course education

1. The necessity of western economics curriculum ideological and political

First, the ideological and political theory curriculum system in universities has its own defects, which makes it difficult to complete ideological and political education tasks in the whole university stage. In today's higher education system, all colleges and universities set up principles of marxism, socialism with Chinese characteristics, ideological and moral cultivation education, political education theory courses, but in the whole system of talents cultivation of college students' political education class, professor of political theory course view, outlook on life and world view of learning and professional curriculum system alignment is not enough, Existing in two sets of ideological and political curriculum education system, ideological and political curriculum and professional courses did not form the teaching synergy. The political education of college students only combined with specialized courses of course education to fusion, to complement each other, through the ideological elements of the professional course of mining, the innovation education teaching way and change the teaching effect evaluation way, to enhance students for countries and people's cultural self-confidence, system of national self-confidence, self-confidence, etc., to improve the level of college students' ideological and political culture, To cultivate beneficial talents for the country and its people.

Second, it is necessary to combine the history and content of western economics with ideological and political content to achieve the purpose of Chinese characteristic education and teaching. The major of economics was formed after the Industrial Revolution in western countries and was represented by Adam Smith's *The Wealth of Nations*. Our country present stage of economic development system is the combination of marxist economics and China's characteristic socialism economic construction in the process of practice experience and experience to set up, of course also draw lessons from the western economics in the process of building the theoretical results and the teaching methods, to form the different from western economics economics system with Chinese characteristics. Western economics theory system is based on the development of the western capitalism and the way of development, on the basis of characteristics with manifest the bourgeoisie itself, with a strong exploitation features, this requests us to use in the process of the development of economics and the teaching criticism and doubt to treat the spirit of the western economics theory achievement, It is necessary to revise and guide some theoretical achievements of western economics to achieve the teaching purpose of training successors of socialism. "Economic man" hypothesis of western economics, for example, requires us to dialectical view of nature of "economic man" hypothesis is the enterprise or individual and personal interests first, is the requirement in certain resources, the characteristics of environmental constraints to the pursuit of personal interests but in teaching practice of our country should be the "economic man" to treat objectively, Abide by national laws and regulations and ethics in pursuit of maximum personal interests.

Third, ideological and political education in western economics courses is a compulsory course for college students majoring in economics. These graduates majoring in economics will work in banks, insurance and financial service companies in the future.

These positions require high political literacy and moral accomplishment, as well as strict professional ethics requirements. Reality in financial and economic class company workers, illegal and criminal behavior is more, show the financial fraud, financial, financial fraud and corruption, especially in the process of the development of the Internet financial, national laws and regulations in the financial field is not sound, give the chance of financial fraud and corruption in many entrepreneurs, this violated the power and interests of the citizens in our country. Therefore, western economic theory courses need to be combined with ideological and political courses to carry out ideological and political education in western economics courses, so as to cultivate the ideological and political moral level and political accomplishment of economic college students.

2. Ideological and political practice exploration of microeconomics course

There are abundant ideological and political elements in the teaching content of microeconomics theory, which can be explored. It is the key stage of cultivating economic talents to combine the theoretical content with ideological and political courses to give play to the educational function of microeconomics.

2.1 Innovate ideas and update methods

Microeconomic theory content is the actual joint national consumption, can innovation when microeconomics teaching design teaching conception, update teaching methods, select some with better ways of teaching results, such as immersion teaching method, role, deductive method, etc., and pays attention to the application of multimedia classroom equipment, put the students into the teaching rhythm. When explaining the development and changes of national economy, we can select some short documentary films of China's contemporary economic development and summary of economic development achievements and other videos and pictures, so that college students can feel the great achievements of China's economic construction and feel the sense of pride and identity of China's national development.

2.2 Dig into the ideological and political elements of the course

Many key teaching contents in the course of microeconomics theory contain available ideological and political elements. In the course of microeconomics teaching design, we should actively use the ideological and political elements for reference, so that college students can improve their political literacy and ideological and moral cultivation in the course of theoretical learning. In the interpretation of residents consumption price index, for example, since the founding of residents consumption price index can be changed via the icon in the form of image display, it can intuitively reflect the living standards of the masses of the people in our country under the leadership of the communist party of China is higher and higher, the quality of life is getting better and better, through this to strengthen college students' group for the support and love of the communist party of China, At the same time, we can further feel the superiority of the socialist market economy system with Chinese characteristics. Microeconomic research on individual businesses and consumers, the teaching content is more fit the actual situation of People's Daily life, when teaching, we should use the marxist basic viewpoint and the method to correct learning microeconomics theory content, so that we can to ensure that college students can be more system accurately grasp the overall connotation of microeconomics. Since the introduction of China's reform and opening up in teaching achievements and major breakthroughs, students can enhance confidence in the socialist system with Chinese characteristics, for the future "two centenary goals" and the realization of the Chinese dream to lay a solid ideological foundation.

2.3 Integrate ideological and political teaching content

In the theoretical system of microeconomics, efficiency and fairness are two relatively unrelated economic terms, and the realization of efficiency has no direct and inevitable connection with fair distribution. In the distribution of social resources, a small number of people occupy more resources, so that another large number of people occupy less resources, and there will be the phenomenon of unfair distribution of resources. The basic goal of Chinese characteristic socialism market economy is to realize the common prosperity of all citizens, the reform and open policy to allow some people through the form of the unfair distribution become prosperous first, then on the basis of emphasis on efficiency to pay attention to fairness, pay attention to the comprehensive and balanced development of China's economic and social, the actual driving after rich, to become bigger and stronger, the national economy to achieve common prosperity, We will share the fruits of reform and opening-up. We should integrate microeconomics course education teaching content, to grasp the social and economic development of our country drives the profound connotation of political change, the microeconomic teach deep links to the actual situation of China's economic and social development to the teaching, the ideological elements closely combined with the actual situation of China's economic development, integration of microeconomics course education teaching content, Through a series of innovation and reform to promote the microeconomics course ideological and political teaching exploration and research.

3. Ideological and political practice exploration of macroeconomics course

3.1 Improve the assessment system

To establish an assessment system suitable for curriculum ideological and political teaching, reflecting the teaching effect of curriculum ideological and political teaching. Assessment can be divided into two stages: process assessment and final assessment.

3.1.1. Process assessment

Process assessment results are often based on attendance, single form, assessment results are not very reference. Process assessment can mobilize students' enthusiasm through flexible and diversified forms. On the one hand, students can connect theory with practice and cultivate their ability to apply what they learn; On the other hand, ideological and political elements can be embedded in specific problems to achieve the teaching goal of ideological and political curriculum.

3.1.2. Final examination

As a specialized basic course, the final examination of macroeconomics should focus on the examination of professional

knowledge. In the topic design, the objective questions of “rote memorization” should be appropriately reduced, and the examination that can reflect students’ economic literacy and the ability to analyze economic problems should be increased. In short, the assessment system should be based on ability assessment.

3.2 Enrich case teaching

Case teaching is to explain the principle of macroeconomics well in the event and deliver the teaching goal of ideological and political course in the event.

First, we should combine theory with practice and use China stories to make macroeconomics more dynamic and accessible. In case teaching, teachers should be fully prepared, analyze the historical background, cause and effect of cases, and guide students to think about cases, so as to achieve the dual purpose of professional teaching and curriculum ideological and political. For example, when explaining inflation, teachers can explain the meaning and causes of inflation based on the experience of inflation since China’s reform and opening up, and then strengthen students’ confidence in the system by analyzing the macro policies of the Chinese government.

Second, the advantages and disadvantages of China’s economic development are analyzed by using Chinese and foreign comparative method, so as to enhance students’ sense of responsibility and mission for national rejuvenation. For example, by comparing the economic development of China and Japan, students can see the rapid development of China’s economy and realize the gap between China and Japan in many aspects, so as to enhance students’ sense of responsibility and mission for national rejuvenation.

3.3 Expand practical teaching

Classroom teaching is confined to the limited space of the classroom, and students’ perception of economic problems is also affected to a certain extent. Therefore, if conditions permit, classroom teaching can be expanded to lead students to the society, to perceive and experience the real dynamics of economic and social development, and to understand all aspects of China’s economy. For example, teachers lead students to conduct field investigations into enterprises to investigate their r&d and independent innovation capabilities and understand their competitiveness in the international market, so that students can have practical experience of China’s current economic strength. Lead the students to the countryside, understand the practice of the rural revitalization plan, feel the spirit of the new countryside, so that the students have a deeper understanding of the national policy. These practical activities can cultivate the students’ family and country feelings and prepare them for the modern economic construction in the future.

4. Summary

The course of western economics is an important front of ideological and political education, and it is also a long-term work that cannot be interrupted. The college needs to train batches of socialist successors. Therefore, while improving their ideological and political literacy and undertaking the task of professional knowledge cultivation, teachers should also make use of their professional characteristics to effectively carry out ideological and political education. From the perspective of concept and implementation, this paper puts forward the practical strategies of ideological and political education in professional courses, so as to promote students’ moral accomplishment and the improvement of ideological and political education level in colleges and universities.

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Exploration on the Construction of School-based Curriculum About Tianfu Culture in Primary School

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Abstract: Taking “Tianfu culture” as the characteristic curriculum of primary education is an important path to learn and inherit Tianfu culture, and plays a positive role in the cultivation and all-round development of students’ interests. Scientific design and efficient promotion of characteristic courses can realize the scientific optimization of teaching structure and promote the improvement of teaching effect. The following will discuss the scientific curriculum construction and implementation strategies through in-depth research on the practical activities of characteristic curriculum construction, so as to promote the efficient development of characteristic curriculum and provide effective support for the common development of students and teachers. This paper focuses on the characteristic curriculum construction of Tianfu culture in primary school teaching.

Keywords: Curriculum construction; Tianfu culture; Primary school teaching

Introduction

Sichuan has been known as the “land of abundance” since ancient times, with unique advantages everywhere. Taking “Tianfu” as the concept of Sichuan cultural image, its connotation should be enriched and developed with social development, which can meet the needs of contemporary education. “Tianfu” is not only the regional cultural image of ancient and modern Sichuan, but also has epoch-making educational significance. This study aims to creatively explore the educational connotation, implementation and unique significance of Tianfu culture primary school curriculum from the background of primary school education.

According to the spirit of the outline of the national medium and long term education reform and development plan (2010-2020), we should “Establish the concept of systematic training, promote the organic connection of primary schools, middle schools and universities, closely integrate teaching, scientific research and practice, closely cooperate with schools, families and society, strengthen various joint training methods among schools, between schools and enterprises, between schools and scientific research institutions, and Sino foreign cooperation, so as to form a talent training body with open system, wit and flexibility, interconnected channels and diverse choices We should “make full use of social educational resources, carry out a variety of extracurricular and extracurricular activities, and strengthen the construction of extracurricular activities in primary and secondary schools”.

Guided by the outline of basic education curriculum reform (for Trial Implementation), following the law of educational development, actively explore local human, material, cultural and other educational resources, deepen quality education, pay attention to the connotation and characteristic development of schools, and build a basic education curriculum system that meets the requirements of quality education, Strive to explore the school-based curriculum system of harmonious integration of traditional culture and modern culture.

With the deepening of school education reform, the traditional teaching model can no longer provide effective support for the all-round development of students. Schools need to strengthen their own characteristic construction, optimize educational ideas, broaden educational channels and promote the common growth of schools, teachers and students. In the process of developing Tianfu culture curriculum construction, we need to pay attention to the connection between school activities and family education activities, so that students’ parents can also actively participate in the process of students’ personal quality education. In the process of building school-based curriculum, schools should also establish corresponding teaching achievement evaluation mechanism, so that students’ growth and breakthrough in this kind of teaching can be recognized, and school teachers and students’ parents can further adjust their educational programs on the basis of students’ growth and progress.

1. Reasonably plan characteristic courses in combination with local Tianfu cultural resources

The construction of characteristic courses in primary schools plays a positive role in the all-round development of students. It can enable students to develop good learning habits, create a positive learning atmosphere and promote the improvement of the overall teaching quality. In the characteristic curriculum design, teachers should make a scientific plan for the construction of characteristic curriculum in full combination with the school’s own situation. At the same time, in the course construction, we should fully integrate the existing educational resources of the school and give full play to the resource advantages of characteristic courses. Based on the

local excellent traditional culture and the advantages of teachers, our school built a school-based curriculum with the characteristics of Tianfu culture according to the students' interests, deeply analyzed the students' actual situation and school-age characteristics, and compiled and put into use the teaching materials related to Tianfu culture.

2. Make full use of local Tianfu cultural resources and closely combine with the goal of educating people

In the process of developing characteristic courses, we should fully integrate educational resources, carry out scientific innovation in teaching work in combination with the actual characteristics of the courses, make full use of the excellent local Tianfu cultural resources and social forces, optimize the course contents and teaching forms, enhance the interest of the course contents, form effective attraction, and guide students to actively participate. At the same time, we should strengthen the training of professional teachers, combine the curriculum teaching needs, scientifically train teachers, provide them with good learning conditions and improve the teacher level of characteristic courses. We should clarify the educational objectives, scientifically train students, improve the pertinence of characteristic courses, scientifically design the curriculum structure, and improve the balance, comprehensiveness and selectivity of the curriculum.

3. Standardized implementation and establishment of Tianfu culture characteristic courses with great characteristics

In the implementation of Tianfu culture characteristic curriculum, we should fully combine the curriculum characteristics, scientifically set up the implementation process, and promote the efficient development of the curriculum. The school shall build a perfect management mechanism, strengthen organization and management, clarify the division of rights and responsibilities, establish a curriculum implementation coordination organization, scientifically standardize the implementation process, timely find the problems existing in the curriculum in combination with the actual situation of the curriculum implementation process, and provide effective guarantee for the adjustment of relevant class hours and resource allocation. Teachers of all subjects organically integrate with Tianfu culture in combination with the characteristics of the discipline. While teaching, they can also inherit excellent traditional culture.

4. Accurately implement the carrier of Tianfu cultural activities

As the runner of the whole project, the pre-course mainly constructs the overall framework, penetrates the core knowledge system, perceives the project background, understands the project outline, defines the tasks to be completed next, defines the direction of research and practice to be done by yourself and the team, and makes an overall record of the team plan and the project process.

On the basis of various Tianfu cultural inheritance and promotion activities such as Tianfu lecture hall, the first lesson of school and cultural masters entering the campus, we will constantly innovate the content and form of activities, expand the objects of activities, let students go out of the campus and make full use of the existing rich Tianfu cultural carrier in Chengdu, such as organizing students to visit Jinsha site, Sanxingdui site and intangible cultural heritage park, Learn about the ancient Shu civilization, organize students majoring in cultural and creative arts to study on the spot in Shu embroidery factory, Qiong kiln factory, lacquer factory, Sichuan Opera Troupe and Sichuan Qingyin performance theater, and invite intangible cultural heritage inheritors with unique skills to teach in the school, so as to promote students to master the basic production skills of some intangible cultural heritage projects and deepen their understanding and understanding of traditional culture. Organize students to visit provincial and municipal museums, Dayi County Museum town and Chengdu Planning Museum. Under the leadership of the student office and the Youth League Committee of the University, and implemented by the branch department, we have constantly established various student cultural associations and done a good job in various cultural activities, such as holding intangible cultural heritage culture exhibition month, intangible cultural heritage skills competition and Tianfu cultural and creative product design and production competition, so that students can understand Tianfu culture, love Tianfu culture and voluntarily become fans, disseminators and innovators of Tianfu culture.

5. Developing the education of Tianfu culture in practice

The school can organize collective activities to lead students to jointly examine their daily behavior and ideological quality on the spot, and carry out effective self-correction and improvement on the basis of understanding their own problems and deficiencies. The development of Tianfu culture characteristic curriculum needs to improve the teaching effect through good textbook selection and activity organization, so that students can deeply understand the important and excellent ideas contained in Tianfu culture, guide their personal behavior with these ideas, and treat the people around them with good etiquette.

Students are responsible for the quality of their achievements and produce more systematic and perfect evaluation results, which reflects the common pursuit of quality and achievement of goals by the student team. Teachers should observe and guide students in the process of the project, and teachers also have the responsibilities and obligations of perfection and reflection. The exhibition methods of achievements are various, and the main driving problems are in the form of report, speech, multilingual picture books and so on; Including archaeological reports, drama performances, picture descriptions, simulated sand tables, sand paintings, etc; Poetry collection activities are displayed in the form of poetry appreciation and poetry tea talk gathering; International understanding education activities are displayed in the form of comparative report, multilingual illustration and painting, multilingual peripheral physical production and so on.

To sum up, the construction of Tianfu culture characteristic curriculum is an important link of school education activities, which plays a positive role in improving the school's teaching level and promoting the common growth of the school and teachers and students. In the process of curriculum design and implementation, we should fully combine the school's own characteristics, fully integrate educational resources, scientifically design the curriculum content and form, make the characteristic curriculum fully adapt to the actual situation of students, improve their enthusiasm for curriculum participation, and promote the efficient development of the characteristic curriculum.

6. Epilogue

The core meaning of Tianfu culture primary school curriculum is a real and comprehensive curriculum for students to study in the form of curriculum based on the content of Sichuan local Tianfu culture. The course not only serves a single content, but also explores the content of Tianfu culture by combining steam disciplines, puts forward various questions and related knowledge, and guides students to seek answers in the knowledge of various related disciplines. The course aims to guide students to try to solve problems from multiple perspectives and perspectives through diversified learning methods such as independent exploration and cooperative learning, and to exercise high-quality with innovative ability and good communication, as well as overall thinking, team cooperation and Comprehensive ability to solve problems.

The Tianfu culture, which has a long history and has been passed down to the present, fully shows the innovative and creative wisdom of the working people in Tianfu area and the open mind of accommodating all rivers, breaks through the restrictions of text, forms a distinctive local characteristic, provides a popular and popular education opportunity, and is engraved into contemporary primary education with unique recognition, which is conducive to “Tianfu culture” In the province, even in the tide of national and globalization, maintain the local characteristic culture and spiritual personality, maintain and deepen the regional cultural heterogeneity, so as to enhance the competitiveness of local primary education.

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Ekphrasis in “The Disquieting Muses” : A Dialogue Between Poetry and Painting

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Abstract: The American Confessional poet Sylvia Plath(1932-1963) has created a series of poems based on well-known western paintings at the early ages of her writing. “The Disquieting Muses” is one of these ekphrastic poems, which depicts the non-communicative relationship between her and her natural mother. If we approach this poem from the perspective of inter-arts poetics, that is to say, to analyze the poem side by side with its painting copy, we can discover different approaches of dialogue between the poem and the painting. This paper is meant to explore unique charm and beauty in ekphrastic literature as well as to add new perspectives to the study of Plath’s poems.

Keywords: “The Disquieting Muses”; Sylvia Plath; Giorgio de Chirico; Ekphrasis; Dialogue

1. Chapter One Introduction

Giorgio de Chirico (1888-1978) was a pioneer of modernist painting in the 20th century and one of the founders of the Metaphysical School. “The Disquieting Muses” (see picture 1), created in 1916, is one of his masterpieces and is often seen in major art exhibitions. The painting is set in the ancient Italian city of Ferrara. In the foreground, there are two characters, the goddess of tragedy Melpomene and the goddess of comedy, Thalia. They sit and stand, while toys are scattered around their feet. At the back right of the picture stands a statue of Apollo, the “leader” of the Muses. Chirico uses strong color contrasts and isolated shadows to complete the work. The empty scenes and non-narrative pictures give people an uneasy and unfamiliar feeling. Inspired by this painting, Plath wrote eponymous poem “The Disquieting Muses” in 1957. The poem does not copy paintings completely, but appropriate, adapt, and create paintings based on Plath’s life experience.



Picture 1: The Disquieting Muses, 1916

The term “Ekphrasis” has a long history and is derived from Greek (Εκφρασις). “Ek” means “out”, “φρασις” means “tell, speak”, so the original meaning of “ekphrasis” is “speak out, tell it.” It was originally a term in ancient Greek rhetoric, referring to the eloquent person uses lifelike language to describe events, scenes, characters, etc. Since the 1960s, the West society has entered the era of

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images, thus the “Ekphrasis” theory has continued to radiate new vitality in the modern context, and the three critics Murray Krieger, James A. W. Heffernan and W.J.T. Mitchell are representatives for the ekphrasis theory.

In short, “Ekphrasis” refers to the conversion between visual art and non-visual art. It is a kind of cross-art poetics. The most typical example is the reproduction of paintings, sculptures, photos, etc. in literature. In the following, we will analyze the conversion between poems and paintings by reading Plath’s poetry texts, so as to get a glimpse of the unique charm of “Ekphrasis”, which also provides a new perspective to appreciate Plath’s poetry.

2. Chapter Two Appropriation and Adaptation

The beginning of Plath’s poem is a daughter’s accusatory attitude towards her mother. The careless mother forgot to invite an aunt to attend the narrator’s baptism. This aunt, described as “disfigured” and “unsightly”, resembles the image of a witch and has a strong vengeance. With a feeling of grudge, she sent three women from the same camp to my crib, shaking the weird heads of “darning-eggs” all day long, which made people shudder. Comparing the poem with the painting copy, you can find that the poet creatively made several adaptations. The first is the background which was transferred from the empty Ferrara town to the crib in an ordinary family, focusing on specific family life; the second is the transformation of the identity of the three plaster statues in the painting, from a distant Greek mythical character into a fairy tale companion of the witch; third, the viewing perspective is switched from the original audience of the painting to the “I” in the poem. Lessing thought there are insurmountable boundaries between different arts. Plath seems to agree with this point. In her creation, she did not choose to copy Chirico’s paintings, but combined her own personal experience to select and adapt the elements in the paintings.

The second stanza recalled the scene where the mother told the daughter a story, but was told by four questions guided by “who”, “whose”, “whether”, and “whether” which revealed an atmosphere of suspicion and distrust. The poet doubts whether the heroes in the mother’s story exist, and whether the mother has seen them with her own eyes. If all the rescue stories her mother said were true, then why did the three women who her mother did not summon in her childhood still shook their heads by the baby’s bed every night, torturing the girl in all nightmare? The last sentence describes the facial details of three women: mouthless, eyeless, with stitched bald head. The facial features of the three women in Plath’s poem are basically consistent with the three stone statues of Muses in Chirico’s paintings. Plath tried to adopt the details of the stone statues in Chirico’s paintings to highlight the gloomy atmosphere of the poetry.

The third stanza turned to my father’s study. Plath’s father died when she was nine years old, bringing the poet a lifelong wound that was hard to heal. The hurricane shattered the “bubble” glass in her father’s study, symbolizing that her father could not give shelter to “me”. And the narrator’s mother still gave her and her brother cookies, taught them choir songs, trying to comfort them just because she thought that God was tantrums and was nothing terrible. Chirico’s painting background is a modern city, but the characters in the painting are Greek mythological figures assembled from classical elements. The fusion of modern and classical crosses the boundaries of time and space, giving people a sense of time and space disorder. The “I” in the poem has been troubled by mystical power (actually it refers to the depression which haunts Plath for years) since childhood, and belonged to two different worlds—darkness and sunlight, from the mother who could not be protected. The poet captures the strong contrasts in Chirico’s paintings, adapts his own life trauma, and weaves her own narrative.

Poetry and painting belong to two different kinds of art. After viewing the paintings, Plath did not reproduce the works in a literal way, but was inspired by them, selected the elements required for creation, and creatively appropriated and adapted them, so as to realize the creative adaptation of poems and paintings.

3. Chapter Three Narrative Impulse and Painting Skills

Excellent poets do not stop at the initial dialogue between poetry and painting. Plath also tries to learn the skills of painting art: Chirico’s paintings use shadow laying, color contrast, and change of perspective to create a sense of spanning time and space. Plath borrows these techniques from painting. The color emphasis and the contrast between light and dark, stimulated by the “narrative impulse” of the ekphrastic poem, realized the perfect transformation from painting to poetry.

The fourth stanza depicts a poor performance of the poet in the dance class. Plath gave the three women a new title: “my dismal-headed Godmothers”, because they appeared when the poet was baptized and have been growing up with the poet ever since. In Chirico’s painting, the two muse statues in the foreground cast two long shadows, while the Apollo statue at the rear right of the screen and the buildings on the left side of the screen are all in shadow. The empty background and large isolated shadows suggest a negative tone. Plath borrowed the contrast of light and dark in his painting to portray the psychology of the characters: the strong contrast between the glittering other girls and the awkward self in the shadows. The poet’s heart is more desperate, and the shadow she can’t get rid of grows bigger and bigger, until it completely covers her. In the end, the lights that symbolized hope were all extinguished, and the poet fell into a state of complete despair, which means she gave up struggling for survival and gave up to the overwhelming depression.

In the fifth stanza, the poet continues to talk about the failed piano lesson. After every teacher found out that she was not good at piano, her mother still insisted on letting her learn piano. Compared with paintings as a facsimile, Plath’s poems fill in the relationship between characters, their psychology, specific events, and the development process. They are more flesh-and-blood and full of dynamic. Is this because of Plath’s personal intention? Or is it the unique charm of Ekphrasis? Heffernan believes that “ekphrastic literature reveals again and again the narrative response to pictorial stasis, this storytelling impulse that the language by its very nature seems to release and stimulate.” (301) The rich material brought by the unique life experience, on the other hand, lies in the “narrative impulse” of the language itself. Bringing vitality to the still paintings is the unique charm and beauty of the ekphrastic poem.

The sixth stanza tells about the daughter’s dream. Her mother sitting in a green balloon with flowers and robin, floating towards me under the bluest sky, beautiful and bright. This is Plath’s ideal mother image. When her mother gave an order “come here!” , the beautiful scene before her disappeared like soap bubbles, leaving her alone to face my traveling companion. The colors of blue,

green, and flowers are used here, and the paintings are mainly black, gray, and orange. The common point of the two works is the combination of warm and cold tones, which forms the depth of the picture and extends the imagination of the viewer/reader. The poet learns the artist's performance skills and uses color contrast to achieve creative effects.

In the last stanza of the poem, Plath added more details of the muse statues in the painting, including their standing on a stone pedestal, blank facial features, shadows in the setting sun, etc. Chirico creates a sophisticated effect that spans time and space through the juxtaposition of classical elements and modern scenes. Plath's poems are inspired by the juxtaposition and contrast technique, depicting the poet's dark inner world and his mother's ideal world. The gap makes Plath even more depressed.

4. Conclusion

The unique charm of ekphrastic literature does not lie in the realistic reproduction of visual art works, but in the tension brought about by the conversion between different arts. Painting is static, but the "narrative impulse" nature of language gives it a sense of movement. Plath misappropriated and adapted Chirico's paintings: borrowed the muse image formed by splicing stone pillars into poetry as a symbol of the source of misfortune in life; drawing on the color and shadow techniques of painting to develop the character's psychology and thematic ideas; moreover, Plath imitated the contrast between classical and modern painting, portrayed the juxtaposition of reality and dream, and revealed the incommunicable mother-daughter relationship. Plath used individual experience to fill the narrative gaps in the painting copy, and finally realized the organic connection between poetry and painting. The study of cross-art poetics conforms to the trend of the era of "image turn", provides a perspective of both literature and art for the interpretation of the text of "The Disquieting Muses", so as to explore its unique charm and beauty.

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Study on the Course Teaching Method of Steel Structure Design Principles Based on the Engineering Case

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Abstract: The Steel Structure Design Principles is a course with applicability and practicality. If the teaching method based on engineering cases was adopted, It would make the knowledge more intuitive and easier for students to understand, and cultivate students' ability to apply theoretical knowledge to analyse and solve the problems of practical engineering. The necessity of introducing engineering cases into the course teaching process of Steel Structure Design Principles was expounded in this paper, and the implementation plan and key point were also studied.

Keywords: Steel Structure Design Principles; Engineering Case; Implementation plan

Preface

Steel structure design principle is a professional course for civil engineering students in engineering colleges and universities. Its content covers the properties and selection of steel material, the performance of steel basic structure and the connection method of steel structure, etc.^[1-2]. The course requires the students master the basic knowledge about the materials, components and connection of steel structure comprehensively, familiar with the relevant steel structure specification and structure, and can complete simple design and calculation^[3-4]. The theoretical derivation and normative provisions occupy the dominant position^[5]. Most students cannot master the leading courses absolutely, lack of the learning effect and interest^[6-8]. Therefore, it is imminent to reform the teaching method of the Steel structure design principle.

1. Necessity for teaching methods in engineering case courses

The course of Steel structure design principle is very applicable and practical. According to the latest engineering certification standards, after the study of this course the students should meet the following requirements: 1) identify the complex civil engineering problems using the basic principles of civil engineering knowledge; 2) can use the basic principles of structural design and design or development structural components; 3) can express the calculation process with professional terms and express the design results with drawings. Traditional teaching methods tend more to cramming teaching. Most students who had learned this course can only do the exercises, can not integrate the theoretical knowledge^[6]. Engineering case can connect theoretical knowledge with practical engineering cases, which is conducive to cultivate initiative and enhance students' confidence to solve difficulties.

2. Implementation plan of course teaching with engineering case

Integrating engineering cases can improve students' learning interesting and knowledge mastery. Students can use engineering cases to improve the teaching effect. The implementation plan is as follows:

Firstly, choose the appropriate practical engineering case according to the teaching content, and attract the attention of the students by watching the photos or short videos of practical engineering case. The lecture content is combined with the cases to guide the students to think, analyze and discuss.

Secondly, reserve a certain thinking and discussion time, guide students to analyze cases independently, consolidate the knowledge points learned in the classroom, and try to expand as far as possible.

Finally, classroom summary, through the summary the students will firmly grasp the relevant knowledge, and know how to solve the practical engineering problems.

The engineering case course teaching method can draw near the teacher-student relationship. Teachers are no longer only lecturers, but also classroom leader. This interactive teaching mode can fully mobilize students' initiative in learning, and give students full freedom.

3. Implementation key point of course teaching with engineering case

3.1 Reasonably select engineering cases according to the teaching content

First of all, we should make clear the relationship between the teaching content and the engineering case. Engineering cases should serve the teaching content, and the teaching content should correspond to the characteristics of the engineering case. Secondly, the selected engineering cases should be targeted and representative.

Example 1 , when I taught the content about steel structure characteristics, there was one characteristic of short steel structure construction cycle. Taking Huoshenshan and Leishenshan hospital as case in class. The hospitals using prefabricated steel structure system were constructed in about 10 days, whose construction area were about 33,900 square meters and 80000 square meters respectively.As witnesses to the battle against COVID-19, the students were impressed with this two hospitals, thus would deepen their memory and understanding of more knowledge points.

Example 2, the world-famous Quebec Bridge case, which undergo several collapse and reconstruction. On August 29,1907, a south string lever suddenly collapsed due to weak binding before the main span cantilever has been close to completion.The root cause was the unreasonable design making the lower chord unstable.The second collapse occurred in 1916, attributed to insufficient strength of connection details.The new bridge was finally completed in 1917, exceeding 2.5 times the dead weight of the old bridge.Through the cases, students have a deeper understanding of structural instability as well as the security and economy of structural design.

3.2 Reasonable course design

The teaching method based on engineering case is an open teaching mode. Students change from passive to active, and become the main teaching bodies, and then teachers are the guides.However, the course hours are limited in most school. So many contents should be taught, using the limited time to complete the course efficiently using teaching method based on engineering case depends on reasonable course design (take 2 class hours (90 minutes)as an example).

First ,According to the teaching content, the actual engineering cases (pictures or small videos) are introduced, which generally accounts for 5-10 minutes. It can achieve the purpose of attracting students' attention by raising questions and opinions about the engineering cases.

Second,the length of time should according to the teaching content but not less than 45 minutes. The teacher explains the relevant theoretical knowledge and formula derivation in detail, and sort out the context of knowledge.

Thirdly, students can think and discuss, which can account for 10-20 minutes. This link can be conducted in groups, or they can apply appropriate network to query relevant information.Actively guide the students to speak or discuss, and according to the students' performance or response, for the specific problems for appropriate guidance, effectively grasp the atmosphere of the classroom discussion, so as to achieve good results.

At last,According to the results of the students' discussion, the teacher summarize or the student (group) report to help students reflect on their performance in thinking, analysis and solving practical problems.The conclusions can also not be published leaving students to do further thinking.

Teaching method based on engineering case puts forward higher requirements for teachers, but also requires students to take greater initiative in learning.It can encourage teachers to find engineering cases that are consistent with the classroom content and enrich their theoretical knowledge and practical engineering experience, and then feedback to the classroom.

4. Conclusion

Teaching method based on engineering case can strengthen the connection between theory teaching and practical engineering.It will make abstract knowledge visualization, and can conducive to the expansion of students' thinking,also promote students master the professional knowledge more quickly and connect the theory with the practical engineering,as well as warn themselves by fail engineering cases to avoid similar accidents in their future work.Therefore, application of practical engineering cases into the teaching can promote the improvement of teaching quality.

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Urban Image and Female Expression: The Symbolic Narrative Style of The Female Devil in Prada

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Abstract: With the promotion of women's status and the awakening of female consciousness of independence, American chick flicks as a kind of commercial film with extremely large box office revenue, it is still unable to get rid of the shackles of the patriarchal in narrative and structure, but is getting close to the feminist film in terms of character shaping and film spiritual construction. This paper takes film semiotics and feminism as the analysis point of The Devil in Prada.

Keywords: Paternity ; Movie Symbols ; Feminism

1. The narrative technique of symbolic symbol

Structuralist linguists put forward the distinction between signifier and signified, extension and connotation. Drawing on the theory of structuralist linguistics, Film Semiotics holds that the film itself is not a response to reality, but a product created by artists. It is a restructured and agreed symbol system, and the meaning of the film is created by this symbol system. The basic constituent element of ordinary language is words, while the basic constituent element of film symbols is the lens.

1.1 Carefully shaped character symbols

Shen Guofang¹ said in *Film Aesthetics* that "Visual element is the central element for film art to convey film content. Film art is the art of making full use of visual image elements to describe life." In the opening cross montage, there are a series of quick clips of beauties dressing up and going to work. There are a lot of close-up shots: full red lips, curled eyelashes and slender legs with thin high heels. The original signifier and signified in the symbol system are often replaced by their demonstrative and extended meanings in the film, and the new extended meanings produced in the process of multi-dimensional integration of audio-visual symbols will further produce new concepts. In the narrative context of the film, women themselves are the symbol of desire under the examination of patriarchy.

In the film "The Devil in Prada", the character setting of the double heroine is very representative, and the shaping of character symbols is very inclusive. Miranda, editor in chief of Overpass, is a decisive career woman, but this character symbol is endowed with strong masculine color: sharp makeup, capable short hair and simple neutral clothes. It is not difficult to see that the setting of this character symbol is very consistent with the patriarchal social system's cognition of strong women. Andy is an opposite character symbol to Miranda. She is smart, capable and positive. Unlike Miranda's shelving of love and neglect of family affection in the process of pursuing her career, she was at a loss because of the contradiction between work and love. Finally, she gave up the work of Overpass, returned to her original heart and found love, which can be proved to a certain extent, the value ranking of her boyfriend in her heart is quite high. In today's society, women's degree of freedom is lower than that of men. Women internalize the patriarchal system into their own code of conducts under a generally recognized social regulation. Women's status and value depend on men to a certain extent. The creation of these two character symbols enriches the sense of hierarchy of the film.

1.2 Symbol connotation of unequal setting

In Saussure's concept, the signifier and signified of symbols are arbitrary in the process of construction, and anyone can participate in the construction equally. But in the film, we can intuitively feel the inequality of "the construction of signifier and signified" in reality. In Bart's view, this inequality is the result of the influence of hidden ideological values. Miranda, editor in chief of the magazine, enjoys the priority of "construction", so that she can label Andy's dress on the label of "rural taste" and "no value". The clothes of the editorial staff mostly cater to Miranda's interpretation of the meaning of "value". As Miranda said, "don't think you have nothing to do with fashion. Every choice you make is a product of fashion. In fact, all your choices are based on the choices provided by others." Therefore, our cognition of fashion is actually a given interval exploration after many industry pioneers subjectively construct the signifier and signified connotation of the symbol "fashion".

Saussure's concept is only the first level of symbolic meaning in Bart's eyes. When the symbols of this level are transformed into the signifier of the next level, new signified will be generated in the ideographic system of this symbol and new connotation will be derived.² LV's perfume and Chanel's clothing are regarded as the pronoun of status. In the transformation of ideographic second levels, it can generate more references, such as Hermes bags and Cartier bracelets. Finally, the connotation of luxury is closely bound with

identity, status and money. Just as Andy gradually completed her identity transformation in the editorial department after realizing the transformation of clothing, she became an upper class member in the fashion industry, because dress gave her more connotation of being a successful person. However, the construction of this connotation still succumbs to patriarchy. It first constructs a certain trend, such as using a large number of size 0 models in shows or magazines to construct the fashion symbols of “thin for beauty”, giving these symbols other meanings, and make the inevitability of this popular trend increasingly prominent in the promotion, so that the majority of women believe that this is the result of free choice, and link the choice with the connotation of self-discipline, delicacy, beauty and so on.

2. Feminist aesthetic thought

Feminism originated at the end of the 18th century. The feminist view holds that modern society is based on a patriarchal system in which men are given more privileges than women. The devil in Prada portrays an independent female role from a unique female perspective and is sought after by female audiences. However, it is undeniable that the film is based on the discourse system of the patriarchal society.^[1]

2.1 The dissolution of the male gaze

Laura Mulvey put forward the “gaze theory” in the *Visual pleasure and narrative film* published in *Screen*. Women in the film are mostly under the “gaze” of men and become the desire object of the audience, which leads to the visual pleasure of “voyeurism”, and the object of “voyeurism” is women under “gaze”, which also lose their autonomy and independence as women.

For a long time, in the male perspective, female characters have always been the embodiment of desire, pleasure and beauty. As symbols, it is obvious that men have priority in the construction of signifier and signified of female symbols, which leads to the inevitable materialization of female characters by patriarchy in the film. However, in the *Devil in Prada*, the number of male characters is quite small, and the director rarely makes some subjective shots through the male characters. Even in the scene where Nigel was sacrificed by the company because of his interests, the director still did not give Nigel a subjective shot, but examined several parties involved in the interest exchange from Andy’s subjective perspective. The elimination of male gaze provides more space for the expression of female consciousness. We can examine women’s hearts more objectively from the perspective of women, and we can also experience the awakening and struggle, independence and pursuit contained in it through the self-examination from the subjective perspective of women’s roles.^[2]

2.2 The manifestation of female desire

For a long time, men have been regarded as the basic subject, while women often appear in the form of men’s vassal, and are forced to take the moral shackles of a good wife and mother. Miranda in the film tells Andy that if she is a man, people will only focus on her successful career rather than her failed marriage. Female desire is the sum of women’s natural desire and social desire. It is an unrecognized and unexpressed existence hidden in the depths of unconsciousness. After thousands of years of restraint and submission to the awakening, resistance and self positioning of modern feminism, Miranda did not hide her ambition to “open up territory” in the fashion industry. When the internal crisis of the company came, Miranda decisively traded with the top management, sacrificed Nigel, an old employee of the company, kept his position, realized his desire step by step into money, and even awakened himself. Although it gets rid of a series of female images created under the guidance of “patriarchy” to a certain extent and gives women a broader channel for self pursuit, the profit seeking nature of commercial films determines that the film must cater to the current mainstream consumers, that is, the social groups dominated by patriarchy, in the process of outputting feminist ideas.

“Chick flick” creates a space for women’s discourse power from a female perspective, presents the independent personality and independent consciousness of female characters, emphasizes women’s value, and provides a reference for women to examine themselves while meeting the psychological demands of young female audiences. In the narrative technique, the popular commercial and fashion elements are used to cultivate the aesthetic style of characterization, theme and environmental background in the connotation of narrative symbols, and the symbolic aesthetics is used to symbolically express the ideology and power value conveyed by the film.

Annotation:

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Discussion on the Teaching Strategy of Children's Song Singing in Early Childhood art Education

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Abstract: Early childhood education is an important part of enlightenment education, children's song singing as a lively, rich interesting form of education in kindergarten teaching plays an important role in parenting. Based on this, this paper starts from the analysis of the importance of children's song singing, and explores the implementation strategies of children's song singing teaching in early childhood art education, in order to improve the substantive effect of early childhood education and teaching.

Keywords: Early Childhood art Education; Children's Song Singing; Teaching Strategy

1. The teaching of children's songs should follow the principle of taking students as the foundation and select children's songs pertinently

Children's song singing is a form of education mainly based on singing and supplemented by performance. In the teaching of children's singing, the teacher should take the initiative to follow the teaching-oriented teaching principles, fully according to the age and character characteristics of children, select the children to carry out singing and singing activities of the repertoire and action, to meet the interests of children as the main line, to mobilize them to participate in singing and singing active initiative. First of all, the melody of the song selected by the teacher should be as smooth as possible, and the rhythm fluctuation span should not be too large. For students majoring in preschool education, how to correctly master and discriminate the range of music and screen children's songs is a key link. Usually, distinguishing music is not only the problem of lowest and highest tone, but also the sense of distance between the similar range of music, which should be summarized into the range of children's songs. Because children are still young, vocal cord development has not yet formed, the vocal range is relatively narrow, especially in different ages of children in this aspect of performance there are great differences; At the same time, considering the lack of coordination of children's body muscles, it is easy to cause that intervals cannot be accurately issued in the case of movement, which becomes the main reason why the fluctuation of children's songs melody is not suitable for too long span ^[1]. Secondly, the content of the lyrics should be as rich as possible, in line with the cognitive characteristics of children. Usually, the lyrics of children's songs have corresponding expressive meaning and a single and distinct theme.

Songs such as "wash your hands is to teach children wash their hands, and how to wash their hands correctly through songs, its content is very simple, yet very vivid, especially suitable for integrated into the physical performance, enhance the action of sex and moral feeling, let the children in the process of singing jump exerts a small knowledge, learning to life to cater to young children's characteristics of tong qu. Singing with actions in the beginning of teaching courses, teachers should try to choose this kind of simplicity to sing dance combination, and some can be reserved for children to play to the imagination, for they can out of singing with actions to understand and digest, especially some onomatopoeia, adverbs, foil words to represent art songs is not only the demand, is also the important performance of the children's aesthetic education in ^[2]. In addition, still can let preschool education professional students try the self adaptation of the original lyrics, such as children's songs, "will you please sing a song" the image of the animal in the song, then this nursery rhyme can form rich variety in the classroom, singing with actions affectionately, guide children on their own lyrics innovation performance movement, play to imagination and thinking ability, Promote children's singing classroom teaching more vivid and interesting, improve the activity of the classroom, stimulate children's infinite creativity. It should be noted that, in the selection of teaching materials should also be appropriate to introduce some popular materials in children's songs, although this kind of children's songs material is the product of the economic market, but it is also more attractive for children, should get the attention of children's singing teaching.

2. Construct interesting teaching situation, give play to the advantages of classroom collective teaching

First, we should actively develop class collective discussion the advantage of children's art education in the nursery rhymes singing with actions is adopted by the one-to-many teaching methods, to reflect children's main body status in the teaching, teachers should give children enough discussion and speech opportunities, encourage children enjoyed for active thinking, divergent self

innovation thinking ability, In this way, we can learn to communicate and cooperate with each other through singing and performing. Second, to guide children to carry out the role of interaction, often children's songs, singing with actions teaching young children are more susceptible to the influence of the pace of the teacher, imitating the action of teachers expression, so teachers need to create a relatively flexible relaxed learning environment, build a vivid and interesting teaching situation, thus helping children's creative ability and strengthen the scene reconstruction situation [3]. Teachers can try to let children boldly onstage to play the role of teachers, lead other children to jointly carry out children's song singing activities, so as to provide opportunities for children to express themselves, let them enhance learning confidence, so as to better improve the effect of children's learning singing.

3. The kindergarten teacher should continue to innovate, improve the children's song performance and creation ability

Preschool art education comprehensive very strong, it is necessary to widely combined with philosophy, child psychology, human physiology knowledge as a theoretical basis to study early childhood development and education content, at the same time also need to learn how to by young children in the body, language, society, literature, science and art characteristics of practical education activity Therefore, in order to improve the teaching effect of children's songs, the kindergarten teacher should be the key element of the whole teaching. First of all, teachers should improve their performance innovation, children's song singing is usually the performance as an auxiliary function of singing, how to make the performance with emotion, with emotion, and then into the performance link is particularly important, because it will be directly related to children's appreciation and understanding of children's songs. By adding some simple and appropriate action language in the singing of children's songs, the children's songs themselves can be more lively and vivid, which also needs to be able to create a decent movement according to the content of children's songs and children's characteristics; At the same time, the teacher should constantly improve their aesthetic ability, from which some dance elements, and then can form an organic combination with singing. Therefore, the teacher also needs to learn the corresponding performance basis, skills and attention to details, and the reasonable application of some auxiliary performance props, which can effectively enhance the appeal of children's song singing, so that children more intuitive and clear understanding of the meaning of the song expressed. Secondly, children's singing can also be performed in the form of children's chorus and children's musical, so as to meet children's learning willingness in a variety of teaching forms. Finally, teachers should enhance the children's songs, choreographing capability to early childhood music creating and the teaching innovation in the original children's songs, such as to the basis of creating the lyrics, melody, or on the basis of the lyrics to the plait melody, through different tone to different deduction and nursery rhymes, also can change the speed of different performances, test of infant movement ability to respond to Through such flexibility of children's songs to create processing, more conducive to the development of children's creative thinking and ability.

4. Conclusion

In a word, children aged 3 to 6 are in the critical period of enlightenment for rapid brain development. Through the implementation of children's song singing teaching in the art education, it plays a positive role in cultivating their musical literacy, aesthetic ability, language ability, mathematical ability and motor coordination ability. Especially under the background of quality education, cultivate children's physique and lowe comprehensive ability has become the primary goal of early childhood teaching through children's songs, singing with actions to carry out integrated teaching for and purpose of selection and other disciplines related content of children's songs, better able to help children to broaden knowledge, learn to scientific and systematic development of children's intelligence level, To promote the development of children's brain function and improve their independent learning ability. Preschool art education of the future children's song singing with actions teaching will dominate the more important, so as a preschool teacher must be based on the status of education development needs, and follow the rules of the development of children's music teaching, improve yourself in the teaching of children's songs singing with actions of professional knowledge and skills, in order to better meet the needs of preschool education work, Contribute to the further development of early childhood education in the future.

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From the Inside to the Outside: Study on Exhibition Design and Communication of University Art Museum

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Abstract: With the continuous improvement of living standards, people's aesthetic awareness and aesthetic level of continuous improvement, a large part of art education in the way of exhibition to us. However, China's art industry is not fully mature, and art exhibitions mainly focus on art education, lacking a strong sense of substitution, so the design requirements for exhibitions have become higher.

Keywords: Art Museum ; Exhibition ; Design ; Communication

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Preface

Art museums are one of the ways for human beings to pursue spiritual level above material level at present. The content disseminated through art museums can help people better carry out academic exchanges and strengthen professional level and aesthetic education. Exhibition is also one of the ways to promote contemporary history writing. Therefore, scientific decision-making model must be adopted in order to better develop art museum education.

1. The significance of exhibitions in contemporary University Art Museums

Like the birth of public museums, the embryonic form of university art museums played an important role in its historical evolution before the first university art museum was recognized by the academic circle. In 1905, Mr. Zhang Jian, a famous industrialist in China, called for the establishment of a national museum in The Capital after he founded Nantong Normal School, and submitted his proposals for the Construction of an Imperial Museum in The Capital. Zhang Jian founded Nantong Museum in Nantong Normal University. It is worth noting that Zhang Jian has realized that the museum can enrich the university for students to observe and study^[1]. It can be seen that the establishment of university art museum should not only serve for teaching, but also become a research place.

2. Status quo of domestic and foreign art museums

At present, there is a big gap between the development progress of art exhibitions at home and abroad. Although the explanation is enthusiastic and detailed most of the visitors are just a cursory glance, without feeling the real connotation of art. This is exactly how the whole exhibition hall can fully show the charm of culture and art, not only to popularize some excellent creative inspiration, but also to carry out artistic aesthetic innovation, to generate empathy and resonance for the expression of ideas of artistic works, otherwise only care about passive acceptance without active thinking^[2]. With the improvement of people's aesthetic awareness in today's society and the emergence of more and more young artists, the variety of exhibition design has gradually increased. Therefore, the design and planning of the exhibition is particularly important for contemporary art museums.

3. Classification of contemporary art Museum exhibitions

At present, the value of the exhibition market lies in making visitors have a better sense of experience, making art promotion and education get better promotion, so that the audience can truly feel the significance of the exhibition, theme connotation and unique artistic characteristics. Private art museums, on the other hand, pay more attention to image management and maintaining basic operation. This is the biggest difference between the two museums. The general direction of art exhibition can be divided into three kinds. One is as a platform for academic exchange and learning between art researchers. The other is for business activities to stabilize the economic development of the local city. The third is mainly for the propaganda of art and culture, art communication and education^[3].

4. Innovative design of contemporary University Art Gallery

4.1 Decision model of innovation mode

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At present, no matter what kind of art museum forms, there is a lack of a scientific decision-making model. An excellent exhibition must be planned, creative, innovative, collective and evaluative. Although Chinese art museums have become mature on the surface, there are still some loopholes in the system and lack of targeted designs^[4]. Therefore, for art museums with different modes, we should adopt new design methods aiming at this mode to better carry out aesthetic education while promoting history and culture.

4.2 Innovative design cases

CAFAM Art Museum and the Second CAFAM Biennale Invisible Hand: Curation As a stand CAFAM Art Museum of CAFAM is realized on the basis of integrating the academic platform of CAFAM. From the exhibition theme is put forward to the exhibition, to form a complete set of exhibition promotion academic, education activities, it can be seen that the central academy of fine arts gallery of consciousness through planning exhibition has a certain academic level and problem consciousness, in the introduction, construction and production of new knowledge at the same time, with the help of institutional platform. And eventually extended to social practice and college education. The exhibition reflects the responsibility of the university art Museum for research.

4.3 Innovative curatorial process

This paper takes "From inside to Outside" as a case to illustrate the curatorial process as follows: Early stage: Learn about the school art museum experience in previous years. In 2010 the university art Museum was established to undertake numerous exhibitions, mainly for graduates and teachers of the painting department. In 2013, due to financial problems and other conceptual problems, the construction and planning were delayed. In 2021, the museum successfully carried out the school-enterprise cooperation plan, and the museum was rebuilt and renamed as "Runshi Art Museum". Mid-term: Questionnaire preparation and analysis. The questionnaire is divided into two parts, the first is for the art college, the second is for the public. One 180 valid questionnaires and two 150 valid questionnaires were investigated.

Analysis of Survey Results (Survey 1).

The majority of students who participated in the survey, accounting for 93.89%, are aged between 18 and 25 years old, belonging to the new generation of post-00s age group. Most of them visited exhibitions 5-6 times, accounting for 32.22%. This group attaches a certain degree of importance to exhibitions. Among the ways to learn the latest information of exhibitions, the official account of the exhibition hall, the official wechat account of art, moments of friends or recommendations of moments of friends are the most popular. Among the most attractive art exhibitions, Chinese and Western art history narrative exhibitions and academic masters theme forum exhibitions accounted for 24.44% and 22.78% respectively. It can be seen from the exhibition that art students hope to acquire some art knowledge. We know that innovation is a common concern. As for the design focus of oil painting exhibition, excellent oil painting works and moving line design of the exhibition account for the highest proportion, accounting for 72.78% and 65.56% respectively. From this, we can see that people are concerned about the design logic of the works and exhibitions.

5. Dissemination of contemporary University art Galleries

In the ever-changing era, colleges and universities art gallery, using a variety of transmission methods and transmission way conform to the trend of our times, the new media have been integrated into our food and clothing live line, the gallery as a platform for the spread of knowledge production and art should use various media provide convenient service for the viewer, truly realize the museum into public life, Become a field for the public to share art and spread art^[5].

6. Conclusion

From the current research on art museums in China, there is still a lot of room for progress. Due to the attention paid to aesthetic education, the scale of art museums in China has been expanding and applied to different industries. So want to promote the development of fine arts exhibition related business, the first thing to improve the comprehensive quality of curator, fully display the role of the curator and status, to adopt scientific decision model, defined the direction of its exhibition application, make corresponding plan again through a series of work steps, can effectively promote the further development of the museum exhibition.

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Legislation Research on Personal Information Protection in Internet Credit Investigation

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Abstract: With the continuous development of the Internet, the Internet credit investigation system has been developed rapidly, mainly manifested as, the coverage is also expanding, and the number of credit investigation is also increasing. However, due to the lack of relevant institutional guarantee, there are many shortcomings in the Internet credit investigation. Based on this, gradually improving the legislation of personal information protection in Internet credit investigation will help to solve the problems existing in Internet credit investigation, and will help to promote the development of Internet credit investigation.

Keywords: Personal information protection mechanism; Internet credit investigation; Personal information

Since the state opened its personal credit investigation business in 2015, the Internet credit investigation companies represented by Sesame Credit and Kaala credit investigation have been developing and growing. However, while the continuous development and growth of the credit investigation industry, it has also caused a lot of social problems. Among these problems, the most serious is the problem of personal information leakage in the Internet credit investigation. In order to better safeguard the rights and interests of relevant subjects, the legislative work of personal information protection in the Internet credit investigation should be taken attention to.

1. Necessity of personal information protection legislation in Internet credit investigation

1.1 The status of the right subjects is unequal

In the Internet credit investigation, the credit investigation person compared with the credit investigation companies, out of an obvious disadvantage. It is mainly manifested in the following aspects: First, the way to obtain authorization is very formal. In daily life, Internet credit investigation companies often obtain authorization through formal terms, and such authorization is mostly general. Therefore, it is almost impossible for credit investigation to know how their personal information is used and stored. Second, it is based on the "general authorization". The credit investigation person does not effectively authorize it with the Internet credit investigation enterprises. Therefore, the credit investigation person does not have a channel to understand the scope and extent of the information collected by the credit investigation company, and the credit investigation company is essentially profit-seeking.

1.2 Unreasonable burden of proof

Internet credit violations of personal information cases occur from time to time, and in the civil code, although personal information has existed as a protective rights and interests, however, the relevant judicial relief channels, in accordance with the principle of "who claims who proof" to define the burden of proof, in the weak position of credit is to bear the burden of proof, and personal information is violated burden of proof has the characteristics of strong professionalism.

1.3 The security of credit investigation data cannot be effectively guaranteed

According to the new technology, the Internet credit investigation enterprises have the advanced, rapid and accurate methods that are difficult to compete with the traditional credit investigation mode in the credit investigation aspect, but they face unprecedented challenges in the security. First, the openness of the Internet has increased the risk of credit investigation data leakage. In recent years, a number of Internet enterprises have been frequently hacked and personal information leakage and other problems. Therefore, it can be seen that the security level of Internet companies is not directly proportional to the personal information they have. Second, Internet credit investigation companies do not pay attention to data security protection measures. At present, there are no relevant laws and regulations to make specific provisions on the security security measures of Internet credit investigation enterprises. Therefore, the good and bad security measures of personal information are uneven. Third, once Internet credit investigation companies infringe, it is difficult for credit investigation data disclosure responsibility to define. When information leakage occurs in Internet information investigation enterprises, it is difficult for credit investigation objects to determine the subject responsible for information disclosure.

2. The international situation of personal information protection legislation in the Internet credit investigation

2.1 Strengthen and improve the interpretation and implementation rules of the Personal Information

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Protection Law

Today, most of the world strengthen their interpretation of the law based on existing laws. For example, the Key Concepts Advisory Guide of the Personal Data Protection Law released by the Personal Data Protection Law of the new respondent and the amendment to the Privacy Law issued by the Australian respondent. These laws to some extent clarify the definition of personal information and the specific policies to protect personal information.

2.2 Strengthen the establishment of personal information protection rules for specific obligations

Establish personal information protection rules for a specific business. For example, the “Cloud Service Information Security Management Guide”, “Interest Handling Measures for Credit Credit (draft)” and the “Cloud Computing Data Protection Guide” issued by France put forward comprehensive discussions and norms for the security management of cloud computing respectively.

2.3 Strengthen and clarify the cross-border information flow rules

The development of Internet application has made the speed and number of cross-border flow of data rapidly expanded, etc. All countries have clarified the rules of cross-border flow of information from the perspective of personal information protection. For example, Singapore’s Personal Data Credit Investigation Protection Act, the Australian amendment to the Privacy Act, and the EU Personal Credit Investigation Person Data Protection Directive all make special provisions on the cross-border transfer of personal data.

3. Strengthen the legislation on personal information in the Internet credit investigation

3.1 Clear ownership of the processed personal information

The Personal Information Protection Law has stipulated the definition of personal information, but did not involve “processed personal information” content, which leads to “personal information” and “processed personal information” blurred boundary, at the same time, the credit investigation has no channel to understand about how information is processed, where was used, how to deal with after use and other basic situation, these led to, in the encounter of personal information was violated, do not know to collect evidence ^[1]. Therefore, the clear “ownership of the handled information” helps to play the guiding role of the law, so that the credit investigation person can establish the awareness of protecting personal information in their daily life.

3.2 Clarifying the compensation mechanism for the infringement of personal information

The Personal Information Protection Law only stipulates the macro level of personal information, and does not specify how personal information should be protected judicially. At the same time, the content of the protection of personal information is scattered in the civil law, criminal law, administrative law and other departmental laws, and the application of various departments inevitably appear contradictions. Therefore, when the information of the credit investigation is leaked, the relevant departments inevitably shirk each other. And personal information as a basic personal rights and interests, should be legislative and judicial attention, therefore, we should clarify the Internet credit personal information should be through civil and criminal punishment to individual relief, specifically, should be clear related burden of proof and responsibility to determine the problem, these will help credit to protect their legitimate rights and interests, so as to promote social fairness and justice.

3.3 Clarify the new requirements brought about by new technologies

The continuous development of information technology has given birth to Internet credit investigation. In order to solve the new problems of Internet credit investigation, it is also promoting the development of information technology. Therefore, we cannot view the legislative problems related to Internet credit investigation from a static perspective. In the legislation of personal information protection in the Internet credit investigation, it should pay attention to the development of relevant information technology at home and abroad and strengthen the communication with technical personnel, so as to make the relevant legislative achievements have a certain forward-looking ^[2]. Good legislation on personal information protection in the Internet credit investigation helps to promote the development of the Internet credit investigation, and the continuous development of the credit investigation system is helpful to create an honest and trustworthy social atmosphere.

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Exploration on the Teaching Reform of Applied Translation Major Under the Background of First-class Undergraduate Curriculum Construction

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Abstract: In recent years, with the deepening of economic globalization, there are more and more foreign economic exchange activities in China, so the demand of English professional application translation talents is increasing. In this reality, the society has put forward higher requirements for the quality of English majors in universities. At the present stage, colleges and universities suffer relatively many interference factors in the English professional application of translation teaching, which leads to the many difficulties in the development of teaching activities and affects the effectiveness of teaching. Based on this, the teaching reform of application-translation major under the background of first-class undergraduate curriculum construction is studied for reference only.

Keywords: First-class undergraduate course construction; English professional translation course; Translation teaching reform

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1. First-class undergraduate course construction background

In May 2021, the provincial Department of Education issued the Notice of the General Office of the Ministry of Education on the Identification of the Second Batch of National First-class Undergraduate Courses, launching the selection of the second batch of national first-class undergraduate courses and the identification of the first batch of provincial first-class undergraduate courses. Carefully studying the basic requirements of the notice and benchmarking the construction of each subject is of guiding significance to find the problems in the undergraduate course teaching.

2. Current deficiencies of English professional translation teaching

2.1 English professional application translation curriculum is not scientific

At the present stage, although domestic universities have listed translation as a compulsory course, there is still an unreasonable curriculum in the actual teaching process. Many colleges and universities set up shorter class hours, most of which are only just one year. Therefore, in this short year, most colleges and universities can only offer basic translation courses to explain the basic theoretical knowledge of English and Chinese mutual translation to students, so that students can master the basic skills of translation. At the same time, in terms of teaching content, most teaching cases are classic literature translation, but there are relatively few contemporary applied translation. In terms of reality, in the domestic translation market, the most popular thing is the applied translation talents, such as advertising translation and business translation talents.^[1] Most English students will be engaged in applied translation after graduation, but because they have not trained systematic professional knowledge and practical skills in school, students have not sufficient understanding of the characteristics of applied style, cannot accurately grasp applied translation skills and methods, and all kinds of problems often occur during the translation.

2.2 Students are lack of practical practice

Although the talent training strategy of the translation major since the 1990s has proposed to pay attention to the students' practical application ability in the translation, and strengthen the practice. However, many translation majors in local colleges and universities still stay on slogans when cultivating translation talents. They pay attention to the study of language ability and translation theory, focus on theory, and mainly focus on teachers and professors, and ignore the practical practice of students in class. When carrying out after-school practice activities, the form is also greater than the content. It often goes through the motions, ignoring the actual employment demand of the talent market and the students' actual operation ability. This leads to the actual translation level of students is still in a state to be strengthened, the lack of application ability.

3. Strategy of Translation Teaching Reform of Applied Undergraduate English Major

3.1 We will optimize the introduction policy of translation and teaching talents

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Universities should pay full attention to the introduction of talents, formulate perfect talent introduction policies, and attract excellent English educators to carry out work in school. Colleges and universities should first start from the two perspectives of salary and development planning, to provide good development prospects for applicants, and to adapt to the majority of educators with excellent campus culture. In addition, colleges and universities should also appropriately raise the threshold of talent introduction, on the one hand to pay attention to advanced talents, on the other hand also should pay attention to its practical work experience, in addition to directly absorb excellent high education scientific research talents, can also hire foreign trade company excellent management personnel to teach, to ensure that new employees themselves have strong translation teaching ability, to meet the needs of cultivating students' translation skills.

3.2 Integrate the multi-mode teaching innovation mode to ensure the applied teaching characteristics

With the "big data information technology and education teaching depth fusion, promote the teaching revolution" become a new requirement of national higher education reform, applied colleges of higher learning is necessary to reflect on business English translation teaching mode, intensify teaching reform, in order to explore the new business suitable for applied undergraduate education English teaching mode, in order to better adapt to the development of big data information technology^[2]. At the same time, the rapid big data information education communication means to promote communication mode diversification, mobilize people, people and machine in the process of interaction, can integrate various resources, stimulate learners with facial features recognition and participate in learning, enhance the concept of business English translation teaching function, interpersonal function and discourse function. On the whole, the big data education information technology in the image, sound, action and other symbolic information provides the basis for multimodal teaching, business English translation teaching should integrate beyond PPT, video, audio 3D simulation scenario, human-computer dialogue, online auxiliary network teaching carrier, etc., to promote the single modal teaching into multi-modal teaching, and throughout the whole teaching process.

3.3 Provide students with enough practice platform

Colleges and universities to cultivate high quality translation talents, in addition to change concept innovation, set diversified curriculum system, it is important is to provide students with a variety of practice platform, practice is always the best way to verify results, also can let students intuitively see their advantages and shortcomings, and constantly improve the source power, conducive to translation students to adapt to the needs of the social market after graduation^[3]. First, the teacher in the classroom to increase students' practice opportunities, combined with the current real-time hot spot to formulate a translation project, can let students in the form of group or individual, and ask students to show their translation results, at the same time to share the translation skills and strategies, how to translation and proofreading and so on. Through such concrete practice and then collective sharing, the good interaction between teachers and students can be strengthened, and students can also constantly think about the translation skills in this process, which is very beneficial for students to strengthen their own translation ability and improvisation ability. Second, in the construction of training rooms in school, colleges and universities should set up a translation training platform with information technology as the support, such as setting up a simultaneous translation room, a business negotiation room, so as to create a real translation practice environment for students.

3.4 Information technology is combined with translation teaching

When constantly expanding and enriching the teaching resources of the English translation in universities, the teachers must play the value of the information technology, so that the students can have access to the diversified learning resources. This is the first need to use the Internet to develop teaching resources, English translation teaching related resources, to ensure that students can contact with the relevant knowledge of translation, whether make exquisite courseware or high quality papers, these can become the resources of students to learn English, for this teacher need to write this kind of material integration, establish the campus resource pool. In addition, teachers should also pay attention to the independent development of translation teaching resources, constantly strengthen the design and development ability of micro-class development.

4. Conclusion

As the new era of English professional translation educators, teachers must have strong translation teaching ability, according to the characteristics of different professional students to develop teaching resources, with clear education goals to carry out diversified education activities, help students at the same time, build a perfect English translation knowledge system.

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Research on the Development of Sports Tourism Industry From the Perspective of Industrial Integration

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Abstract: The development of sports tourism in China is a new and healthy concept of cultural tourism development. It is the inevitable result of the deep integration of sports and tourism industry under China's socio-economic development. Because it has a healthy development trend, it has been supported and advocated by local governments once it is put forward. However, due to the short start time of sports and tourism industry in China's economic development, there are still many problems to be solved. Based on this, this paper analyzes some problems still existing in the development of sports tourism industry, and puts forward specific strategies to promote the effective and healthy development of sports tourism leisure industry.

Keywords: Industrial Integration; Sports Tourism; Development

Introduction

At the present stage, China's socio-economic level has developed rapidly, which has driven the vigorous development of multiple fields and industries. Tourism industry is one of the beneficiary industries. In addition, the rapid development of China's social economy also promotes the integration of industries. On this premise, it also promotes the innovative development of tourism industry. Sports tourism is a good embodiment. Sports tourism is a new tourism project formed by the mutual promotion and interaction between sports industry and tourism industry. Because it has the characteristics of sports, leisure and health preservation, it is more and more popular in China and has become a new bright spot in China's economic growth.^[1] However, the emergence of emerging things will inevitably face some prominent problems in its development process. Therefore, this paper starts with analyzing some possible problems in the development of China's sports tourism industry, and puts forward some suggestions on its sustainable development.

1. Overview of sports tourism industry integration

Industrial integration is a new business form derived from the current era. It generally refers to two or more different industries with common interests and development direction, and then cooperate, integrate and penetrate. On this basis, it promotes the diversified and innovative development of traditional industries. The integration of sports industry and tourism industry refers to the mutual integration of sports industry and tourism industry Influence each other, break the barriers between industries, and form a new industry, namely sports tourism industry. The development prospect of the industry is to bring economic benefits, enable tourists to participate in corresponding sports activities, promote the construction of a healthy China, and achieve the effect of 1 + 1 greater than 2.

2. Problems in the development of sports tourism industry

2.1 Insufficient development of sports tourism resources

China is a country with rich history, vast territory and multi-ethnic groups, which has formed rich tourism resources such as different geographical features, folk culture, red resources and sports resources in various regions. It has unique advantages in the development of tourism industry, but the development degree of sports resources is insufficient in the resource development of sports tourism industry.^[2] For example, the sports tourism projects in some areas are single and lack of characteristics; In many sports tourism projects, although they combine local characteristics and develop activities with local characteristics, they fail to allow tourists to participate in them in person (such as Nadam conference in Inner Mongolia, where formal performance is greater than participation), which will reduce tourists' tourism experience to a certain extent and is not in line with the original intention of the development of sports tourism projects.

2.2 Insufficient supporting system of sports tourism

The integration of sports industry and tourism industry involves many interests, and needs to be carried out under the guidance and support of the government in the process of development. However, because the sports tourism industry is still an emerging industry in China, the existing system is not perfect, and there are still some problems to be solved. Due to the lack of effective cooperation between local people's governments and relevant departments, the sports tourism industry lacks local integrity and local commonality.

2.3 Lack of talents in sports tourism industry

Sports tourism is an emerging integration industry, and it is difficult for excellent talents in the original tourism industry system to fully adapt to the rapid development of this emerging industry, which leads to a large talent gap in the sports tourism industry. In the current sports tourism industry, there are lack of three basic professional management talents -- tourism management service talents (managers with basic sports professional skills and the ability to manage tourism enterprises at the same time), technical service and guidance management talents (technical guidance talents with professional technical ability), Research and development management talents (sports tourism project development talents with unique vision and innovative thinking). As China's sports tourism industry is in the stage of rapid development and exploration, there is no previous experience for reference, lack of corresponding comprehensive talent reserve, coupled with the lack of talent training in the original industry, resulting in a large talent gap in the current sports tourism industry.

3. Effective development strategy of sports tourism industry

3.1 Enhance ideological understanding and strengthen the development of sports tourism projects

In the development of sports tourism industry, because the practitioners of sports tourism do not have a deep understanding of the integration concept of sports tourism, stay in the shallow understanding, failed to effectively grasp the internal relationship and objective development law of sports and tourism industry, resulting in the development of tourism projects in the process of sports and tourism industry separated from the industry. In this regard, first of all, the whole industry needs to improve the understanding and understanding of the concept of sports tourism, to clearly realize that sports tourism is not a simple sports + tourism, but a "sports" and "health" as the theme, in the form of tourism pleasure physical and mental activities.^[3] Therefore, in the development of sports tourism projects, we should combine the actual development of sports tourism industry and the actual needs of tourists, pay attention to the characteristics of the development projects, but also pay attention to the experience of tourists, and let tourists participate in the corresponding project activities as much as possible.

3.2 Improve supporting system

The healthy, orderly and sustainable development of all economic activities requires certain management systems to guide and restrict. If the sports tourism industry wants to achieve long-term, stable and sustainable development, it is naturally inseparable from the guidance of corresponding policies and systems. Therefore, the government should make a difference, formulate and issue some supporting management systems according to the development trend of the industry and the problems exposed during the period, so as to ensure and standardize market behavior.

3.3 Strengthen talent training and improve talent quality

The development of the industry needs the support of a large number of talents. In order to make the sustainable development of China's sports tourism industry, it is necessary to ensure the continuous cultivation of talents in the sports tourism industry and continuously improve the quality of talents in the industry. First of all, by constantly introducing new professionals or training original talents, all employees should not only have certain professional sports tourism theoretical knowledge and professional skills, but also master certain professional knowledge of sports tourism project management, but also have certain active response ability and response ability to solve practical problems. At the same time, we should strengthen the introduction and training of R & D talents, and then develop more unique, novel and healthy sports tourism projects.

4. Conclusion

Sports tourism industry is a new industry derived from the current socio-economic development background. It can not only drive the vigorous development of tourism and sports industry, but also drive the rapid and stable development of economy, but also meet the needs of national healthy development, contribute to the construction of a healthy country, and is a sunrise industry with great development prospects. The current development of sports tourism industry has achieved certain results, but it also inevitably exposed some problems, which need to be paid attention to by the whole industry and take effective measures to promote the sustainable development of sports tourism industry.

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On the Application and Development of Design Aesthetics in Product Packaging Design

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Abstract: Design aesthetics, as the name suggests, is mainly to study the relationship between design and aesthetics. It covers a wide range of content and can exist in all walks of life in society. The main research problem is how to deal with or combine things in a special way, so as to show a special kind of beauty, mainly using people's perceptual cognition To create. Nowadays, with the continuous development of the economy, almost every industry requires continuous innovation, and the threshold for design is getting higher and higher. This makes the status of design aesthetics gradually increase, because it can solve the problems in most industries.^[1] Design issues. The development of design drives the formation and development of product packaging design. In product packaging design, aesthetic principles, artistic characteristics, consumer concepts, and the product's own functional characteristics are followed. Combining aesthetic rules, the artistic characteristics of product packaging design are explained

Keywords: Design Aesthetics; Product Packaging; Application Innovation

1. The application of design aesthetics in product packaging

Product packaging design is also an indispensable part of design creation. In the long-term development of an industry or brand, product packaging will form a relatively complete structure, and it can continuously inject fresh content according to the changes of the times to satisfy people's spiritual needs. However, demand will create supply. Excessive demand has made some businesses start to over-package in order to pursue their interests. This will not only affect the product image, but also distort the entire industry. A good packaging design can act as a to a certain extent. The role of a silent salesperson can also show to a certain extent the cultural ideas and ideas that the designer wants to convey.^[2]

1.1 Nationality in product packaging

In so many countries around the world, due to their different cultural origins, each country has formed its own unique national culture and aesthetics, and at the same time has created a different packaging design and development process. As far as my country's packaging design is concerned, it tends to be relatively stable on the whole. They are all relatively good meanings, and they are more symmetry and completeness.^[3] This is different from other countries. For example, the United Kingdom pays more attention to cultural inheritance between consumers. Germany has been influenced by the rigorous way of thinking since ancient times, and it has also embodied a meticulous spirit in product packaging. If these design ideas are done well, they will have a wide impact on the current product market. After all, packaging with distinctive national characteristics will not be so easy to be replaced, and it will also resonate with people.

1.2 Practicality and humanistic care in product packaging

Nowadays, product packaging design can no longer blindly pursue appearance as before, and practicality has become an important factor that needs to be considered in the design. After all, from a practical point of view, the most important reason why consumers can buy this product is that they have a fancy that the product can create corresponding value for him. A successful packaging design product not only allows consumers to resonate in their hearts at first sight, but also should be retained for a long time after the purchase, so that the product's role can be maximized^[4]. For example, a few years ago, a team from Zhejiang University designed a shoe box. They changed the details of the ordinary shoe box during production, so that many shoe boxes can be turned into a lightweight shoe rack when they are placed. This is this kind of empathy, which firmly grasps the psychology of consumers. It is not only very practical, but also embodies humanistic care and has a unique charm.

1.3 Innovation in product packaging

Many people know that the first thing that goes hand-in-hand with design is innovation. After all, the market is limited, and everyone wants to create the greatest benefit, it depends on whether their product design is novel enough. Liu Dongli once said a sentence, which probably means that design and innovation are two inseparable characteristics. If there is no innovation, then design will become meaningless^[5]. A good design product can perfectly embody the designer's unique creative thinking, can make consumers feel the difficulties in the design process, and finally make a perfect breakthrough. It can convey a spirit of tenacity, which has surpassed the product. itself. Therefore, to make perfect product packaging, innovation is an indispensable aspect.

2. The development strategy of design aesthetics in product packaging design

2.1 Clear product positioning

When we design product packaging, we must pay special attention to one thing, that is, what is our own product positioning. Many designers are often obsessed with their own ideas, and they are crazy about it. Although the design is finally designed, the consumer is not cold about it, and only he understands it. This will not only fail to achieve good results, but it will also easily make consumers feel resentful. For example, the shoe box designed by Zhejiang University mentioned above, they are very clear that the main function of the shoe box is to let the customer put the shoes, but many customers throw away the box after putting on the shoes. They want to avoid this situation. It is necessary for the shoe box to create value for customers in the follow-up, so it is designed as a shoe rack. This idea not only does not deviate from its own product positioning, but it is also easier for consumers to accept.^[6]

2.2 Add ethnic elements

Although we face a wide variety of consumers, all consumers in the same market have one thing in common, that is, they have the same national culture, and they can innovate in this aspect when designing product packaging^[7]. National elements are combined according to the characteristics of the product itself, so that on the one hand, it is easy to be accepted by the public. After all, this is something they have felt since childhood. On the other hand, the designer can also have a basis when looking for inspiration, so that the final design will not be achieved. The packaging is puzzled by the public. For example, when designing wine packaging, the brand Dukang added Chinese opera elements on the bottle, and the bottle was printed with a flower face. This design is very distinctive and is enough to make it stand out from many competitors and is very popular with consumers.^[8]

2.3 Closer to life

Design aesthetics sounds like a pretty high word, but if you want the best product packaging, designers must connect their ideas with people's lives. It is not only to be understood by the people, but also to let consumers not feel unfamiliar when they see it, not only to make them shine, but also to let them have their own ideas about product packaging.^[9] Will interact with consumers invisibly.

3. Concluding remarks

Undoubtedly, no matter how noble the design is, it will ultimately serve the public. Therefore^[10], satisfying the public's aesthetic concepts and their life needs is the fundamental purpose of the design. Nowadays, with the gradual saturation of products on the market, design aesthetics is used in more and more places in packaging design, but if you want to make products rely on this packaging for a long time to develop, you must consider it when designing Product positioning, how to resonate with the public, and how to make the public understand and accept the issues, only in this way, the packaging design will be meaningful, and the product itself will reach a new height in the minds of consumers.

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The Effects of Learning Style and Learning Strategies in Vocabulary Learning

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Abstract: Vocabulary is the most difficult and biggest task for second language learners. Everyone has his own learning style and strategies in second language learning. For second language learners, it is necessary to clarify their own learning styles and choose suitable and effective vocabulary learning strategies. This paper aims to analyze the effects of learning style and strategies in L2 learners' vocabulary acquisition.

Keywords: Vocabulary Learning style; Learning Strategy ;English Learning

1. The importance of vocabulary in English learning

The teaching of vocabulary has been a crucial part in second language acquisition. Pronunciation, vocabulary and grammar are three main elements of English language. Vocabulary is an important part for second language learners to master and hold. Many students put attention on grammar, but little attention on vocabulary. One cannot express sentences correctly without grammar, but one cannot express anything without vocabulary. Vocabulary is a cornerstone in English learning. Vocabulary teaching runs through the whole process of English teaching.

Nation concludes that there are four dimensions of lexical knowledge to acquire for English learners: form (spoken written), position (grammatical patterns and collocations), function (frequency and appropriateness) and meaning (concept and associations). It can be seen that for English learners vocabulary learning has an important position in the language learning process than grammar learning. Even if there is a grammatical error, native English speakers can understand the meaning, but if there is a vocabulary mistake, it will greatly impede communication and understanding with native English speakers.^[1]

2. The definition of learning style

In the Longman Dictionary of Contemporary English, the term "style" is defined as one's particular way of doing something or one's particular way behaving. The particular way of behaving includes the particular way that someone behaves, works, or deals with other people. Frankly, there is no clear definition of learning style up to now. Many researchers and scholars have proposed their own definitions of learning styles in different ways, including the perspectives of elements, cognition and learning strategy.

Keefe stressed that learning style is not a one-dimensional concept, but a multi-dimensional concept including cognitive, emotional and physiological factors. He also proposes that learning style interacts with the environments and stated that learning style is stable and not easy to change.^[2] Kinsella stated that learning style as the preferred way in which learners adopt natural habits in accepting, processing, storing new information and mastering new skills. These preferences are consistent and they do not change easily with the changes of teaching method and teaching contents.^[3]

In addition, some scholars analyze learning style from the cognitive perspective, which is the aspect of information processing. Kolb stated that learning styles are the way in which individuals prefer to perceive and process information. According to Ehrman and Oxford, learning style is the habitual modes, which learners prefer to use when their brains process new information, could affects the way learners understand, remember and think.^[4]

Pask argues that learning style is the tendency of students to adopt a particular strategy most often used during the learning process. learning style can also be defined as a unique combination of learning strategies and learning processes that students are used to choose when learning new materials.^[5]

In general, the researchers and scholars have very similar definitions of learning styles except for some slight differences in expression. Therefore, it can be seen that learning style is the tendency of learners to adopt a certain way of learning in the learning process. the learners' choice of learners' learning strategies can be affected by one's learning style. Different learners have different learning styles, and they can influence the way learners learn but do not reflect the learner's level of language learning. Learning style is stable and rarely changes with the changes of learning content and learning conditions.

3. The definition of learning strategy

The term "strategy" is defined in the Longman Dictionary of Contemporary English as a series of planned actions to achieve

something. Learning strategy is a concept that is developed and improved by scholars in the field of cognitive psychology as the result of observation and study of learners' learning process and learning effects. There are some scholars argue that learning strategies refer to the learning methods or skills to achieve a certain and the learning situation. The learning methods and skills influenced by meta-cognition and the learning situation, can adjust and control the choice and use of they ways of learning as well as the whole learning process. However, different scholars have different views on the nature of learning strategies. There is not yet come up with a unified and cleared definition of language learning strategies.

Chamot stated that language-learning strategies are techniques, methods, or conscious actions taken by learners to recall language forms and contents so to improve their learning outcomes. According to Chamot, learning strategies are the specific behaviors which could directly involved in the learning process. Obviously, Chamot believe that learning strategies are external activities that directly affect the learners' learning process.^[6]

Learning strategies are the conscious or semi-conscious thoughts and behaviors adopted by learners in order to facilitated the second language learning. Wen Qiufang maintains that strategy is a series of actions taken by students to learn English well, which can promote the internalization, storage, and usage of a second or foreign language, refer to the specific behaviors, steps or techniques uses by students to promote learning process in the development of second language or foreign language skills.^[7]

4. The positive effects of learning style and learning strategies in vocabulary learning

According to the rapid development of society, more and more people are needed to have independent learning ability. Knowing how to learn efficiently is a big part for learners. In the vocabulary learning, using more effective strategies is much beneficial for second language learners expand and enlarge their vocabulary size. One of the effective vocabulary learning strategies is to learning English vocabulary in the learning context, which is not only conducive to English learning, but also effective in developing second language learners' autonomous learning ability. learning strategies have significant impacts on some aspects of second language learners learning outcomes. Such as, improving learning efficiency, reducing learning burden, and minimizing the degree of learning difficulties.

Vocabulary learning strategy is a branch of learning strategies. This paper consider the vocabulary learning strategies are language learning strategies for vocabulary knowledge, so it is important to clarify the content of vocabulary knowledge. Nation stated that vocabulary learning does not simply mean the understanding of the linguistic form and the meaning of a word. Vocabulary knowledge is not simply a correspondence between linguistic form and meaning; vocabulary knowledge is complicated and it is relevant to many different kinds of knowledge.^[8]

With a specific and efficient learning style and learning strategy for second language learners. Firstly, The learners could be improving their learning efficiency in memorizing the vocabulary and expanding vocabulary size. L2 learners would choose like meta-cognitive learning strategy for them to master and recall their new learning vocabularies. Besides, with a good learning style, the learners would be more efficient in their classroom or learning environment. The learners would be feeling more confidence in learning new knowledge. Another point is the language learners could reduce their learning burden during the learning process. Good learning strategies could beneficial for the learners to remember vocabularies and has a long-time lasting memory in brains. Finally, when the language learners want to express with the others, they could easily to communicate when they find the appropriate style and strategy.

5. Conclusion

Vocabulary is the basic and important structure for language learning. With good usage of vocabulary, one could make his expression in a professional and native way. Learning style and learning strategies are the vital methods for the second language learners to master the second language. As a second language learner, pay more attention to how to find an appropriate learning style and strategy could make the second language learners learning in a more efficient way.

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Problems and Countermeasures in the Training of English Reading Strategies in Higher Vocational Colleges

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Abstract: The development of higher vocational English reading strategy training is of great significance to the cultivation of higher vocational students' English reading ability, and can further improve the reading efficiency of students. However, there are common problems in the English reading strategy training of higher vocational education in our country. Therefore, it is necessary to adopt effective methods to make the English reading strategy training exert the greatest effect. Based on this, this article has launched a related discussion.

Keywords: English reading; Strategy training; Countermeasure thinking

Introduction:

In the teaching of English courses in higher vocational colleges, the goal is to cultivate students' application ability, that is, the ability to apply language to higher vocational students as the focus of training. Among them, reading ability is very important. It occupies an important position in the higher vocational English examination, and it is also the necessary English ability for students on the future career path. Therefore, it is very necessary to develop English reading strategy training for vocational students.

1. The importance of learning strategy training in higher vocational English reading teaching

According to related research findings, compared with undergraduates, the reading efficiency of higher vocational students is generally lower. Many students do not conduct a deep analysis of sentences and paragraphs, and do not pay much attention to the use of reading strategies. Therefore, it is very necessary to carry out reading strategy training. It is feasible to organically combine reading strategy training with English classroom teaching. Although the English proficiency of vocational students is generally low, effective reading training strategies can achieve good English learning results. Using the training model, students can master a variety of reading strategies, and then achieve the improvement of students' reading efficiency and reading ability.

2. Problems of English Reading Strategy Training in Higher Vocational Education

At this stage, many higher vocational colleges have relatively few English teaching hours, but the teaching content is very large. The time for students to learn English is very limited. At the same time, they need to prepare for the national college application ability level test. Therefore, teachers adopt English reading strategy is mainly to train students in intensive reading. This kind of English reading strategy training appears to be very simple. Teachers let students focus on learning language knowledge and mastering examination skills, ignoring students' text learning, so it is difficult to effectively train students Reading ability can not mobilize students' reading interest ^[1].

3. How to develop effective strategy training in English reading teaching

For teachers, it is necessary to carefully study the shortcomings of students' English reading, and let students build awareness of strategy training, and clarify the necessity of using strategies in learning. Third, it is necessary to actively discuss with students, make training plans, formulate targeted goals and plans, and promote the smooth progress of training plans. In addition, it is very important to choose reading materials that are in line with the students. Reading materials must be interesting and of a reasonable level of difficulty. In strategy training, teachers need to explain the meaning of strategies to students in the classroom, and then teach students the application methods of strategies, and they can also train students reasonably in the classroom ^[2].

3.1 Information Search

English reading is mainly for obtaining information. Relatively speaking, English reading teaching strategies embody the role of language and cultivate students' reading ability so that students can effectively obtain information through reading. English reading includes skimming, close reading, and retrieval reading. Students can understand the general meaning of the article by skimming, and then search for the main points of the article by searching and reading, and use close reading to grasp the specific events of the article. Students who can master the above reading methods can better obtain various information in the article, and the effective use of icons can also allow students to quickly obtain information. The teacher assigns data analysis tasks to the students and asks the students to

query the results.

3.2 Guess the meaning of words

There are often some new words in reading materials, which will affect the reading speed of students to a certain extent. Teachers teach students how to guess the meaning of words in classroom teaching, which can be guessed based on the language, or combined with the title of the article and the structure of the word. The teacher asks the students to guess the meaning of the new words in the article and tell the methods they use.

3.3 Through schema theory, let students master the corresponding knowledge of stylistic structure

The schema is equivalent to the storage unit of knowledge in the human brain, which covers a wealth of knowledge. Combined with schema reading theory, human reading ability is embodied through language schema, structure schema and content schema. In the process of reading comprehension, the language, content and structure of the article are all influencing factors. Teachers need to let students understand the structure and characteristics of English style, so as to promote students to conduct in-depth analysis of the article. In students' reading, adopting corresponding schemas can enable students to fully grasp the logical relationship of each paragraph of the article, so that the reading efficiency can be significantly improved.

3.4 Student-centered teaching

Teachers should change the traditional teaching mode in the process of carrying out reading teaching, and take students as the center, and teachers should play a guiding role. Before students read, teachers can ask students to collect relevant background information based on textbooks, so that students can fully understand the textbooks. Then ask the students questions, let the students understand the reading goals, be able to read purposefully, so as to cultivate the students' ability to quickly capture information. After the students have mastered the central idea of the article, they will adopt the reading strategy of intensive reading to allow students to read the article carefully and fully^[3]. Guide students to grasp the main points in the article and be able to clarify the connections in each paragraph, so as to have a deeper grasp of the content of the article, cultivate students' ability to summarize and summarize, and let students have a deep understanding of the meaning of the article.

4. Thoughts on improving the effect of English reading strategy training

First of all, English teachers must fully understand the real learning situation of students, so that they can make reasonable arrangements during the reading process of students, and at the same time effectively use reading strategy training in English reading teaching, so that students can achieve good results in practical learning. The reading effect of reading, and realize high-efficiency reading, so that the reading ability of students has been continuously improved. In the process of teaching, teachers also need to pay attention to expanding students' vocabulary and strengthening the consolidation of grammar knowledge. These reading strategies are conducive to improving students' English ability. Secondly, let students have a full grasp of English reading strategies and have a full understanding of various reading strategies. In the training of cognitive strategies, students can master a variety of reading strategies through corresponding reading materials, and various materials can also be used for comprehensive training. When developing cognitive strategy training, teachers encourage students to develop scientific and effective reading plans and complete reading training^[4].

5. Concluding remarks

To sum up, English reading is to use English materials as a medium to communicate and obtain information from it, which can better cultivate students' comprehensive application ability of English language, and make students' English proficiency significantly improved. Developing reading strategy training in higher vocational English plays an important role in cultivating students' English reading ability. Therefore, higher vocational English teachers must pay attention to this activity and adopt effective methods to promote students to achieve good learning results.

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Corporate Green Development Strategy Under the Carbon Peaking and Carbon Neutrality Goals

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Abstract:How can enterprises control energy consumption and carbon emissions within a reasonable range in their business activities while ensuring a certain amount of economic output, and achieve green and low-carbon products or services as much as possible in the R&D and production processes Innovation has become a key issue in the sustainable development of enterprises at this stage. To achieve carbon peak and neutrality targets, this paper analyzes the low-carbon development path of enterprises from the dimensions of resources, R&D, technology, products, and markets.

Keywords:Carbon peak and neutrality; Green development; Low-carbon developmental path

1. Introduction

Since the carbon neutral and carbon peak target was put forward, how companies can adjust their strategies to meet the needs of the country's low-carbon strategy has become a common concern. Enterprises should continue to carry out green development strategic transformation under the goal of carbon peak and carbon neutrality, and formulate practical and feasible green development paths in order to stand out in the adjustment of industrial structure.

2. Path Design of Enterprise Green Development Strategy

The purpose of the development path design is to provide enterprises with a technical management tool to decompose complex enterprise development issues. Under the goal of carbon peak and carbon neutrality, this paper designs the green development path of enterprises from the five levels of resources, R&D, technology, products, and markets.

2.1 Resource low-carbon development path

The low-carbon development path of resources is a prerequisite for the green development of enterprises. The low-carbon development path of resources refers to enterprises that carry out technological innovation and implement energy-saving technological transformations to minimize resource consumption and high carbon emissions, and improve resource conversion efficiency and energy use efficiency. At the same time, the company should also improve the management process with low-carbon resources and speed up the promotion of paperless office process

The implementation of the low-carbon path of enterprise resources can be considered from the following two aspects: On one hand, the optimization of the resource structure. Enterprises should keep up with the forefront of low-carbon technology development, accelerate the modernization of technology and equipment, promote cleaner production and promote source reduction. At the same time, the adjustment of the industrial structure should be accelerated so that all kinds of resources can be allocated scientifically and rationally, the elimination of backward production capacity should be increased, and the low-carbon transformation of the production process should be gradually realized. On the other hand, cascade utilization of energy. Enterprises will use a lot of resources in their operations and production activities, which will inevitably cause energy loss. The energy cascade utilization that belongs to the category of circular economy refers to the classification of resources according to the grade and conversion efficiency of energy in the process of energy utilization, and then use them step by step. It can be said that the cascade utilization of energy is one of the best measures to improve resource utilization and reduce emissions.

2.2 R&D low-carbon development path

The R&D low-carbon development path refers to the optimization of the production process through continuous technological advancement and improved management in the enterprise's research and development activities. Companies develop new low-carbon technologies to reduce harm to the environment and humans.

The key to the R&D low-carbon development path is to develop low-carbon standards for R&D. The implementation of R&D low-carbon development path for enterprises requires the formulation of relevant R&D low-carbon guidelines and R&D low-carbon evaluation standards. This will help form a group of model companies implementing R&D low-carbon development path in the industry, which can be promoted, and ultimately help to form Standardized R&D low-carbon path.

2.3 Technology low-carbon development path

The technology low-carbon development path means that enterprises can maximize resource productivity, resource utilization efficiency, use efficiency and life cycle of low-carbon products through the application of low-carbon technologies, and at the same time, minimize carbon dioxide and waste emissions. Under the guidance of the development path of technological emission reduction, enterprises should break through technological development bottlenecks so that resource utilization efficiency can be improved and carbon dioxide emissions can be reduced. At the same time, they should actively seek alternative raw materials to improve the quality of low-carbon products. Only by technological progress can the company's low-carbon technological innovation goals be fundamentally achieved, and the low-carbon economy can be further developed.

Specifically, the technological innovation directions of the technological low-carbon development path are as follows: First, alternative technologies. Substitution technology is a technology that replaces "old" with "new". Through technology research and development, new resources can replace old resources and new processes can replace old ones, and ultimately low-carbon production of enterprises can be realized. Second, volume reduction technology. Volume reduction technology is to realize technological innovation and process innovation through low-carbon technology research and development, and achieve the production purpose of achieving greater benefits with less resource consumption. Third, reuse technology. Reuse technology realizes repeated and multiple use of resources through technological innovation, prolongs its corresponding use cycle, and maximizes its benefits.

2.4 Product low-carbon development path

The low-carbon development path of products means that the company takes low-carbon development as the goal and strictly controls the production and emission of waste and harmful substances in the entire production process of the company.^[1] The low-carbon development path of products helps to coordinate the relationship between corporate interests and the environment. Specifically, the Product low-carbon development path is to coordinate all links from design, procurement, production, processing, sales, consumption to waste treatment to reduce corporate carbon emissions.

The implementation of product low-carbon development path includes the following three aspects: First, product low-carbon design. Companies should use the minimum environmental pollution and damage as the criteria in the selection of raw materials and design product performance, and take the product's adverse impact on the environment as the most important parameter for product design. Second, manufacturing low carbon. Low-carbon manufacturing is a modern green manufacturing concept. Its core idea is to improve resource utilization and minimize the negative impact of product lifecycle on the environment. Low-carbon manufacturing can be comprehensively considered in terms of resources, energy consumption, and the environment to achieve the coordination and optimization of corporate economic, environmental, and social benefits. Third, low-carbon recycling. Recycling low-carbon refers to the recovery of value from used and scrapped materials, products and components, that is, fully and effectively reusing the waste and defective products generated in the production and consumption process to minimize the negative impact on the environment.^[2]

2.5 Market low-carbon development path

Only by in-depth research on market development trends and future target markets, and focusing on solving the problems in the production process, can enterprises establish unique development advantages. Consumers' consumption habits are also changing in the context of the green economy. How to meet the new market demand is a question that companies must think about. Market demand is driving the elimination of outdated production capacity, stimulating the development of new technologies, encouraging companies to improve efficiency, and guiding low-carbon technological innovation.

3. Conclusion

Through the research on the low-carbon development path of enterprises, we can better understand the process and phase characteristics of the low-carbon development of enterprises, and then provide the basis for strategic decision-making for the sustainable development of enterprises. From the perspective of the long-term development of an enterprise, only by adhering to the concept of green development and reducing the damage to the environment by its own development can they gain a competitive advantage in the future market environment.^[3]

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The Application of Corpus Linguistics in English Education

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Abstract: The corpus is favored by English educators at home and abroad because of its system, real and rich language resources. Business English is a special-purpose language and an interdisciplinary course in applied linguistics. The knowledge of business English curriculum has a strong professional and interdisciplinary nature. Business English vocabulary, reading, writing and translation cannot be separated from the real context and professional business knowledge. Therefore, the data-driven learning based on the corpus can play a very important role in the optimization of business English teaching mode.

Keywords: Corpus; Business English; Data-driven learning; Teaching mode

Introduction

Traditional English teaching pays attention to language teaching, and mainly relies on teachers' explanation to impart knowledge. Therefore, teachers are the main body of teaching, and the teaching activities are carried out with teachers as the center. And the new teaching requirements teachers should pay attention to cultivate students' language skills, and to the advanced computer technology and developed network fusion into the new teaching mode and means, using "multimedia teaching, classroom teaching as auxiliary" mode, and then realize students independent learning, personalized learning, also completed the identity of the teacher to the teaching designer.

1. Development of the Corpus and Its Application to English Teaching

"The corpus is a large electronic library with certain capacity that collecting natural continuous language using text or discourse fragments according to certain linguistic principles and using random sampling." The corpus is a linguistic research method. For decades, the corpus has experienced rapid development from the first generation of Brown to the fourth generation now. The corpus is favored by English educators at home and abroad because of its system, authenticity and rich language materials^[1].

2. The Practical Application of the Corpus in Business English Teaching

Business English is an interdisciplinary applied linguistics course, the course knowledge involves foreign linguistics, economics, management, etc., so it has a strong professional and interdisciplinary nature. Business English vocabulary, reading, writing and translation are inseparable from the real context and professional business knowledge, so this paper will explore the application teaching mode of the corpus from these four perspectives.

2.1 Application of Corpus in Business English Word Teaching

The characteristic of Business English vocabulary is professional, written, many abbreviations and new words, such as *valorem duty*, *ad.*, *terminate*, *cyber-payment*, so students still face problems unable to fully understand and master the use even with their learned vocabulary. The use of the corpus can help the students with solid language skills and cultivate the students' practical ability to use the language.

The corpus can be discussed in three dimensions in business English vocabulary teaching. First, word frequency. A large amount of language material is stored in the corpus, and word frequency statistics helps to summarize the most frequently used, productive and core words in the language. High-frequency words are the most valuable vocabulary that students should master, which is the key content of vocabulary teaching. Second, word collocation. By retrieving the corpus, students can learn about the most common combinations of a word, such as "launch a new product". Third, context. Context, specifically, is a real statement. Real statements in the corpus can effectively present the application rules of vocabulary, such as the example sentence "Some of the components are now sourced in Hong Kong.", which helps students to firmly remember the meaning and usage of the word "source" in the business context. In addition, through retrieval, students can also further learn the use of the near-meaning words of this word, and understand their differences in usage and context, so as to achieve the learning effect of word discrimination, and consolidate the vocabulary foundation of students^[2].

2.2 Application of Corpus in Business English Reading Teaching

Business English readings in the corpus usually include topics like corporate, economic, industrial, market, policy and outlook, mostly actual financial press releases. Business English reading teaching is also divided into three dimensions. First, the main idea. Use the retrieval software to search for the original text of the reading material, and use the tool to generate the word frequency table

and the keyword table. Then, by observing the keywords, the students can understand the carelessness and theme of the story, and learn the details through the cluster retrieval. The teaching process of this dimension, the key is the problem setting and the cluster setting. Second, chapter. Students grasp the chapter structure of the reading material by searching the conjunctive and to understand the semantic relationships that and refers to in the story, such as quotes, examples, additions, and layer advances. Third, text. The greatest advantage of corpus-assisted reading is that readers can quickly master the main content and text features of the chapter. It can be seen that the application of corpus can greatly improve students' independent learning initiative, but also be convenient and flexible. The reading text is also based on real and extensive domestic and foreign financial news, which is more practical and instructive and can help students improve their reading level.

2.3 Application of the Corpus in Business English Translation Teaching

Translation theory is a systematic description of the transformation rules of bilingual in language and culture according to their own understanding, experience and attitude, covering the following eight aspects: duration and timing; standard and external position; communication and significance; communication and acceptance; subject and object; methods and countermeasures; products and processes; thoughts and actions. The theory of translation is an exploration of the artistic and scientific laws of translation, used to guide translation practice. Translators need to dynamically use translation theory, adopt diversified translation countermeasures, and translate different texts, so as to achieve the purpose of interlanguage communication^[3].

More ones used in business English translation teaching are bilingual parallel corpus, that is, the two texts in the corpus are translated to each other, containing relatively rich bilingual translation samples. Learners can search a corpus of translation, find a variety of references, so as to more accurately and truly translate chapters, can allow learners to learn the real context expression of business English in translation, so as to improve the translation level. At the same time, translation learners can also observe the language structure characteristics of the original text and translation materials, summarize practical translation skills, and then improve their translation ability. It can be seen that the real and rich language materials of the corpus to translation teaching, is much more helpful for the translation learners to actively master the translation theory, can make the translation learners better switch between bilingual and different cultures, with its translation thought to guide the translation action, but also can make its translation action to keep up with the translation thought.

2.4 Application of Corpus in Business English Writing Teaching

Business writing ability is the core ability of students 'cross-cultural communication, and it is also one of the most important skills necessary for students' employment. Business English writing reflects strong application and practice due to its special purpose, which usually includes memos, messages, notices, mail, or business letters and business reports, each form also has a fixed format and language. In the process of using the corpus to teach business English writing, students can search and learn words, sentence types and examples through the corpus, analyze the formats and frameworks of different applied styles, and improve students' ability of writing in each style by imitating real scene writing examples. Teachers can correct and evaluate students' exercises, summarize the frequency and type of language mistakes in students' exercises, and give an objective and comprehensive evaluation, so as to better guide students' business writing.

3. Summary

Corpus applied in business English teaching optimization of teaching mode played a very important role, can contribute mainly to students, teachers supplemented by the new learning mode, the development of students 'independent learning initiative, and can stimulate students' practical ability and brain thinking, also because it has rich and perfect real teaching resources and highlight its advantages, truly practical, let students in the real business context grasp more vocabulary use and improve reading, writing, translation and other comprehensive language use ability. However, this teaching mode also puts forward high requirements and challenges for both teachers and students. In order to achieve the ideal teaching effect, teachers and students need to actively participate and cooperate highly cooperate.

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Weighting the Forces Among *Sister Carrie* Under the Perspective of Naturalism

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Abstract: In the light of the novel *Sister Carrie*, the panorama of the whole American society skips the readers' eyes, and the exhibition of the protagonists has exerted intense impact upon the cliché of the common readers. To probe deeply into the reasons, which shall lead to negative or positive forces upon the transformation of the protagonists, the analysis on each protagonist who is equipped with the characteristics of challenging the authority and stereotype is of great significance and necessity. Exactly by virtue of the choice of the theory Naturalism, the potential traits of the primitive animal shall be reflected by characters and further elucidated from several facets.

Keywords: Sister Carrie; Naturalism; Darwinism; Social Darwinism

In the light of the directivity of exposing the hypocrisy of America, *Sister Carrie* can be crystallized to refract the dark side of America, in which it is usually hidden by mass's disenchantment. In the light of the significance of disclosing the veiled images of America, the analysis on the transformation of Caroline Meeber's predisposition is more fatal. Through the naturalism, the thesis harbors the propensity to profoundly uncover the forces pushing her to behave. With the purpose of grasping the distinctive characteristics of *Sister Carrie*, the naturalistic factors in it shall be appropriately expounded.

1. Historical Vein of American Naturalism

The typical proposition^[2] (1859) alleges the species will survive if the mutation can conform to the unrelentingly changeable circumstances, or they tend to disappear. It is explainable to the influential factors of protagonists in the literary works during American realistic period: forced by the external environmental motivation, human beings are escorted to the powers-chasing. Besides the emphasis on the external influence, the internal alternation of animals (Spencer^[5]) can be explained by "the descent with modification", the human beings persist dogmatic rules and finally evolved as another "standardized" man in a commercialized world.

2. Reflection on Naturalism within *Sister Carrie*

The following analysis will be illuminated as the kernel on the basis of the theory of the naturalism. *Sister Carrie* is composed by great influences of the personal genuine experiences of the novelist in that the living environment has stirred up an upheaval from both of the physical and psychological aspects. The scholar Robert Forrey^[4] maintained (2021), notwithstanding the frustration of the worship of the Catholicism, Dreiser's personal experiences has exerted intense impact on his literary creation and paved the way for accumulating the writing materials.

2.1 Primitive Forces under Social and Natural Circumstances

Albeit each person possesses personified mood, steered by the primary impulsion, instinct and heredity, they are acted just like animals.

"When a girl leaves.....she does one of two things.....there is no possibility." (Dreiser 1)

At the very beginning, Dreiser uses the omniscient perspective to point out two inverse path for Carrie. The reverse ways in metropolis represent a moral dichotomy, which connotes Carrie's fate in the future—whether she will be deteriorated or elevated. From the word "balance", the reference is as the balance between the "standard of virtue" and "saving hands"; and from the phrase "no possibility", it displays Carrie must determine her fate either by "saving hands" or "standard of virtue", which highlights the corruption and immorality in America.

At the very beginning of the novel, the first encounter of Carrie and Drouet rapidly refracts one person's lust. As for Carrie, the most "spontaneous overflow of powerful feeling" (Wordsworth^[6] 1798) is laid in her superficial chase and "lured" by Drouet. Especially when it comes to the commercialized society in America, the physical behavior has been paralyzed and the psychology has been twisted (Wang^[9] 2006). Exactly in the light of the expectation on the metropolis, Carrie has involuntarily made decision to climb to a higher ladder. In the meantime, Drouet is approaching and speaks to her, which can be symbolized as the words from the Satan.

After the elopement of Carrie and Hurstwood in New York, the living status and figure identity change subversively (Lv^[7] 2003). Caroline Meeber has become an illustrious actress whereas the worst fate befalls Hurstwood. As for Carrie, when it comes to the first meet with Hurstwood, the most intense motivation only consists in a balance of the living status and sensory enjoyment. By contrast,

Hurstwood's desire is a rather sentimental feeling. Thus the essential chase can predict the finale, which resembles the rules of heredity in natural world (Ma^[8] 2004).

2.2 Elucidation by Ideological State Apparatuses

To reach the total governance, the state machine (Zhou and Yang^[10] 2017) is functioned as one typical target, which is composed of the obligatory approaches from upper to the lower and the intangible approaches reversely. A Structuralist Marxist philosopher Althusser^[1] (1971) explained, the maintenance of the nation's operation is forced by the production-related factors, and the intertwined factors are followed by some invisible operative rules: the capitalist class occupies the higher social stratum and predominates the lower one.

The ideological state apparatus on Meeber is reflected on the family of Meeber, the family of Hurstwood and the the family of Drouet differently. In the family of Meeber, there exist sparse mention of Meeber's past for the motif is based on the unceasing pursuit for the impenetrable objects, which is accessible to her dream place. And the core ideology conforms to the stern rules by her elder sister and brother in law, when it comes to going away from her sister's house, the first family of Meeber totally breaks down. The following excerpt can concisely refract the usual situation in the family of Meeber.

"On the first morning it rained [Carrie] found that.....though she did not reply.....they need not think it, either." (Dreiser 39).

Through the dialogue between Meeber and Minnie, the perspective on spending money indicates differently. Meeber views the umbrella as one symbol of the vanity and pride, while Meeber is accustomed to make a family budget.

By contrast, in the family of Hurstwood establishes competitive love. For Hurstwood, he attaches the personal preference to the superficial love by immediate physical impulse. Through Hurstwood's whole life, his male forces feeble away (Zhang^[11] 2010), despite the predominating chauvinism in the western world. However, Carrie treats all exterior factors as precise presupposition to the subsequent behaviors. From this facet, the incentives to take actions by Hurstwood and Carrie is thoroughly in discrepancy.

"That night he felt a cold coming on and took quinine. He was feverishbut something about the man held her aloof." (Dreiser 246)

Based on the phrases "haggard" "old" "aloof" etc. above, the love flames between them feeble away. Exactly in the light of the magnified transformation of Hurstwood's manners and life attitudes, Carrie seizes it as one key to keep distance from him, which can be seemed as one cause-to-effect structure. And another exposition of the naturalism can be unrolled from Dreiser's positive tone towards Carrie, in spite of her indifference and heartlessness, which is alike to the primitives in the nature.

In the family of Drouet, the encounter forecasts the incomplete finale of them based on their distinctive motivation.

"To [Carrie], and indeed to all the world, [Drouet] was a nice, good-hearted man.....He was the creature of an inborn desire." (Dreiser 45)

The grandiloquent appearance and generosity is acted as a magnetic to Carrie by visual stimulus, whereas the charisma of Carrie triggers off his physical love respectively. The origin of their relationship is out of the superficial link skirting purest love, which forms a basis of the naturalism: the primitive instinct rather than psychological or essential impulse on person's intercourse.

3. Conclusion

Pertain to the analysis on forces influencing each protagonist, this thesis probes into both of the external and internal factors related to the naturalism. In the realistic America, the whole nation is a contour of camouflage and hypocrisy, which is disclosed in Dreiser's novel *Sister Carrie*. Even though the main traits of all characters in the novel have born negatively immoral colors, Dreiser himself does not apparently impose his own viewpoints on them, which strengthens the ambience of the naturalism in the novel.

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Social Wealth Structure of the Ming Dynasty and its Influence on the Historical Development of China

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Abstract: After the middle of the Ming Dynasty, with the rapid development of market commodity economy, Jiangnan town economy and silver monetization, the social production and life relations had undergone profound changes, and the polarization of social wealth became more and more serious. A hundred years and seriously solidified centralized system and party struggle and corrupt bureaucracy promoted this unfair distribution, intensified social conflicts, and eventually led to the demise of the Ming Dynasty. The article divides the social groups of the Ming Dynasty into different classes, analyzes the composition of its wealth structure, and discusses the influence of this structure on the historical development of China.

Keywords: Ming Dynasty; Wealth distribution; Wealth structure

The Ming Dynasty (1368-1644) lasted for 276 years, and was the last feudal dynasty established by the Han nation in the traditional Chinese society. During the reign of the Ming Dynasty, China's history was deeply affected by the global economic development for the first time. From the closure to the open sea ban, the market commodity economy developed actively, and capitalism sprouted several times. During this period, private wealth accumulated rapidly, which had a significant impact on the flow of social classes and national macro policies, and the Ming government also tried to distribute private wealth through multiple channels due to the national financial difficulties. Some of these attempts have had good results in line with the ethics of Chinese national wealth, and some have completely failed due to institutional design defects or implementation deviation. In the middle and late Ming Dynasty, it was an active market economy and highly centralized society. Analyzing the source and social influence of these private wealth has practical reference value.

1. The wealth of the royal vassal state severely weakened the fiscal revenue power of the state

The Ming Dynasty was a dynasty in which the public field and the private field were parallel. In order to safeguard the imperial power, the Ming Dynasty adopted the system design of giving preferential treatment from the material and economic aspects and minimizing the zong vassal power to the political extent, namely the so-called "thick zong vassal state". In the Hongwu 28th year (1395), which was later implemented as the whole Ming Dynasty system, the highest level of prince earns 10,000 stones a year, while the highest level of Zhengyi official earns only 1,044 stones a year. In addition to the annual salary income, the greater wealth resources of the clan aristocracy were the land owned. On the one hand, the land is allocated according to the system according to his clan status or directly given by the emperor. Either level of clan can have a certain number of duty-free land in adulthood and become permanent private property. On the other hand, the land that dignitaries will also occupy according to power. In the Ming Dynasty, there were 62 princes, and 50 of their own vassal princes, all of which had large-scale princes. These Zhuang fields are mainly concentrated in Shandong, Shanxi, Shaanxi, Henan, Sichuan, Huguang and Jiangxi. In addition to the legally rewarded land, with the power, the number of official land occupied and invaded is also quite large. The occupied official fields include the army's tun, grazing grassland, as well as coastal salt farms, wetlands and inland rivers and wetlands. Minda occupied from non-paying land in the initial government tax relief to direct annexation regardless of land variety, grade or cheap purchase from farming farmers, or creating trouble traps.

2. The bureaucracy uses good tax immunity and corruption to collect its wealth

In the early Ming Dynasty, very low official salaries were formulated and extremely strict legislation on corruption. Throughout ancient Chinese history, officials of the Ming Dynasty had the lowest salary level. The History of the Ming Dynasty written by the Qing Dynasty said bluntly: "Since ancient times, the official salary is not like this." Unfortunately, the low salary did not bring a clean atmosphere to the Ming government, but corruption became a wind. The thin salary system of the Ming Dynasty was low salary, cancellation of job fields and discount distribution, among which, discount distribution was the core content of the thin salary system of the Ming Dynasty. Discount color refers to the salary of the salary in the name of the food converted to money such as banknotes and textiles, pepper and other objects. Discount items are not based on the needs of officials, but based on the number of goods in the government library, the discount standard is significantly lower than the normal market price. As for banknote folding, for example,

due to the gradual depreciation of the banknotes in the Ming Dynasty, the later identical waste paper was abandoned by the market to call silver as money. However, the official salary was still origami payment, so banknote folding is tantamount to reducing the salary. According to Wan Qi's calculation, "after the discount, the overall decline of 42%, the overall average level of the top 18 discount official salary is 307.6 stone, the average level of the official salary after the discount is only 177.7 stone." This thin salary system has greatly promoted the power of Ming Dynasty officials to obtain wealth from other channels, including participation in business operations, capital profits such as usury, and extrajudicial income such as corruption.

3. Fumin Merchants Group conducts capital operations through cooperation with other classes

On the definition of "enriching the people", the academic circle has its own views, and the social groups that occupy wealth and have higher cultural and education without privilege. It is rooted in the fertile soil of the interwoven development of natural economy and commodity economy. The group of China's industry covers agriculture, commerce, handicraft industry, mining, and even agriculture and commerce, involving various fields of social and economy, forming a unique rich society in China in the Ming and Qing Dynasties. nobles, officials and even readers who have obtained corresponding identities according to regulations have the privilege of tax exemption. Only land without privilege of enriching the people becomes the basis of the state tax, and the class of enriching the people becomes the main undertaker of the state service.

The rich people of the Ming Dynasty could be divided into several groups by industry, among which the most powerful was the emerging merchant class. After the recuperation of the early Ming Dynasty, the economy of the Ming Dynasty was restored and began to develop rapidly, and the domestic market was greatly expanded. In the middle of the Ming Dynasty, the silver change of money was generally realized, and the whole people became a common trend in business. A large number of regional merchant groups appeared and became the main body of the "rich class" in the Ming and Qing Dynasties. Around the 16th century, China's private commercial capital has been quite strong, the Ming dynasty in regional merchants, merchants, Guangdong, su merchants, Shandong merchants established around the country, public, protect fellow interests, and in the form of trade organizations to protect the rights and interests of peers, the two also have intersection. For example, the capital of salt merchants, grain, wood, medicinal materials, tea, stationery, etc., is also involved in overseas trade. Based in the northern region as the base, Shanxi merchants initially operated grain and salt related to the northwest tun. Then in the later stage, they explored the financial field and began to operate Shanxi ticket.

4. Tag

Qian Mu once pointed out: "Modern China generally started from the Ming Dynasty." The Ming Dynasty was the inflection point of Chinese history. Ancient Chinese society began to be embedded by the global economy, or actively or passively carried out profound transformation and transformation, presenting many phenomena in the modern society. Later, the Qing Dynasty generally inherited the social and economic structure of the Ming Dynasty. From the macro perspective, social wealth of the Ming Dynasty flowed to the government through taxation and various extrajudicial collections. In the Ming Dynasty, the flow was mainly monetary; from the government to the government in the Ming Dynasty, especially in the late Ming Dynasty, which was actually extremely limited resources; multidimensional transactions through market commerce, handicraft, service, international trade, of course, agriculture was deeply involved in land transactions. Affected by the silver change of money, China not only the domestic wealth flow began to accelerate, but also greatly affected by the overseas markets.

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BanInvestigation of Network Language From the Perspective of the Cooperative Principle

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Abstract: In this age of globalization, a brand new language mode -- network language was born aims to satisfy the effective communication among people of different regions. It has neither independent phonetic system nor complete set of grammar system and belongs to the nature of social dialect. This paper describes a detailed study of this new language from the perspective of cooperation principle, and indicate the violation of cooperation principle by network language using case analysis, so that people can better understand and use network language. Therefore, only through in-depth studies of the pragmatic principles guiding the use of Chinese network language, can we have a profound understanding of its essence and lay a good foundation for successful online communication.

Keywords: The Cooperative Principle; Network language; Violation

1. Introduction

Network buzzwords, as a branch of buzzwords, appear in people's daily life with unique style and rapid propagation speed and researches on network buzzwords has drawn more and more attention.. In order to achieve effective communication, two important principles should be observed: the principle of cooperation and the principle of politeness, in a general way. However, there are often exceptions in the practical application of network language.

Up till now, the previous related researches mostly evaluate and analyze it from the perspective of pedagogy and aesthetics, but few of them choose the perspective of pragmatics. Hence, it is necessary to analyze the characteristics, generation mode and application method of network language from the perspective of pragmatic principle. Based on the Cooperative Principle, the article intends to analyze the examples of network language and discusses how the principle is embodied in network communication. Besides, the author tries to explore the significance of politeness strategies in speech acts so as to motivate readers to learn and use network language more effectively to improve their network speech act ability.

2. The violation of the Cooperative Principle

Cooperative principle (Cooperative principle, CP for short) was founded in 1967 by American linguist Grice (Herbert Grice) in his speech at Harvard University. According to Grice, in the communication of all languages, in order to successfully complete the conversation, there will be a cooperation among the communicators, or the tacit understanding between the two communicators. This principle be embodied in four : firstly, Maxim of quality: the content of the discourse must be true; secondly, Maxim of quantity: necessary rather than redundant information should be provided in the discourse; thirdly, Maxim of relation (or relevance): the content related to the topic in the specific context should be appropriate. Fourthly, Maxim of manner: the way of expression should be clear, concise and orderly; avoid ambiguity.

2.1 The violation of the Maxim of Quality

The Maxim of Quality means that the information conveyed by the speaker true. However, some netizens tend to violate this criterion in order to make their discourse distinctive. Corresponding examples are listed as below:

(1) A: "people can buy tickets at home, but every holiday buy train peak every will rob to snap up on the first day of network ticket, passengers did not have to." B: "Oh, what I can't get to burn incense." (from the BBS) In fact, the ability to successfully buy an airline ticket online has nothing to do with character. These unintentional or intentional transgressions of the maximum of quality add to the entertainment and humor of online communication. As a result, it is impossible to completely accord to The Maxim of Quality, which will only make the communication became rigid and unimaginative.

(2) A: I just found a rifle in the ruins. Do you want it? B: I'd love to, but I had one just now. (from Chinese online game *Game for Peace*) In a word, B did not directly refuse but politely declined. The group of online gamers again addressed **The Maxim of Quality** in the conversation. The speaker may underestimate or exaggerate the facts. However, the listener can always understand the speaker's intention of exaggerating or understating according to the specific context.

2.2 The violation of The Maxim of Quantity

The maxim of quantity requires that both sides of the communicator provide enough information during the conversation, and the

amount of information should not exceed the amount of information required by the communication.

2.2.1 Jack: You were getting shot? What happened?

Chris: I got shot. Are you still at Barts? Jack: Teaching now, yeah, bright young things like we used to be. God, I hate them.

Jack asked Chris what happened because he heard that Chris has been hit by snag. But Chris answered he got shot. Since Jack has already known this fact, Chris has didn't provide enough information implying that he didn't want to talk about that which violated the Maxim of Quantity. Jack told Chris that he was teaching. Here, Jack violates the Maxim of Quantity. He told Chris his students were like bright young man they used to be, which led us to have a feeling that he like them for a feeling of nostalgia and understanding, whereas he actually dislike his students.

In the practice of intercultural network communication, if the cooperation principle is followed and the quantity of information is accurately conveyed, but the information may involve the shortcomings or dishonor of a party, which will make the situation very awkward, and increase the barrier for the continuous dialogue. In this case, netizens tend to ignore the principle of the Maxim of Quantity.

2.3 The violation of The Maxim of Relation

Relation guidelines require that the topics discussed by both sides of the conversation be directly related. But in the communication of network language, netizen people often violate this principle.

2.3.1 Mike Stamford: This is an e-pal of mine, Lisa Wong.

SH: China or India? Lisa Wong: Sorry?

SH: Which was it, in China or India? Lisa Wong: China. Sorry, how did you know?

John learned from Mike's words that Lisa Wong's surname is Wong, so he concluded that Lisa Wong is an Asian. Lisa Wong was confused because of the violation of the maxim of relation. Out of politeness, netizens updated their circle of friends with neutral or positive words to describe unpleasant facts. For example, "She is full Sarah" makes people feel that the person is not very thin, but has a particularly plump figure, and express the meaning politely that the person is not slim, which is also a absolutely obvious violation of the principle of cooperation.

2.3.2 Bella: Hi! Is there anything good to eat? I'm a freshman.

Jerry: Here comes another food lover. Where are you from?

Bella: Wuhan.

Jerry: What a coincidence! We both come from Wuhan. If you need any help, call me.

Bella: Thanks!

Jerry: Do U have a boyfriend?

Bella: I'm single.

Jerry: What kind do you like?

Jerry: There's a new movie coming out. Can you came?

Bella: I have something urgent to deal with now. I'll contact you later. (from the BBS)

The interlocutors from the same university, and Bella is a freshman. After Bella's greeting, Jerry instead raised a new topic "boyfriend" and invited her. At the end, Bella still did not get the answer to the question. Jerry ignored the information of "where is a good restaurant?" just to get more information to meet his own requirements, which is a complete violation.

2.4 The violation of the Maxim of Manner

The maxim of manner requires the content of the discourse to be concise and clear to avoiding ambiguity and obscurity. But the network language is conventional, which violates this standard expression especially in Chinese network language.

Tony: 1314520.

Lucy: Me2,20.

This is a conversation between a couple on valentine's day. "1314" (the homonym of "一生一世" in Chinese) means "accompany with you all one's life"; "520" (homonym of 我爱你) means "I love you"; "Me2" is "me, too". Most Internet users will definitely feel confused, which is a clear violation of the Maxim of Manner. Nevertheless, we can also see that in general language communication, these strange network language expressions violated the rules of the way, but on the other hand, they are the embodiment of the diversity of the rules of the way in the network language.

In network communication, we should flexibly abide by the principle of cooperation and politeness, according to the characteristics in cases to given priority to the feelings of the other party, and harmonious conversational atmosphere should be created as far as possible, so as to euphemistically convey ideas and complete the communication.

4. Conclusion

Through the analysis, the results indicate that in network communication, people make the conversation more accurate and smooth, but always more or less involuntarily violate the principle of cooperation. Meanwhile, Foreign language researchers and learners should actively pay attention to and learn pragmatic theories, apply pragmatic results to theoretical research, communication practice and teaching, and better promote the communication between different cultures. In a word, the pragmatic analysis of network language from the principle of conversational cooperation not only enables us to have a deeper understanding of this new language variant, but also provides a theoretical basis for us to make better use of network language in the future.

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Modern Conceptual Home Design Based on Luban Lock Structure

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Abstract: This paper combines Luban lock structure with modern home design, and designs a set of home design which can be combined and deconstructed manually by using Luban lock structure. The modern home designed in this paper can also be disassembled according to personal needs and hobbies, and assembled into a new product form, which improves the manipulative ability of modern people. At the same time, it also satisfies people's psychological emotional needs and product interaction between people and things. The modern home designed in this paper can be displayed indoors or in public space as an ornament and sculpture on the basis of its original functions.

Keywords: Luban lock structure; Structure combination; Innovation furniture

1. Introduction

Luban lock is an element of Chinese traditional culture, which can be played and watched. Because of the different design concepts of Luban locks in different regions, the structural combination is also different. Luban lock is generally a wooden structure, which looks like a block cube. Luban locks are usually easy to disassemble and difficult to assemble [1-3]. When assembling, we need to master the assembly skills of mortise and tenon, think carefully and analyze its internal structure. The whole disassembly process is beneficial to flexible fingers and developing brain power, and is a good educational toy. With the rise of traditional culture and intangible heritage culture industry, integrating Luban lock into modern home design is not only to retain the essence of traditional culture, but also to innovate traditional culture [4-5].

2. Design source

The modern home design of this design is mainly an extension of Luban lock structure. Through preliminary investigation, it is found that people do not have a comprehensive understanding of traditional culture, and they will not take the initiative to understand that Chinese traditional cultural elements and modern home products are closely connected with people's lives [6,7]. In order to meet people's psychological needs and integrate home products with traditional cultural elements, the design orientation is a modern conceptual home design that combines the structure of Luban lock, improves modern people's practical ability and meets people's inner needs. On the basis of combining the structure of Luban lock, this design also refers to the classical aesthetic viewpoint and layout form, adopts the special shape structure, tries to incorporate the irregular form, and adopts the unique and interesting form.

The extended innovative design based on Luban lock is to explore the significance of Luban lock to modern product design. They blend and influence each other, which makes it both cultural and interesting. On this basis, it improves people's hands-on ability, spreads knowledge through practice, enhances the spiritual value of home product design through structured innovation, and broadens the design ideas, thus further realizing detachable design, green design and modular design of products.

Luban lock has been handed down from ancient China, but not many people know it or can penetrate it. What I want to do is to combine Luban lock with modern home products. The reason why I choose modern home is because it is closely related to people's life. People can have a relatively deep understanding of Luban lock while enjoying the pleasure of home. Luban lock can be completely connected by their own structure without any external tools. Luban lock once gave it to German Chancellor Angela Merkel as a gift. It seems ordinary, but it embodies the wisdom of the Chinese people.

The tenon-mortise structure of Luban lock is more and more well known, and the influence of Chinese traditional culture is more and more profound. Because of the wide range of professional design, I often learn different styles and different ideas of design, such as membrane structure and origami structure, and it is more meaningful to design modern home design with this stale structure of Luban lock. At the same time, on the basis of design, we also studied classical aesthetic views and layout forms, adopted special-shaped morphological structures, tried to integrate irregular forms, and adopted unique and interesting shapes.

3. Design Concept

Scheme 1

As shown in Fig. 1a, scheme 1 uses the most basic three-frame structure, and this three-frame structure is cyclically interspersed and accumulated to make various small and low coffee tables, small and high coffee tables and various high cabinets and low cabinets.

In this form, all kinds of homes are combined, and modern abstract thinking is expressed in various abnormal forms. It is interesting to change at will in the framework of rules. Show irregularities in rules, and show innovation in inheritance.

Scheme 2

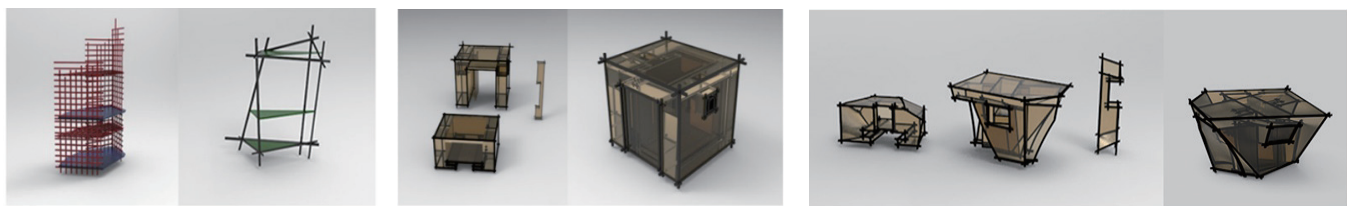
Scheme 2 uses the most common principle of three-way lock Luban lock on the basis of scheme 1, and changes it into a cube which is combined into a whole, and at the same time contains the internal structure of its three-way lock.

On the basis of the thread structure, the horizontal and vertical flat plates are crossed to show the face structure of layers, which is laminated. It is also possible to combine the thread structure with the surface structure, with surface wires. In the interconnection of the surface wires, it not only shows the internal structure of Luban lock, but also does not lose its unique modern home style.

Scheme 3

On the basis of scheme 1 and scheme 2, scheme 3 is transformed from cube to various abnormalities. Irregular shapes are selected from various abnormalities, and the overall modeling is regular in irregularity. The external details extend the three-frame structure in Scheme I, and the overall combination extends the three-way combination form in Scheme II, which can lock the three together and reduce the transportation cost.

The change of the whole form breaks through the routine, is bold and special, eliminates the heaviness and rules, shows unique personality and creativity, and forms a contrast with the Luban lock structure which pays attention to symmetry and symmetry.



(a) Scheme 1

(b) Scheme 2

(c) Scheme 3

Fig. 1 Scheme 1 and 3

On the basis of the original three pieces, the whole home design can be disassembled and reconstructed, and assembled into new simple product forms according to individual needs and hobbies. This deconstruction process makes the use definitions of products varied, for example, a small part of them can be combined into new simple small tables, chairs and stools, which can be fully played by one's own imagination, giving people plenty of free thinking time, improving the hands-on ability of modern people in this process, and gaining a better understanding of the structure of Luban locks.

4. Material analysis of products

Metal square tube frame and colored transparent acrylic are used in the whole household design.

The metal frame can show the modernity and abstract form of the whole home. With the metal frame, the plug-in between the frames can be more obvious and have a three-dimensional effect. Transparent colored acrylic is selected. First, transparent acrylic can not be as fragile as glass, but also can be weighed relatively. What is important is that it can show the plug-in of internal structure, which has a stronger sense of modernity and presents the collision between surface and line as a whole. If you choose colored acrylic, you can choose your favorite color according to your personal preference.

5. Conclusion

(1) The Luban lock is regarded as a non-legacy and traditional culture, which is spread to people in a unique form, so that we can understand the tenon and mortise architecture, and carry out home design, which is to be integrated into our daily life, so that in today's information age, it will not be forgotten by people, but will be understood and loved by people.

(2) Through the design and production of modern conceptual home with Luban lock structure, we are familiar with the traditional cultural element of Luban lock, understand a series of design processes of product design, fully understand the design of cultural and creative home, and dig and analyze the field of modern home.

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Xiao Hong: A Flower Blooming in the Mire

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Abstract: Xiao Hong is one of the four most talented women of the Republic of China in the modern era, and is known as “the goddess of literature” of the 1930s. Xiao Hong can be said to be a female writer with a unique artistic style at that time. In terms of literary creation, her works contain a mixture of sad and happy emotional tone as well as a rigid and soft language style. Xiao Hong’s writing is fresh and natural because she believed in beauty even though she was traumatized. Xiao Hong’s works are mostly self-referential, and her way of writing is unique in that she does not write in the usual way of thinking, but describes everything she is familiar with in an extremely natural and unfamiliar language. She refuses to be mediocre and always stands alone. With her profound understanding of world affairs, she has created a moving flower in the mud of the poor feudal north.

Keywords: Tales of Hulan River; The Field of Life and Death; Enthusiasm; Tragic destiny

1. Delicate Brush Strokes Depict the Daily Life of her Hometown

What is a person who can be called “the goddess of literature” like? Xiao Hong has always had a mysterious impression in my heart. When I read *Tales of Hulan River*, I was touched by the freshness and naturalness of her words, and when I read *The Field of Life and Death*, I was shocked by the strength and power of her words. Xiao Hong showed the world that the heart of a woman is not only a place of love and moaning, but also her hometown, the people of the vast land in the northwest, and the people’s sufferings and the way to survive in the midst of suffering.

Tales of Hulan River is a novel in which Xiao Hong remembers her childhood. From the lines, we can see her love for the land where she grew up. The essay begins with the life of a small person on the banks of the Hulan river, moves on to the warm life with her grandfather, and then to the feudal and superstitious but affectionate daily life of her neighbors. She says, “They are full of memories of my early childhood, which I cannot forget and cannot be forgotten.”¹

The opening chapter of *Tales of Hulan River* is about life in the small town of Hulan River, which is full of fireworks. Xiao Hong uses a dental hospital and people’s attitude towards dentists to vividly draw the image of a group of feudal and closed-minded people. It is even better to write about the big mud puddle in the back. For a mud puddle in the middle of the street, which affects everyone’s daily walking and even threatens their lives, the people in the town will only adapt to it in the day-to-day trouble and danger, and will not think of changing it. Xiao Hong is always good at using subtle things to depict the character of people. The attitude of the people in Hulan river Town towards life and death is just like the attitude towards this mud pit, numb, yet with struggle.

Xiao Hong writes about scenery that is also very beautiful. The 15th of July is the traditional Yu Lan Festival, when people release beautiful river lanterns on the Hulan river. Xiao Hong did not use any flashy rhetoric or gorgeous metaphors to describe the scene, she just wrote about it with simple strokes of her own memory. The lines are simple yet beautiful, and one can read the deep longing for one’s hometown. The opera, the temple fair, the dancing of the gods. Each of these scenes truly reflects the life of the people in the north. The hardworking and simple people are struggling to live in their own way, and Xiao Hong brings them to the world with his words.

2. Lament Their Misfortune and Anger at Their Failure to Fight

In addition to missing the beauty of her hometown, Xiao Hong also misses the people of her hometown. Her grandfather, who grew up with her, was the only person in the family who cared for her and loved her. Xiao Hong wrote about playing in the garden with her grandfather in such a relaxed and cheerful tone! She is deeply nostalgic for the past and her grandfather’s life. If Xiao Hong loves her hometown, then her grandfather is the only person in her hometown that Xiao Hong misses. By the end of the essay, her grandfather has passed away, and so has her second uncle, and “I don’t know what happened to all the neighbors”¹. Things are different and people are different, which makes people feel Xiao Hong’s sadness after all.

The sorrows and joys of human beings are not mutually exclusive, but what impressed me most was the daughter-in-law of the old Hu family, Tuanyuan. Xiao Hong uses the story of her daughter-in-law, Tuanyuan, to portray the feudal ignorance of the people of the town and their numbness and stereotypes, “to show the oppression of women by women to express the feudal shadow that has accumulated on people’s minds for thousands of years and the killing and maiming of women by the collective unconscious”². Old Hu’s daughter-in-law was strangely ill, always confused, and would suddenly start crying to go home at midnight. The family has

tried all the remedies, but the daughter-in-law is still not well, and even more recurring condition. Now we know that the mother-in-law has been abusing her daughter-in-law, who cries and screams to go home, even in her sleep. But every time the daughter-in-law screamed, her mother-in-law became more severe abuse. She branded her daughter-in-law's feet with a branding iron, denied her food, and bathed her with hot water in public, causing her to faint three times. From our current moral standards, this is indeed inhumane abuse, but from the mother-in-law's point of view, she thought she was being very kind in treating her daughter-in-law's illness! "The most frightening thing was the daughter-in-law's mother-in-law, who was shivering with fear, what an appalling thing to do, to abuse a daughter-in-law, can there be such a thing in the world?"³ The mother-in-law also said, Who is not beaten like this? It reminds one of Mr. Lu Xun's words, "Is it right to do so?" Such words make people feel ridiculous and even more absurd.

I always think that Xiao Hong's feelings towards these people are very complicated. She knew that they had simply not been exposed to good education, that they were ignorant because they were closed. But Xiao Hong also showed his anger and disdain. If Xiao Hong described her past life and had her own emotions in the story of *Tales of Hulan River*, Xiao Hong in *The Field of Life and Death* looked on people's struggles coldly. She was cold, she was sarcastic, she was awestruck, she was also "sorry for her misfortune, angry at her lack of contention".

The Field of Life and Death starts from the life and death of animals. It describes the desire of animals for life, but they can not control their own fate. Transition to people, everyone in this village has a "strong for life, for the struggle of death". In my opinion, Xiao Hong's characters are contradictory: a mother who cares so much for her son will beat him with scars and a bloody nose for damaging crops and livestock; To the daughter who is about to go to the city to make a living, the last of his belongings to her daughter to do the mother, in the face of her daughter brought back two dollars of ecstasy, but not the slightest concern about her life in the city, and how the two dollars came from. In fact, such a contradiction is the most true portrayal of life.

The characters in *The Field of Life and Death* are more of a struggle with life. Doing the same thing day after day, facing the oppression of inequality, they just take it as it comes. Who wants to be oppressed all their lives? Just like the golden twig in the book, she had been taught not to do anything out of line since childhood. Her mother also said "not to go to the riverside", and her relatives also advised her not to marry a man who impregnated her without marriage. But Jin Zhi believes this man, also believes that he will not go to the kind of outcome as predicted by his elders. But in the end, that once gentle man also became a day to beat and scold endlessly, Golden branch also by a little girl with a fantasy into and Wang, numbness, dull stereotype of women. This is also the epitome of Rural Women in China. What's even sadder is that the story goes on and on in the countryside, where nothing has changed for decades, poverty, ignorance and numbness. "At the foot of the mountain a shepherd boy sings a nursery rhyme, an old tune from ten years ago."³ This is the author's foreboding that this tragic fate will be repeated over and over again!

3. Women May be Slender, But They Also Have a Bold Mind

Xiao Hong even repeatedly links women's production with that of animals, which not only reflects the main theme of "In the countryside, people and animals are busy giving birth and dying together"³, but also further indicates the low status of women, as if the meaning of existence is to pass on the family line. "The women in *The Field of Life and Death* are like ants who are born in a muddle and die in a miserable way, leaving them with a lonely graveyard and the eternal loneliness of the dead. In the closed and old-fashioned countryside, the peasant's mind is deeply damaged and corrupted by the traditional feudal culture, and in the ignorant state of existence, life is a meaningless cycle of life and death."⁴ Xiao Hong records all this with her own brushstrokes. She is a narrator, but not completely detached from it, she is thinking of herself! She thought that if she had not studied, had not gone out to see the world, she might have become one of the countless "golden branches"!

When Hu Feng commented on *The Field of Life and Death*, he said, "We see the delicate feeling of women as well as the majestic heart of non-women". I think Xiao Hong's heart has always retained her love and enthusiasm for her hometown. When she was bouncing between the mainland and Hong Kong, when she was sick and poor, did she also miss the lanterns on the Hulan River in her midnight dreams? It's just that when she was a child, she watched the lanterns to see the beauty of the stars, but now she looks back on the coldness of the lanterns floating downstream. But she also retained "the strength of life, the struggle for death". No matter what the situation was, she never gave up and kept on reading and writing. She was like a flower blossoming out of the mire, not weighed down by feudal ignorance, not broken by the difficulty of not being able to study, but always with a ray of sunshine in her heart, never forgetting her childhood dream of going to a freer place. This is the toughness engraved in her bones.

Xiao Hong is aptly described as "the literary goddess of the 1930s". It is not only the beauty of her words, but also the awakening of her consciousness as a woman. Xiao Hong refused to be mediocre and was always a maverick, using her profound understanding of world affairs to create a moving flower in the mud of the poor feudal north.

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Development and Application of 3D Printing Technology in Industrial Design

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Abstract: Internet technology promotes the transformation of social cooperation, and the rise of small organizations and distributed design behavior seem to be the inevitable trend. As a rapid prototyping process, 3D printing technology based on artificial intelligence technology will definitely bring revolutionary changes to the future manufacturing industry. This paper mainly analyzes the innovative application of 3D printing technology in industrial product design, explores the application of 3D printing technology in industrial design, lays a stable foundation and provides a strong driving force for the all-round and good development of China's industry, and hopes to improve the production quality of industrial products and provide corresponding reference. D printing technology is one of the technical paths to realize Industry 4.0.

Keywords: Artificial Intelligence; 3D Printing Technology; Industrial Design

Introduction

With the continuous progress of technology, 3D printing technology is widely used. The development of product materials, the reduction of cost and the continuous advancement of sustainable development make it more frequently used. If the proposal of German Industry 4.0 opens the development curtain of future industrial design, then 3D printing technology will bring more new possibilities for future industrial design and will soon usher in the era of intelligent manufacturing ^[1]. We should face up to the enormous challenges brought by the Internet and information technology-digitalization has become the most important auxiliary design tool for industrial design.

1. Advantage Analysis and Application of 3D Printing Technology

At present, among the 3D printing devices introduced and independently developed in China, the printing materials are mainly ABS plastic or resin materials. ABS plastic is light and light, and can be flexibly disassembled and assembled in industrial design mold ^[2]. By combining with 3D software technology, it can not only carry out virtual simulation, but also carry out rapid physical simulation, especially for industries with high modeling requirements, which has a huge application prospect. For the modeling design with short consumption cycle and changeable container shape, volume and function, 3D printing technology can be used for rapid prototyping in the process of design and production, especially for the generation of irregular surfaces of complex curves and fine packaging parts.

The virtual model of the container is made in the computer by using 3D software technology. The section data of the 3D virtual model is scanned by 3D printing equipment, and the printing material suitable for the model forming is selected to quickly print the real object for simulation. For different container shapes and parts, the final design scheme and realistic renderings can be obtained after repeated revisions, and the printed physical model can be produced in large or small batches. This production method using 3D printing technology can quickly generate experimental models in small batches, reduce investment risks, speed up the sound field, test and feedback cycle of products, and bring products into the market faster and generate economic benefits.

2. D Printing Technology and Industrial Design

In the era of Industry 4.0, in order to occupy the commanding heights of the fourth industrial revolution, the comprehensive application of emerging technologies is essential. Nowadays, people love smart products, and our life has been changed by intelligent systems such as cloud industry, Internet of Things and big data network ^[3]. With the improvement of people's living standards, consumers have higher requirements for industrial products. With the development of new technology, designers need to design products that are more in line with consumer satisfaction according to consumer demand. With the help of mature software technology, industrial design has shown unparalleled advantages in terms of product expressiveness, modeling authenticity and visual effects. We can see from this that the development of new technology provides technical support for the development of modern industrial product design, and also urges digital media technology to continuously meet the needs of product design.

3. D Printing Technology and Industrial Design

In 2015, SOLS made a good demonstration on how to design service for 3D printing orthopedic insole industry. SOLS uses 3D

printing technology to produce orthopedic insoles for patients of physiotherapists, podiatrists and orthopedic doctors. Firstly, a series of foot photos are collected, and a 3D printed model is generated, so as to tailor the insole suitable for users.

The core of SOLS business is to build an excellent orthopedic insole service system, combining service design thinking with the possibility of 3D printing: download SOLS APP to enter the customized system. A new user document needs to be created in this system; APP guides the user to measure the foot length, and obtains the length and width of the user's feet, life style and the hardness of the insole needed; APP will enter the stage of collecting user's feet image data, and provide data for the subsequent process of reverse digital modeling^[4]. After completing the data collection of the first three steps, the system has completed the modeling of the insole in real time. At this time, the operator can adjust the key data such as the curvature of the arch, the length and material of the insole, and finally prescribe the orthopedic insole. The application gives some humanistic care to the soft needs of users' life styles, and greatly improves users' satisfaction.

4. Case analysis of orthopedic insole service design——Taking 3D printing as an example

With the gradual popularization of 3D scanning and 3D printing technology in the medical field, some brace studios and orthosis centers at home and abroad have introduced a new 3D digital brace customization process and benefited from it. For patients, they no longer need to be plastered with a thick plaster bandage, but only need to receive a non-contact 3D scan, and the digital “mold taking” can be completed in 2 to 3 minutes, thus avoiding the pain of the affected part and being more clean and sanitary. For doctors and orthopedic technicians, the digital customization process of braces reduces the complexity of the procedure to the greatest extent, improves the customization efficiency of braces, and can provide patients with compliant braces with better matching degree and obtain better customer satisfaction.

5. Conclusion

Today, when the word “intelligence” has been generalized, we can neither turn a blind eye to the ethical risks in intelligent products and human factors, nor ignore the important role of extraction and analysis technology of human factors data in intelligent products and intelligent design. Whether it is industrial design or artificial intelligence, its ultimate goal is to seek the well-being of all mankind and improve people's comfort and quality of life. The industrial design led by the intelligent era in the future will make the agent and people's life behavior and environment more naturally integrate by means of design. If we say that industrial design endows products with formal beauty and aesthetic integrity, then artificial intelligence adds more intelligence and imagination to products, and the two depend on each other. The beauty of technology lies in making complexity simple, humanization and temperature. 3D digital technology is not an end in itself, but an innovation to improve human production and life.

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Analysis of the Impact of Intelligent Finance on Financial Accountants

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Abstract: With the rapid development of national economy construction, China's science and technology level has also been effectively improved, and the development of intelligent finance has been applied in the industry. This chapter mainly starts with the impact of intelligent finance on financial and accounting practitioners, analyzes the countermeasures of intelligent financial management of Chinese financial and accounting application, and expects to bring certain help to the development of China's financial and accounting industry.

Keywords: Intelligence; Finance; Accounting; Impact; Analysis

Intelligent finance has been popularized and used in many industries. On the one hand, it improves the work efficiency of enterprise managers in the management work, and on the other hand, it also provides efficient and accurate management of financial information. The application of intelligent financial technology will go deep into every corner of human daily life, but people must also seriously take the impact and negative impact of intelligent finance on human social, economic and financial accounting work, and make corresponding preparations.

1. The impact of intelligent finance on financial and accounting work

1.1 The favorable impact of intelligent finance on financial and accounting work

First is to improve the processing speed of financial management data, while reduce the financial accounting in the actual management work, to improve the data credibility in financial accounting work, but also to financial information brought a more stable storage method of information, for the company's financial information management also has a great universality and timeliness, can also greatly improve the speed and ability of information processing.

1.2 Negative impact of intelligent finance on financial affairs and accounting

First is that it has a certain impact and potential danger on the company's financial safety. Secondly, the technology is still in development and still faces some obstacles in the company's financial processing. Another is the lack of effective financial decision-making, and will have a huge impact on the traditional financial accounting work.

2. Related strategies to deal with the impact of intelligent finance on financial and accounting

2.1 Integrate the evaluation and data analysis into the intelligent finance

The emergence of intelligent finance, effectively improve the work efficiency of enterprise financial work, because enterprises must still deal with some emergencies, due to the lack of thinking and analysis, make the adaptability in the decision-making process, intelligent financial in enterprise financial accounting is often unable to deal with effectively, this is also the lack of intelligent finance. According to these situations, we can conduct big data analysis and evaluation by the financial accountant after the intelligent financial management analysis and analysis, and use this process to complete the investigation and filling of the intelligent financial management work.

2.2 Expand our horizons and strengthen exchanges with international advanced financial management

With the rapid and vigorous development of intelligent finance in the field of financial accounting, The company's financial management has also begun to gradually flourish towards a more complex and international perspective, So it is not only limited to the company's economic development at home and abroad, Some large companies are gradually entering the stage of global economic development, Through investment, exchanges and cooperation with large international and local companies, The details of the company's international economic exchanges must also be implemented and maintained by the company's financial staff, And the company's financial workers in the level of working ability and comprehensive quality, Will directly affect the company's business activities in globalization, So in the background of Times economic development, the staff of the company, More need to firmly grasp the company's domestic and foreign economic exchange opportunities, Improve their comprehensive quality and comprehensive level, More effectively interact and communicate with the global business personnel in the global business cooperation.

2.3 Adjust the process in the work and adapt to intelligent finance

The main content of the company's financial and accounting work is to do a good job of accounting, accounting and accounting, among which the main content is to manage and summarize the expenses of employees and the company receipt information. In the current situation of economic and social development, financial accounting staff in order to conform to the society of the new era of financial management development, must change to their work thinking and ideological structure, and improve their professional ability, rather than just stagnation in the traditional single content, but endless repetition of the same work. With the rapid development of the intelligent financial management technology, the company will gradually prefer more to the intelligent financial management mode in the work, in order to reduce the post requirements for the Chinese traditional financial personnel and audit managers. Therefore, in order to improve whether the company can effectively adapt to the development of The Times, only a positive transformation, so that financial talents can have a comprehensive ability, to deal with some potential challenges faced in the practical work.

2.4 Improve the professional ability of the financial staff

Improve their own mastery and understanding of the basic skills of financial management, Strengthen the communication with colleagues, or conduct internal communication with the unit, To further enhance the ability to handle real problems, Innovate their own way of thinking, Further understand the basic knowledge of financial management in various fields, To meet the increasingly developed modern needs from this perspective, Intelligent finance is one of the important tools to spur financial staff to improve themselves, In the financial sector, In addition to having to master business skills through familiarity, It must also further enhance the internal analysis ability of financial problems within enterprises, Problems must be explained and dealt with from a more macro perspective, Provide reasonable business opinions to customers, In order to improve the office efficiency of the financial management institutions.

2.5 Improve the automation level of the office process

The important impact of intelligent finance on management and accounting is also reflected in improving the intelligent management level of the office process. Because intelligent finance includes many advanced office procedures, thus saving a lot of manual computing time. It reduces the work pressure of the financial personnel, and also reduces the chance of mistakes, and thus increases the accuracy of the calculation. Take the accounts receivable of financial accounting as an example of financial accounting, if adopted the method of manual operation, each month will deal with the finance of thousands of invoices and bills, and only after the correct accounting of the above bill, can carry out the verification of accounts accounts. If this work is carried out entirely manually, it will lead to special work pressure, and in the calculation process of calculation, resulting in huge losses to the company's property. Intelligent finance can replace the staff to complete the relevant operation of the above money, and automatically complete the bill audit of the financial check. As long as the staff completes the program compilation in advance, the intelligent finance can replace the manual operation, and the calculation results after completing the operation and the handover party can directly complete the audit. On the one hand, these methods reduce the error probability of manual calculation, on the other hand, they reduce the impact of enterprise manpower to modify the corresponding data, protect the financial safety of enterprises, and also enhance the accuracy and authenticity of commercial audit processing. At the same time, the intelligent financial management system also has many unfully studied functions, such as the ability of language retrieval. Through the use of language recognition function, the financial management instructions can be conveyed and identified, and thus improve the work efficiency of the financial management system.

3. Epilogue

Under the rapid promotion of intelligent finance, it will affect the traditional institutional architecture on the one hand, and on the other hand, it will make the defects in the traditional accounting work more prominent. And this point, requires the traditional accounting workers must be in the background of high intelligence and information innovation management concept, actively seek to adapt to intelligent financial management new financial development path, and seize the actual economic development, using feasible and reasonable methods to adapt to the era of intelligent financial management, so as to ensure in the process of improving the company development efficiency, also can make the social to more rapid economic development.

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The Development of Service Design in the Medical and Health Industry

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Abstract : With economic development and social progress, medical and health design has received more and more attention and has become a national health and safety issue. Today, people are no longer limited to “seeking medical treatment”, but when they are healthy. “Preventing disease”, seeking a better quality of life through medical means, as a result of which medical products and services are more closely linked to people’s lives, and China’s medical and health industry has ushered in a historic opportunity for rapid development. The current medical services have some drawbacks, so the methodology provided by the service design concept can guide how to better serve the medical field, aiming to provide solutions based on the service design concept, and then meet the expectations of patients for the medical service experience.

Keywords: Service design; Medical health

1. Service design

Birgit Mager is the world’s first professor of service design. She proposed: Service design aims to design useful, usable, and desired services from the perspective of users; from the perspective of service providers, design Provide useful, differentiated and effective services. The service design is strategic. The service provider provides strategic positioning and proposes different services according to different needs. The service design is systematic and contains many different influencing factors. Therefore, the service design has a global perspective and needs to consider the differences in the system. The needs of the actors and provide corresponding services. In addition, the concepts of service design and social innovation are easy to confuse. The purpose of both is to recommend the sustainable development of human beings. However, the design objects and mining values are different, and there are still certain differences. In practice, service design is to innovate and improve the system at each touch point, design according to the different needs of different participants, improve service quality and the interaction between service providers and users, and provide value for people. Service is a continuous series of interactions between the customer and the service system. This system is composed of many different touch points through the customer journey.

Product design is to produce a practical and user-centered product. Interaction design is to do a good job in the way people interact with other things. Graphic design is to let people see whether this plane has a touching response. Service design combines user needs and customer needs, and integrates overall planning, business, engineering, management, and design to create new social and economic value together. The new socio-economic value is the best output of service design. With the loss of time, a good service may bring about an increase in brand value, may be a pillar of the company’s economy, and may be a good reputation. The establishment of will bring continuous and positive development.

With the development of technology, consumers have shifted from a simple pursuit of spiritual comfort to a higher-level pursuit of spiritual enjoyment. People’s expectations and consumption patterns have changed, leading to changes in the relationship between production and supply, and further promoting the transformation of social industries. More and more industries have shifted from simply selling products to selling services.

2. Medical and health industry background

Medical health has always been an important part of social public services and public affairs management. As a result, medical and health design has received more and more attention. Nowadays, people are no longer limited to “seeking a doctor when they are sick”, but to “prevent disease” when they are healthy, and seek a better quality of life through medical treatments. This medical product and service are becoming more and more closely related to people’s lives, and China’s medical and health industry has ushered in a historic opportunity for rapid development.

The innovative design of medical products and services in my country is still in its infancy. Therefore, how to create a good experience in the process of medical treatment and how to create a more reasonable and humanized medical service system is worthy of our in-depth study. In the era of knowledge-driven service economy and experience economy, although technological breakthroughs and the rapid development of artificial intelligence have made people more and more clearly see the possibility of reshaping the traditional medical service model, medical services in addition to providing core diagnosis and treatment technology

In addition to services, in order to achieve truly satisfactory medical services, it is also necessary to provide patients with spiritual, cultural, and emotional humanized services. This means the integration of medical humanistic spirit and constructiveness in system design and innovation think.

3. Difficulties faced by service design in the medical and health industry

Difficulties faced by the application research of service design in the medical and health field:

(1) To master and understand the professional and relevant knowledge in the extremely complex medical and health field. We are required to pay attention to medical and health issues first.

(2) Field research in sensitive and special hospitals and other scenes. The hospital is a challenging place. It may involve a series of sensitive and inaccessible topics such as the work process of medical staff, the way of diagnosis and treatment, the patient's condition, privacy, and psychological state. The research process may be hindered.

(3) There are so many stakeholders, it is difficult to sort out the correct logical relationship. There are many stakeholders in medical service design, and it is relatively complicated to sort out the logical relationship. It is easy to cause a situation where there is more than a sense of form, but the logic is not strong.

4. The future development trend of service design in the medical and health industry

Medical service design needs to face the safety of medical care, survival opportunities, healthy life quality and lifestyle, respect for life, and desire for dignity for every individual in society, and truly think about the essence of human-oriented design based on empathy, to understand and insight The different needs and experiences of various stakeholders such as medical service providers and recipients, focusing on the “systematic design of the relationship between people, things, behavior, environment, and society” in medical services, and exploring online and offline integration Medical service system construction, organizational form innovation and service experience value innovation, as well as an overall solution that is respected throughout the process and has humane care and emotional significance.

5. Conclusion

The development of science and technology is driving changes in the medical field. The medical and health industry is playing an increasingly important role in public life, and medical products are also developing towards a service-oriented trend. Integrating service design into the medical and health industry can enable patients and users to get a better experience and meet all physical and psychological needs. At the same time, medical resources can be further integrated, and patients can be “triggered” to treat patients, effectively eliminating blind medical treatment, simplifying medical procedures and other stages, which have a positive impact. Injecting the medical industry into the method and concept of service design will continuously improve and enhance people's quality of life and health, and promote the healthy development of the medical industry.

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On the Visual Symbols of Dian Bronze Animal Decoration

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Abstract: Among the animal patterns on the bronzes of the Dian Kingdom, the cow and the snake are the most common and representative visual symbols. They have strong visual tension, expressiveness and artistic appeal, showing the unique artistic aesthetics and ideas of the ancients of Dian Kingdom, and They all have specific meanings and contexts. This article mainly explores the decorative symbols of animal decorations in Yunnan bronzes, and uses “ox” and “snakes” as the main objects to analyze semantics and context. **Methods:** This article first elaborates on the types and decorations of ancient Dian bronzes, and then elaborates on the characteristics and symbolic meanings of cow and snake patterns by listing some representative Dian bronzes; finally, it is in-depth with the semantics and context of visual symbols. Analysis. **Result:** The types of animal images on the bronze ware of Yunnan culture are rich and diverse, and each animal has different shapes and forms, and has its own symbolic meaning and function. This also reveals the relationship between man and nature from the side, reflecting the ancient people of Yunnan’s sacrifices and sacrifices. The social and economic conditions such as hunting and breeding record the trivial life of the ancients. The animal decoration art of the Dian Kingdom has a very strong ethnic customs and regional characteristics. It depicts the intense scenes of animal daily life and fighting in detail. The animal’s shape, demeanor and own characteristics are all vividly shaped, with a strong artistic atmosphere and visual tension. To a large extent reflects the aesthetic concept and ideological pursuit of the ancients of Dian Kingdom. **Conclusion:** The two visual symbols of the cow pattern and the snake pattern are the records of the people of the ancient Dian kingdom on nature and life, and they also carry the ancient people’s feelings for nature. They reflect the religious beliefs and ideas of the ancient Dian civilization and have local characteristics and customs. , It is the spiritual sustenance of the ancient Dian people to seek advantages and avoid disadvantages.

Keywords: Dian Bronze Animal Decoration; Visual Symbols

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1. An overview of animal decorations on ancient Dian bronzes

Since the golden seal of the King of Yunnan was excavated in Shizhai Mountain of Jinning in 1957, ancient Dian bronzes have been unearthed one after another, gradually unveiling the mystery of the ancient Dian Kingdom, and showing the colorful and unique Dian culture to future generations. Dian bronzes developed from the Warring States Period to the Qin and Han Dynasties. They are unique to the Southwestern Yi. The ancients carved decorative paintings and three-dimensional sculptures with a certain symbolic significance on the bronzes, showing distinct and unique national characteristics. There are many types of ancient Dian bronzes. The most common ones are shell containers, bronze drums, weapons and other bronze production tools, living utensils and textile tools.

1.1 Cow pattern

Compared with the totem-like bronze patterns in the Shang and Zhou Dynasties in the Central Plains, the animal patterns on Dian bronzes appear more vivid, real and simple. The types and dynamics of various animals have a unique Dian cultural charm. Through research on the types of decorative animals, the images of cows and snakes are the most cumbersome and important, and they have repeatedly participated in the state of other animals, such as snakes eating cows. “It vividly shows the fierce scene of the struggle between man and the cow. The entire buckle is unique and dynamic. The image of the cow fighting fiercely is vividly portrayed. The villain on both sides of the cow is fighting hard to tame the cow. Facial expressions It has also been shaped in detail. It can be said that cattle and humans have come from ancient times. They are the main objects for people to cultivate and eat. They are also one of the earliest large animals trained by humans. Therefore, the frequency of cattle appearing on the Yunnan bronzes is undoubtedly the highest. It is the leader and prosperous for a time, and it occupies a certain important historical position in the cultural history of China and the world.

1.2 Serpentine

Snake patterns are often used in decorative patterns due to their convoluted shapes. Their patterns and decorations are very strong, and they often appear in three-dimensional animal bites. In terms of quantity, the frequency of snake patterns is second only to cattle.

The snakes on the bronzes of the Dian Kingdom are divided into three main categories according to their shapes: the first category is the shape of a round sculpture, such as the snake button on the gold seal of the King of Yunnan. The shape of the snake on the gold seal is curled up, and the whole snake body is covered with gold. The scales on the snake button are clearly visible, giving people a sense of nobility and grandeur. The snake is used as the only decoration on the national treasure, which shows the important position of the snake in the ancient Dian culture.

The second type is embossed, mainly decorated with animal fighting buckles, including “tiger and snake offering pillar”, “bird pecking snake”, “snake biting bull ear” and other fierce fighting scenes, although many scholars believe that realism should be used in realism. The naturalistic form interprets the true storyline. The appearance of these scenes often appears in a way that is not clear. This is thought-provoking: in the process of portraying animal fighting scenes, the ancient Dian people did not only have a narrative meaning, but a deep meaning. Hidden symbolic meaning of levels; the third type of plane shape is often combined with other geometric patterns to form a complete pattern, such as often appearing in sword sheaths, armors, copper pillows, sword hilts and other places. These three types of decorations have the characteristics of vivid modeling, incomparable image and lifelikeness, and the snake pattern has a certain symbolic significance. According to the research of experts and scholars, the ancient people in Yunnan considered snakes to be a ubiquitous cold-blooded animal and attacked them. The sex is extremely strong and poses a direct threat to human life and property. Therefore, the ancient people developed a kind of awe of snakes and worshiped it as a totem. In short, the snake pattern is the most classic and representative artifact among the bronzes of the Kingdom of Yunnan. Except for the golden seal of the King of Yunnan, most of the artifacts have local characteristics and can be divided into regional bronze culture in detail.

2. Research on visual symbols of Yunnan bronzes

2.1 Interpretation of Semantics

A symbol is a unique identifier that considers the objective world and has a certain symbolic meaning. The symbol itself is a signal that can convey certain specific information to people. The extension and connotation of the symbol constitute the semantics of the symbol, and the extension is the surface meaning of the symbol. For example, the surface meaning of the symbol of “bull” is itself, specifically referring to the animal “cow”; and the connotation is the underlying semantics, such as the connotation of “bull” It refers to offering sacrifices and praying to gods to bless people, to bless the ancients and to eliminate disasters and blessings. The cow itself is a symbol of wealth. Therefore, eating beef is not only for the stomach, but also for gaining wealth. This is also the most common type of cattle. Connotative meaning. The animal decoration of ancient Dian bronzes is a refinement of the ancient Dian people’s observation and characteristics of the external images of real animals. The shapes of animals are summarized with concise and vivid lines, and the expressions of animals, animals and other details are described in detail with certain expression techniques. , Through the reproduction of reality by artistic means, there are double meanings of extension and connotation like symbols.

2.2 Interpretation of Context

It is not accidental that the images of cows and snakes appear on ancient Dian bronzes. The meaning of symbols is inseparable from specific situations and contexts. As a visual symbol, unique animal decorations are closely related to the time and social background they live in. If you want to interpret the context in detail, you must experience the context of the symbol in depth, consider and understand it in connection with the background of the times, in order to grasp the connotation of the visual symbol in the true sense.

From the perspective of natural environment and geographical location, Yunnan is in the central and eastern parts of Yunnan Province. The climate in Yunnan is mostly hot and humid. Among them, snakes like humid rainforest environment, so it is a common existence. People of Yunnan hunt or do activities outside. You can often see snakes at times; and the cow in Yunnan bronze is mostly a zebu. From the physical characteristics, the zebu can maintain a normal body temperature in the subtropical region and can adapt to the hot and humid climate. Therefore, in this environment Snakes and zebras are common animals, creating the characteristics of the diversity of animal decorations on bronzes in Yunnan.

From the perspective of the social environment, war and sacrifice were the top priority in ancient times. War was the survival need to defend the territory and ensure the safety of the people, while sacrifice was the spiritual need to stabilize people’s hearts and pray for peace and security, and sacrifices were mainly carried out by offering food. Because the productivity of ancient society was extremely low, it was mainly carried out by artificial labor such as stone tools, and all meat was less. Therefore, meat was very precious at that time. Zebu’s meat was extremely delicious and was a popular poultry, so it was also a sacrifice. The main victim of the zebu has a very high social status. It is not only the main body of the sacrifice, but also a symbol of the lofty status and finances of the slave owner. Today, the Wa people in Yunnan area will also cut off the cow heads and hang them. They will be specially preserved and hung on roofs, forbidden areas and other places. The number of cow heads is used to express their social status and economic strength, as well as forbidden areas. Inviolable level.

Snakes also play an important and irreplaceable role in the Yunnan civilization. There are two explanations for snake patterns. The first is the worship and awe of snakes by the people of Yunnan, such as reproduction and totem worship, due to the extremely aggressive nature of snakes. Strong, it directly threatens the safety of human life. Therefore, the people of Yunnan hope to avoid being attacked by snakes by worshipping snakes. The second type is that snakes represent gods, such as earth gods and agricultural lights. Many farm tools are imitating snakes. The appearance of the product is a special existence.

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On Kant's Conception of Perpetual Peace—Rereading Kant's "On Perpetual Peace"

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Abstract: Kant expressed his deep concern for the cause of human peace in the "Permanent Peace Theory". The clauses concerning the realization of permanent peace are based on the perspective of a global citizen who transcends ordinary citizens. Established in a calm and rational questioning. These terms are too abstract in the eyes of many liberal philosophers. Therefore, many liberal philosophers no longer try to use a comprehensive theory of value as the basis for the concept of peace, but we still have reason to hope that there is some kind of abstraction. Although this principle has many differences in specific concepts, after proper reflection, most people will agree with these principles. Rules and the way of thinking behind the principles, and eventually it is possible to establish some logically advanced principles.

Keywords: Perpetual Peace Theory; Kant

In the eighteenth century, Europe was flooded with war. Geographical factors made Prussia very close to war. The signing of the Basel Agreement in 1795 made most French and Prussians believe that peace has come, but some visionary scholars still believe that Peace is short-lived, war will come at any time, and even the two countries between the two countries have maintained a state of hostility that can easily cause new conflicts. Kant's "Theory of Eternal Peace" was born under this situation, and he has mentioned "the current war" and its "tragic consequences" many times in his writings. Since the twentieth century, war has also brought us profound sufferings and painful lessons. This has made more scholars try to find a way to resolve war and lead to peace. The "Permanent Peace" is more attractive because of its clear and clear purpose. Attention of scholars. There is always tension between mankind's history of competition and man's moral vision of peace. Then, in the face of the more complicated international situation in the 21st century, will the concept of permanent peace become a utopian concept? Are the articles in "Permanent Peace" meaningless? In the face of such cross-examination, Kant's "Permanent Peace" should start from itself to find a way to answer the question.

1. Structures of perpetual peace

Unlike Kant's other writings, the structure of "Permanent Peace" is unique. It consists of prerequisite clauses, formal clauses and secret clauses. We can speculate that this writing mode implies Kant's attitude towards "eternal peace". A goal of temptation and experimentation, Kant also believes that some of his articles are nothing more than a "play with ideas" or just a "happy trip." Kant's "On Eternal Peace" has an ironic beginning, "On a huge cemetery, the words "Eternal Peace" are written. Obviously, Kant's discussion of the concept of perpetual peace is ironic. Faced with this ironic conception, people from different perspectives: national citizens, global citizens, and politicians will all have different ideas. If the person facing it is human, then this statement may point to an expression of pessimism and despair. Some scholars have pointed out that the term *Zum ewigen Frieden* originally means "entering eternal rest", and the term rest is connected with the ambitious concept of eternal peace. It is not difficult for people to think that the eternal peace of human society It's hard to achieve. And if the people facing this idea are the manipulators of war or have the right to easily control the direction of the country, then for these people, "Permanent Peace" is just a flogging or deepening of the current political hypocrisy. The level reveals the logic of the war and issues a series of warnings to keep the country away from the war, at least think about it before starting the war. And if this concept of peace is for people who are committed to perfecting that can bring human society to a peaceful state, "Permanent Peace" undoubtedly puts forward a demand for them, that is, although the future is slim, we still have to construct a theory. Although people of different identities understand Kant's "Permanent Peace Theory" from different perspectives, Kant himself has always firmly believed that permanent peace is possible, as long as it is regarded as a transcendent universal concept and applied to all rational people. Body. As for the rational person, Kant has explained it in other writings, so the rational person here not only refers to the person who can use reason, but also includes the person who can use reason autonomously, and these people also have a common reason.

2. The way permanent peace is achieved

Regarding common rationality, we have to admit that this is a relatively difficult concept to define. From the original text, common rationality obviously does not only refer to the ability to use rationality. If common rationality refers to the same result after using

rationality, then it is probably a judgment about directionality, which has to involve everyone's different knowledge backgrounds and the judgment criteria in the deepest part of our thoughts. Kant described people who do not conform to the common rationality in his sense as certain existences who made mavericks into secrets. "The problem of organizing the state, no matter how difficult it looks, can be solved, even for a group of villains, as long as the group is rational. The problem is that "[1]for a certain rationality exists" This group needs the universal law for self-preservation, but at the same time, each of them secretly wants to exclude themselves from the universal law, then how can this group establish such a constitution so that The checks and balances between them make their public behaviors as if they have no private intentions, although their private intentions are opposed to each other""[1]. The point here is not on the number of villains, but on what some people want to do "secretly". No matter what kind of treaty is signed between countries, as long as there are hidden things, it is not feasible. Just as Kant has sufficient knowledge of human nature, he has a sufficient estimate of how the country can get out of a state of war and reach a state of peace. Therefore, he stipulated six "prerequisite clauses" before proposing formal clauses. Regarding the prerequisite clause for peace between nations, Kant put forward six principles. " From Kant's argument, we can see that as a "moral politician" he expressed a kind of moral will. In fact, in modern wars, it is impossible for the belligerents to comply. Such a principle. After all, victory is probably the standard of war. All actions under victory include calculations and the nature of betting. Then the greater the bet, the greater the profit that may be obtained. For this, Kant chose to speak out the additional undesirable results that these actions may cause. "People's actions not only bring about the results they intended and achieved, but also some other results, some results they don't know or do not want. People realize their interests, and their interests Some other things are also realized, and these things are not in the consciousness and intention of the actors. Analogy: One person set fire to another person's house out of revenge. A large-scale fire was triggered by this. This result is neither part of the initial action nor the intention of the perpetrator. This example only shows that a direct action may involve something in addition to what the actor consciously intends. Something else." [2] Judging from the history of war, there are quite a few wars. At least we can say that these incidental injuries are caused by our actions during wars, but in fact they often occur in wars. The beginning of modern warfare itself contains contingency, so we cannot require modern warfare to strictly abide by such rules from the beginning, but we can say that once a war occurs, the actions between belligerents will become preparations for future peace. Key factor. Therefore, the prerequisite clause in Kant's "Permanent Peace" does not require that the war between countries be ended immediately, but hopes to gradually eliminate tensions between countries, establish a certain relationship of trust, and lay a certain foundation for future peace. These clauses have a deterrent effect on all those who take part in the war, because on the one hand "secret" and "trust" create conflicts between countries, and on the other hand everyone believes that war is always temporary, and the two are combined to participate. People in war dare not openly confront the public interest—that is, the people are the enemy, even if the people here are a group of villains, as long as they can still use reason. The foundation of peace lies in trust. The key to gaining trust lies in the removal of "secrets." The possibility of removing the secrets lies in the actions of countries in war. This requires morality and politics to advance on the same track instead of talking separately. When a country enters a state of war, public opinion will inevitably be different from usual, panic or extreme. At this time, either use strong laws to cooperate with other disciplines to control public opinion and then control the behavior of the country, or control yourself in a self-disciplined way to get rid of the distrust of both parties. Situation. The clauses proposed by Kant in the "Permanent Peace Theory" can not only be used as the direction of other peace clauses in the future, but also can ideologically discipline human beings.

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Research on the Driving Factors of Digital Cultural Industry under the New Media Environment

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Abstract: The digital cultural industry is an industry under the fusion of technology and culture. It is also an important field for the cultural industry development and a vital part of the digital economy in today's China. Under the environment of new media, technological innovation has shown multiple possibilities for the digital cultural industry. The digital operation of excellent culture provides plenty of ways for cultural display. Meanwhile, the introduction of digital cultural policies is also a national level of support for the digital cultural industry, and the promotion of demand for capital has become a strong driving force for the continuous innovation of the digital cultural industry as well.

Keywords: New media environment; Digital cultural industry; Driving factors

Under the facts of the development of digital technology and cultural industry, more extensive attentions have been put into the digital cultural industry, which is a rising industry setting cultural creative content as its core and relies on digital technology for creation, dissemination, production, and services.^[1] The digital cultural industry has become an important force promoting the progress of the cultural industry under the new media environment. The digital cultural industry market in China has reached a huge scale. Looking at the development status of Chinese digital cultural industry, the four most vital driving factors for its development are technological innovation and driving resources, policy promotion and market demand.

1. Digital technology accelerates the conversion of cultural industry

The development of informatization and digitization has provided more diversified cultures. In recent years, 5G, blockchain, mega data, virtual reality, cloud computing, artificial intelligence and other technologies have effectively accelerated the progress of the digital cultural industry. While these emerging technologies integrating with technological culture has also reconstructed the content and structure of the digital cultural industry.

Furthermore, the popularization of the Internet users and the development of information technology are the foundation and prerequisites for the pullulation of the digital cultural industry in both digital cultural products and digital cultural services. Today, under the environment of new media, the online platform created by digital technology enable the public to fulfill their spiritual and cultural needs without leaving home, such as online cultural activities: "Cloud Tourism", "Cloud Music Festival", or "Cloud Art Museum". Which means the digital cultural industry relies on the Internet and mobile terminals allow the public to break through regional restrictions. Meanwhile, the analysis of Hadoop can better push the audiences' interested cultural products, which provides better convenience to carry out cultural consumption.^[2]

2. Re-innovation of traditional culture drives the transformation of cultural industries

The digital cultural industry needs the nourishment of traditional culture, and the development of traditional culture also requires the use of digital technology for innovation and transformation. Under the environment of digital economy, it is necessary to change excellent traditional culture into new forms, which means innovating based on inheritance, carrying forward based on innovation, promoting the digital transformation and development of excellent traditional cultural resources, and empowering with digital technology Traditional and excellent culture.

Elements ranging from the ancient decoration design to the Zen thoughts can be integrated into digital cultural products, injecting a richer soul into the work, and bringing a stronger cultural support. For example, the mobile terminal simulation business game "Hundred Scenes of the South of the Yangtze River" which launched in March 2020. Players need to play the role of "Wen Zhengming" to become a designer of the city. Building, planning and layout, arranging the living and working of residents, and repainting the grand scenery of the south of the Yangtze River. The Chinese characteristics of "Hundred Scenes of the South of the Yangtze River" in its form and content have been sought after by a large number of young players, and it has been downloaded more than 5 million times in just one month. This way of expression, which is more easily accepted by the young people born in the 1990s and 00s, can also better convey the feelings of the country and the humanities to the young people.

The digital cultural industry in the era of new media contains multiple forms of video, games, art, music, animation, etc., and re-innovates and deepens its connotation through expressions full of digital technology. Digital technology has created a new way

to promote the excellent Chinese culture, and this new path provides strength for the construction of a cultural power and a network power.

3. Policies provide a good environment for the digital cultural industry

The digital cultural industry has developed rapidly in recent years. As an emerging industry, it has also received the attention and support of the government, and a series of major policies have been made to provide a favorable development environment for the development of the digital cultural industry. In 2017, the Ministry of Culture emphasized “building Digital cultural industry innovation ecosystem”. In 2020, the “Opinions on Promoting the High-Quality Development of the Digital Cultural Industry” issued by the Ministry of Culture and Tourism put forward several proposals in terms of consolidating the foundation for the pullulation of the digital cultural industry, cultivating new formats of the digital cultural industry, and building a digital cultural industry ecosystem. The promulgation of a series of relevant national policies has created a positive and good external environment for the progress of the digital culture industry, which is more conducive to promoting the development of the digital culture industry.

Informatization has brought a once-in-a-lifetime opportunity to China. Since the 19th CPC National Congress, building the internet power and digital China has become an important strategic strategy for Chinese government. The integration of culture and digitalization can give birth to several new cultural formats and extend the cultural industry chain. Under environment of technological and industrial revolution, the development of digital technology is of far-reaching significance. This is the new pattern and creation of promotion of industrial change in China, and it is an important approach and a strategic choice to seize the commanding heights of international competition and the initiative in technology development.^[3]

4. Market demand

With the widespread popularity and rapid development of smart mobile terminals, the demand for information is increasing in public. Users need all-weather, real-time information presentation, and market demand and consumer user stimulation mean the cultural industry must be innovated. After many experiences such as webcasting and 3D movies, the deep-seated needs of the public have been stimulated. 4D/5D movies, VR virtual reality, AR games and other cultural content services that optimizing the experience continue to be presented.

The demand for digital culture from the market and users continues to increase. Only by continuous innovation can digital culture companies continue to adapt the needs of the market. This also forms one of the essential driving factors for the pullulation of the digital culture industry.

Recently, digital culture industry arrived in modern China has experienced explosive development. However, due to the short development time, there are still some problems in China’s digital culture industry, such as significant contradiction between supply and demand, shortage of compound talents, uneven development of enterprises, and high-quality digital lacking for cultural original IP, etc. Under the environment of new media, we should seize the strong driving force for cultural models and cultural consumption, fully explore excellent cultural resources, grasp cultural content, and strive to stimulate digital culture Creative innovation. On the same time, we should strengthen the combination of creative level and technical breadth, depth, height, and span as well.

5. Conclusion

As an emerging era, the digital cultural industry is mainly affected by factors such as technological progress, resource-driven, national policies, and user markets. Under the environment of new media, the digital cultural industry in China has entered the highway of development. To promote the high-quality progress of digital cultural industry in China, there are still many needs for supporting, improved regulations, original content, technological innovation, extension of the industrial chain, and the establishment of a talent training system, which will promote the rapid pullulation of digital cultural industry in China.^[4]

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A New Probe into the Effective Dissemination of Marxist Theories in the Network Environment

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Abstract: The Internet provides convenient conditions for the dissemination of Marxist theory and accelerates the popularization of Marxism among the majority of students. However, the dissemination of Marxist theory among college students in the network environment is also influenced by the strong academic color, the poor quality of theoretical workers, The challenge of non-Marxist ideology and the influence of factors such as the squeeze of diversified Internet content. The solution is to build attractive Establish a proactive communication concept, strengthen the construction of the network communication team, and improve the Marxist theoretical knowledge of college students keep.

Keywords: Internet; Marxist theory; Communication; College students

The new method of the Internet has brought great convenience to cultural dissemination. College students account for a large part of online life, and how to use the Internet as a new way to improve students' enhancement of Marxist theory is related to how to spread Marxist culture. The emergence of the Internet can indeed help people obtain information faster, but because the information is too messy and difficult to integrate, it is difficult for people to effectively extract the information they see, and Marxist theory is a more complex and deep knowledge.

1. The spread of Marxism on the Internet Influence

The impact of information networking. The times are Progress, the rapid development of the network has given rise to information dissemination Provides a good way to make people faster and more Effectively receive information from the outside world, which is different from transmitting The spread speed is slow and there are few channels like the traditional way, Internet life has brought many things to people's lives Convenience has now become a way for people to exchange ideas, An important tool for spreading a good culture. The internet The development of information provides people with better access to information. For convenience, for the spread of Marxist theory Provide a new platform to show people, let People have a better understanding of Marxist theory To further develop Marxism. Despite it There are many benefits, but there are still deficiencies Fang, the complexity of network information makes everyone Have the right to speak on the Internet, and these comments bring It's not only an exchange of ideas, but also bad Influence, and these overly opinionated information.

2. Internet informatization to spread Marxism

Provide an effective way. Quick information dissemination The spread of Marx's culture can also be helpful, but In order to make the country as big as the city as small as every village Sufficient or easy access to the transmission of online cultural knowledge broadcast. The Internet can make the party's voice more clearly Voice, the needs of society can be conveyed, and it can also be People express their personal opinions autonomously and let the country The voice of the people can be heard, and the people can Get the country's instructions and send the Cultural dissemination of different groups greatly provides Increased convenience and increased the relationship between the country and the people Communication to make Marxist theoretical thinking more Rich, appearing in the masses in an innovative way In front of us, to help people better learn from Marx's master The spirit of righteousness theory is implemented in life practice. At the same time, the convenience of online life can be used as If you encounter any problems, you can directly on the network When asked in person, there will be a related person in charge. Solve the problem well, let people answer all questions and doubts It must be solved, instead of asking questions unilaterally, Can make the work better and more effective. Network Network life brings convenience to people and can help people We strengthen the view of Marxist theory in mind Read, to achieve the purpose of spreading excellent culture.

3. Spreading Marxist Master in the Network Environment Righteous way

ism. First of all, regardless of the network life network environment How complicated the environment is, people must stick to the horse The core of Crexism, the traditional ministry cannot be discarded Points, we must insist that Marxism is in ideology The guiding position of the state, adhere to the essence of Marxism A New Probe into the Effective Dissemination of Marxist Theories in the Network Environment Political Work Area Three, concluding remarks God guides the people's lives and behaviors, combined

with the new network methods, helps spread Marxist principles, grasps the trend of changes in the thinking of the times, and further consolidates Marxism. Theoretical thoughts core the theoretical achievements of Marxism through the network environment Show the heart content to the public, let people build a harmonious society, Marxism is no longer a flat theory, but let it really go deep into the classroom into the classroom, into people's lives, and implement people's thoughts and behaviors. Among them, this is The most effective way to spread ideology. One more point, Marxism must retain the traditional content, and then improve according to the requirements of the new era, promote people's more acceptable theoretical knowledge, and help people learn and understand the guiding ideology of Marxism in a clearer way, and everything should be based on reality. Begin with party members, students, and mass cadres, and each part must be grasped earnestly. Do a good job in dissemination of theory in front of students Work, focus on work in front of the cadres, implement the anti-corruption and anti-corruption efforts, and do things for the masses with the guiding ideology of serving the people with the spirit of Marxism. Persist in the implementation of the combination of theory and practice, implement the theory into life, and use the theory to help in an effective way People solve practical problems in life, persuade people with reason, and emotional people, so that theoretical education deeply enters people's thoughts.

4. Effective means of transmission. Use popularization

The way of communication can make the masses feel the horse The charm of Crexism. Popularization is to fulfil Meet the needs of the masses and truly achieve the goals of the masses To achieve the needs of the masses, it is also necessary to Disseminate to the masses in an easy-to-understand way, not fake Dakong's noble theory must be under Marxism To the masses, spread the word, use the people Spread the culture in a way that you like to hear and hear. Marx Doctrine is no longer an empty theory, but based on To implement the guidelines, use the network Way of dissemination to help Marxism realize the rationale The popularization of the theory must maintain the popular form. Can not only spread the value content of excellent culture, but also body Now its value. Close to the People's Mark in content Guidance of thinking theory. The content is more theoretical Knowledge, it's hard for people to understand what's inside at a time Deep connotation, it's not hard to understand, it's all people Guidance based on past experience Results, so many people find it difficult to understand Mark The connotation of the spiritual theory of thought, what we have to do Is to let him get closer to the people Understand that this is the culture of the country must be adhered to To spread the country's excellent traditions, you must understand it.

5. If you want more To spread the spirit of Marxism,

we must reject Abandon the original indoctrination method of dissemination of theory. do not want Blindly talk about some theoretical knowledge of fake Dakong To the masses, but to be truly implemented Things, let the masses see the results, from their hearts to Mark The spirit of ideological theory produces admiration and admiration Sense, let people's conscious awareness autonomously increase Add, instead of compulsively instilling theoretical knowledge, Not only does this fail to spread good culture, but it will To make people bored, to make learning more

Be entertaining, so that you can teach thoughts happily Education, so that the masses can truly feel the horse Fun in the theoretical education of Crexism, happy to go Learn the spirit of Marxist theory through the Internet Life can better reflect the era of Marxism Sex, using new media resources for online education Provides a good platform to showcase culture The results of education also bring to the promotion of a good culture Has a positive effect, but the same diversity of information And complexity will bring a series of problems. for example Said that the amount of reading is not high, and the form is relatively simple, appearing In this case, it is necessary to make full use of the advantages of the network. Measure the situation and shortcomings, adjust the problems in time Plan, solve it, develop an effective Activities, truly combined with multimedia transmission Spread excellent culture, blend the scenes, and entertaining through education, Let the masses accept the dissemination of theoretical culture without It's blindly instilling, so it's useful for teaching meaningless

6. Concluding remarks

In short, the rapid development of the Internet age is right It's not a small challenge for us, but at the same time Is a good way to help us better To promote theorization of Marxism and bring ideas Join the masses and truly implement it. therefore, Make good use of the network environment and increase publicity efforts. Spread the socialist culture with Chinese characteristics, so So that people can truly feel Marxism The charm of theoretical spirit promotes the modern society development.

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Study on Trend of Solo Female Travelers in Bangkok

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Abstract: With the improvement of economic income and social status, together with the praise highly of consumption, women gradually become the force that cannot be ignored in consumption economy, and show emotion change, individuation, diversification, autonomy, recreational change characteristic, from this produced “she economy” this new term. Highlighting personalized, leisure tourism consumption is becoming an important part of “her economy”. At present, women have become the main force of traveling. With more and more women traveling alone, it has also brought significant changes to the society, economy, culture and tourism.

This paper intends to use literature analysis method and quantitative method to collect data, talking about the reasons of solo women travelers want to choose to travel alone, study solo women traveler sweet and bad experience while traveling in and around Bangkok. The purpose of this article is to study the trend of single women traveling, and to see what kind of impact this trend will have on.

Keywords: Solo; Female; Traveler

1. Introduction

1.1 Introduction

Along with the economic and social progress and development, more and more people enjoy traveling time. As an important component of the tourism market, the female market has become the focus of common concern to the industry.

According to a report in 2016, George Washington university graduate school of business, in travelers two-thirds are female. That same year, according to a survey of a travel consultancy MGY Global in high-income travelers earning more than \$250,000, they accounted for 54%, much higher than 42% in 2010.

In China, the proportion of female travelers are also growing, October 30, 2018, British airways released a study alone passengers around the world, which shows that the world is on the rise, the number of women who are traveling alone among them, 46% of Chinese women choose to travel alone, and 35% of women plan to travel alone in the next 2 to 3 months, 55% of women in the age of 26-35 to travel to another country alone.

Survey data show that the number of solo female tourists continues to grow. Women are becoming more and more important to the whole tourism industry. Many travel companies are offering customized tours for female travelers only. Some companies are considering more female-friendly travel equipment and brand-new female publications. The increase of solo female tourists is bound to not bring huge profits to the tourism industry. Therefore, this paper only studies the development trend of single female tourists.

1.2 Background

In some way solo travel was and is regarded as a journey travel invoking a kind of spiritual travel. And this relation of tourism with the need to meet spiritual needs and cultural enrichment goes back to pilgrims, and the idea of trying to find meaning in their lives closely linked to the divine and religious issue (Cohen, 1979; Silva, 2011). The earliest known female travelers were primarily pilgrims, making the journey to Holy Land and Jerusalem. Since the end of the nineteenth-century, there has been a set of social and political facts and changes that increase the female participation in contemporary travel (Wilson & Harris, 2006). However, this relationship of experience with tourism was not only related with religious reasons but instead with deep social transformations^[1]. The counterculture movements evident in the 1960s, more prominently in the US, profoundly affected generations around the world, introducing new mindsets and ways of facing the journey. The hippie movement had a deep impact on youth values, with new behaviors and sensory and sensorial experiences promoting the desire and feeling of freedom (Groppo, 2004). Related with the pioneering character and behavioral experimentation of the hippie counterculture, the drifter concept arises directly linked to this important sociological background. A drifter seeks adventure, faces risks and anticipates new tourist attractions (Enzensberger, 1985). In the 1990s backpacker terminology begins to be commonly used, as a variant of explorer or drifter. This tourist was recognized as young, budget tourists on extended holiday (Loker-Murphy & Pearce, 1995).

Nowadays, women are increasingly choosing to travel alone (Wilson & Little, 2008). The relationship between travel and experience is the key point of why women choose to travel alone. The goal is not the journey per se, but the involvement and the acquired competences^[2]. Solo women travelers seek adventure, social interaction, education and self-understanding (Bond, 1997).

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Even though each woman has her own reasons to travel alone, it is possible to recognize some common motivations. And the main motivations that lead women to choose to travel alone are the need to get out of their comfort zone to develop a sense of autonomy and individuality (Wilson & Little, 2008), and the challenge and personal growth (Chiang & Jongaratnam, 2006; Wilson & Little, 2005, 2008; McNamara & Prideaux, 2010). Western women in today's society have increased options, which have opened up a range of tourism and recreation choices (Wilson & Little, 2005).

1.3 Statement of Problem (SOP)

In the past few women chose to travel alone. The main reasons are social reasons and personal reasons. Social reasons are mainly due to the fact that in the past, women's social status has not been very high, influenced by traditional ideas, resulting in very few women traveling alone. Individual reasons are mainly due to possible economic reasons, possible time reasons, which lead to women cannot travel alone. However, with the continuous development of society, the status of women has gradually improved, becoming an independent individual, and enjoying equal rights with men. Women also pursue leisure and entertainment in their lives, so the number of women traveling alone has increased dramatically. In addition, more and more women have received higher education, and their incomes are increasing with the coexistence of wisdom and beauty. With the economic foundation, they have everything. Finally, women in today's fierce competition and fast pace of life, may be one of the ways to decompress, women also have a strong psychological sense of wanting to take a vacation. Therefore, this article studies the trend of single female tourists. At the same time, the increase of single female tourists benefits the tourism industry.

2. Review of related literature

The earliest known female travelers were primarily pilgrims, making the journey to Holy Land and Jerusalem. Since the end of the nineteen-century, there has been a set of social and political facts and changes that increase the female participation in contemporary travel (Wilson & Harris, 2006).

With the increasing number of female tourists traveling alone, there are infinite business opportunities in the tourism market. Questions related to solo female tourists should include the motivation of women to travel alone and the relationship between these motivations and the experience of solo travel. There are also safety issues for women traveling alone.

3. Theoretical Framework

The theoretical basis is the focus of this chapter, and also the basis of the model construction of the fourth chapter. Through the overview of Maslow's needs theory and push-pull theory, the main content and research development are understood, which plays an important role in the research model construction and empirical research of chapter 4.

4. Methods of Research

4.1 Literature survey

This paper intends to use literature analysis method to collect, sort out and analyse relevant literature such as female tourism, solo tourism, tourism motivation and female solo tourism risk, so as to lay a more solid theoretical foundation for the writing of this paper. In literature collection, mainly through paper books and network resources two aspects. In paper books, reference books related to this paper mainly come from the school library. There are three main ways to access network resources: AU library website, Chinese database (China knowledge network), Internet search engine (Baidu, Google, etc.).

4.2 Quantitative method

This paper intends to conduct an empirical study on the trend of solo female tourists by means of questionnaire survey. Based on the theoretical basis of relevant literature, the model is constructed to design the questionnaire of female tourists' travel motivation and good or bad experience. A questionnaire survey was conducted for female tourists alone to obtain the original data and conduct processing and analysis, so as to complete the empirical part of this study.

5. Analysis data

The majority of solo female travelers are in the age range of 20-40, accounting for More than 77%. They have different occupations, and the monthly income of More than 50,000 Baht accounts for More than 60%. Most of them are Bachelor, accounting for more than 82%. They choose to travel in Bangkok mainly for Leisure and relaxation motivation. They are attracted by Bangkok's beautiful scenery, delicious food and local culture and customs. 68% female are had sweet experiences, and 34% female are had bad experiences. Most of them think the increase of female solo travelers can improve local economy.

6. Discussion on Research Objectives and Key Findings

There are many factors influencing a female to travel to Bangkok alone, among which the most important are the safety of the destination, whether there are attractions that attract her and the monthly income. Solo female travellers are reminded they are attracted by Bangkok's beautiful scenery and buddhist culture.

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Analysis on Teaching Reform of Basic Hydrogeology in Higher Vocational Colleges

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Abstract: Fundamentals of Hydrogeology is a basic course of hydrology and engineering geology. The teaching quality is of great significance to the cultivation of hydrogeology talents. Based on this, this paper puts forward the teaching reform ideas of the course “Fundamentals of Hydrogeology”, so as to better improve the teaching quality and cultivate talents.

Keywords: Higher vocational colleges; Fundamentals of hydrogeology; Reform in education

1. Introduction

Fundamentals of Hydrogeology is a science that studies groundwater. It specifically studies the temporal and spatial variation laws of groundwater quantity and water quality under the interaction with lithosphere, hydrosphere, atmosphere, biosphere and human activities, and studies how to use these laws to benefit and eliminate pests and serve human beings. It can be seen that hydrogeology plays an important role in studying the formation and evolution of the earth, water pollution, environmental damage and human existence. How to develop this course of hydrogeology well in higher vocational colleges and how to make students understand and master this course not only have important theoretical significance, but also play a key role in the real life of human beings. For this reason, many disciplines, such as geology, hydrology, water resources, geological engineering, environmental science and so on, have set up hydrogeology as a basic course, and its importance is self-evident. Whether the teaching content, teaching form and teaching method of Basic Hydrogeology in higher vocational colleges are scientific and reasonable, whether they meet the needs of modern economic and social development, whether the teaching quality can be effectively guaranteed and whether the teaching effect can be recognized by the society will directly affect the training quality of hydrogeology talents.

2. Teaching reform ideas of “Hydrogeology Basis” in higher vocational colleges

2.1 Strengthen the improvement of teaching content

The improvement of the course content is the main body of the training plan and the key to cultivating talents suitable for economic and social development. Therefore, in order to adapt to the talents training scheme of hydrogeology-related majors and disciplines, and meet the social demand for talents in the new era, it is necessary to strengthen the improvement of hydrogeology teaching content suitable for sustainable development. According to the characteristics of hydrogeology, with the basic principles of highlighting key points, broadening knowledge, and paying attention to the cultivation of the ability of integrating theory with practice, the teaching contents of the course are deleted, merged and optimized, and the teaching contents adapted to new forms and new developments are appropriately increased. At the same time, on the basis of ensuring the original key teaching contents, we should emphasize the basic concepts and principles in the course, deepen students’ understanding of the basic concepts and principles, and make students learn and use them flexibly. Highlight the frontier content of the development of this discipline, the focus of current research and major scientific issues, so that students can not only know the current situation of the discipline, but also know the future development direction of the discipline; At the same time, as always, we should attach importance to experimental teaching, improve experimental teaching content and deepen students’ ability to solve practical application problems by using what they have learned.

2.2 Strengthen the education of basic knowledge

It is very important to strengthen the education of basic knowledge, make the cause and effect of the basic concepts and principles of the course clear and thorough, and let students have a deep understanding of these basic concepts and principles, which is not only the basis for teachers to teach next step, but also the key for students to flexibly use the knowledge they have learned to solve practical problems. Some teachers, especially young teachers, don’t pay attention to the explanation of basic noun concepts. In class, they often read out the definitions of noun concepts directly according to the textbooks. If some students ask questions, they should explain them appropriately. If no students ask questions, they will pass by. According to the actual teaching experience, few students will ask questions in class. On the one hand, students just come into contact with these nouns, and they don’t understand their meanings at all, so they can’t ask questions. In fact, asking questions is more difficult than answering them, because only when you have experienced them with your heart can you find out the problems and ask them. On the other hand, students may have a little knowledge of these

definitions, but in class, teachers don't set aside time for students to ask questions, which leads to the accumulation of students' little knowledge and problems, and ultimately affects the whole teaching effect and teaching quality.

Therefore, in the teaching process, teachers should explain the basic noun concepts clearly. As for how to explain them, each teacher has different methods, but the ultimate goal is not only to explain them clearly, but more importantly, to make students understand them. Here, the author thinks that it is not simple, even difficult, to do this. The author thinks that the background and process of the initial definition of nouns should be explained clearly. For example, the definition of "streamline" in Fundamentals of Hydrogeology (a line in the seepage field at an instant where the instantaneous flow direction of all water quality points on the line is tangent to this line) is very simple. If the teacher reads this concept directly, the students may also understand it, but the students may not be able to master this concept deeply and flexibly. A reasonable explanation should first tell the students about the phenomena and laws of groundwater flow observed by predecessors. At the same time, different explanations of these phenomena and laws by different scholars in different periods are clearly explained, and finally the concept of "streamline" is introduced, so as to enable students to deeply understand and flexibly use it.

2.3 Strengthen the cultivation of innovation ability

To strengthen the cultivation of students' innovative ability, first of all, students should accumulate knowledge, which requires teachers to strictly abide by the above ideas and methods of curriculum construction and teaching reform in the teaching process, strengthen the improvement of teaching content, strengthen the education of basic knowledge, and strengthen the combination of theory and practice, gradually guide students to deeply understand the curriculum content, flexibly apply the curriculum knowledge, cultivate students' ability to find and analyze problems, and let students boldly put forward their own ideas and ideas to solve problems, some of which accumulate over time.

2.4 Strengthen the combination of teaching research and scientific research

The purpose of teaching is to serve students, but also to serve the society. During the course construction and teaching reform of Hydrogeology, teaching achievements are transformed into social achievements. Teachers are required to strengthen scientific research while strengthening teaching research, so as to achieve the unity of teaching and scientific research. On the other hand, students are also required to fully understand the focus of scientific research and the development direction of future disciplines. This will not only help to transform teaching achievements into social achievements, but also point out the direction for students in their future study, work and scientific research, so that students can better adapt to the ever-changing and developing society.

2.5 Strengthen the connection between theoretical teaching and practical teaching

It is imperative to strengthen the combination of theoretical teaching and practical teaching in order to complete the objectives and tasks of the course construction and teaching reform of Fundamentals of Hydrogeology. The basic concepts and principles of Fundamentals of Hydrogeology are literally easier to understand than other professional courses in this discipline, but the course itself has strong applicability and comprehensiveness. Only by analyzing practical application problems in the teaching process can students understand deeply, master comprehensively and use flexibly. In addition, with the rapid development and renewal of science and technology, students will become backward workers who can't keep up with the development of the times in the future if they don't have a thorough grasp of its essence. On the contrary, if students can grasp the essence of the curriculum flexibly, they will be able to adapt to the situation in the future.

In addition, with the rapid development of computers, the development and application of various hydrogeology numerical simulation softwares have injected new energy into the development and innovation of this discipline. Therefore, in the course construction and reform, we should strengthen the teaching of numerical simulation, and comprehensively improve students' comprehensive analysis and practical problem solving ability. Therefore, the curriculum construction and teaching reform of hydrogeology should integrate theory with practice, strengthen the teaching of experimental practice and numerical simulation, and focus on cultivating students' practical ability and ability to solve practical problems.

3. Summary

Through the curriculum construction and teaching reform of Hydrogeology Fundamentals in higher vocational colleges, starting from changing the way of explaining basic concepts and principles, students' interest in learning has been improved, their learning enthusiasm and initiative have been stimulated, their ability to ask, analyze and solve problems has been cultivated, their innovative ability has been improved, and a group of high-quality adaptable talents have been trained for the society.

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Brief Analysis on Colorful Musical Visual Imaginary Space

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Abstract: By means of musical language, in the space of imitation, modeling, movement, symbol and suggestion, the art of music demonstrates the synesthesia between auditory art and visual art and presents the basic features, development prospects and space of music aesthetics.

Keywords: Music; Vision; Imagination; Space

“One gets different impressions of a mountain when viewing it from the front; sideways; at a close range or from afar. Fail to see what lushan mountain really looks like, only from within the mountain” is the poem written by Su Shi, the litterateur of the Northern Song Dynasty. Music rhythm and visual sense of space run through this masterpiece. It is soundly appropriate to use this poem to compare the creation of musical aesthetics. It is well known that, through the ages, human evolution and development tend to highlight the incomparable wisdom and energy to create imagination space in both visual art creation and auditory art creation. Endless rhythm, pitch, timbre, rhythm, melody, tune, form, mode, tonality, harmony, symphony, sonata... in the sacred halls of music and art have created a profound and colorful imagination space from hearing to vision. In this paper, the music visual imagination space function is created through several different aspects.

1. Visual Imaginary Space in Music Imitation

In research on music aesthetics, the origin seeking of music in introductory stage was “imitation theory” which has far-reaching influence. Even Aristotle, the Western thinker, also believed that art originated from imitation, “the instinct to imitate begins in childhood (one of the differences between man and beast is that man is good at imitation. Human learned the first knowledge from imitation). The sense of tone and rhythm is also in our gene, and those who were naturally most endowed with it at first develop it gradually and then improvise poetry. Imitating the sound phenomenon of nature is the specialty of music art, too far behind for other art forms to catch up with. In the present study, we just discuss how does music create a space for visual imagination through imitation. Beethoven used flute, oboe and clarinet to imitate the cries of nightingale, quail and cuckoo respectively in the second movement of *No. 6 Symphony Pastoral*, rendering a spring, the scene of birds ‘twitter and fragrance of flowers. In Chinese traditional music -- trumpet song *Song of the Phoenix*, the intermittent and crisp chirping of birds breaks the silence of the mountain forest. The song of birds from far and near, from sparse to dense -- a feast of birds. From near to far, the soft bird song makes the mountain forest return to calm, leaving only a few cicadas chirping occasionally, a quiet, warm and peaceful natural scene. *Warbling A Desolate Mountain*, the Erhu music, the birds will imitate perfectly, vividly show the rise and fall using a variety of onomatopoeia erhu playing skills. These flying creatures are having song feast. Imitations of natural phenomena in famous music creation and works at home and abroad planted a lot of associations in the audience’s mind.

2. Visual Imaginary Space in Music Model

Hegel, the German philosopher once said: “Music is moving architecture. Architecture is frozen music”. It implies that music enjoys a powerful auditory modeling function. It drives the audience to solidify their thinking in the process of enjoying the music, thus rendering the infinite variety of concrete imagination space so that the audience in the process of appreciating the music solidified thinking. In the *Moonlight Sonata* by Beethoven, there are continuous adagio in three movements, C sharp minor, in 2/2 time, tripartite form (first movement), Allegro minor, D flat major, in 3/4 beats, tripartite form (second movement), urgent board, C sharp minor, in 4/4 beats. Sonata form (the third movement) is like fine material, which builds a magnificent and thrilling movement full of beauty and tenderness, constructing a chapter full of excellent depression, tenderness and breathtaking magnificent movement. A “visual” image space arises spontaneously. It’s like a boat swaying on the moonlit surface of Lake Lucerne in Switzerland (Ludwig·Raelstub) and “a flower between two abysses”. The renowned poet Bai Juyi from the Tang Dynasty sent this historical tour of the traditional Chinese pipa, hearing the pipa throughout the night, he left the legendary work of *Lute Verse* based on Traditional Chinese pipa. Today, although it has been thousands of years, the music model and space created by Bai Juyi in *Lute Verse* “Still holds partly concealed. The bold strings rattled like splatters of sudden rain; the strings are whispering, anything is in a mixed rhythm, like globules falling to the jade plate. Those who have the same misfortune sympathize with each other. Strangers when we meet, the

heart is a lonely heart!” Have still been vivid in our mind and lingered in our ears.....The three sections of *House of Flying Daggers*, a famous traditional Chinese lute song, are organically composed, vividly shaping the grand, golden and thrilling Battle of Gaxia of Chu and Han. In particular, in the “Jiulishan War” music, the heroic and intense, rapid and powerful alternate playing method of “sweep, arrange, play, and arrange”, as well as the use of techniques such as “double string, push and pull” led the whole song to the climax.

3. Visual Imaginary Space in Music Movement

With respect to the particularity of music movement, Polish music aesthetician Lisa once said, “Music gives us a feeling of movement. It is presented to us as a series of changes and movements of constituent elements.” “The perception of sound motion enables us to conceive of things that the music cannot supply alone. The nature of music motion, while melody, harmony, and especially metronome -- the various types of rhythm, orchestration, and dynamics allow the listeners to visualize music motion and thus associate this sound movement with a vision -- a representation of space. *The Moldau* is a world-renowned masterpiece by Smetana, the Czech composer. Interpreting the movement of music to create a visual space, the whole work focusing on the shape of the river at dawn and night is of the greatest interest and soul-stirring feeling. At dawn, flutes and clarinets are being alternated with harp and violin pizzicato to produce excellent flowing patterns, like gurgling mountain springs and trickling streams flow merrily underfoot. As the night screen has hung down, the music for or played by a brass band and the sharp scream of woodwind represent the rushing torrent towards the canyon. It’s like a dead horse, wild and uninhibited, lightning flashes and thunder rumbles -- what a breathtaking picture. *Divina Commedia-The Inferno* by Dante Alighieri, “there was an earth-shattering bang from the muddy waves, breathtaking, shocking the shocks both sides of the river.....” Listening to Russian composer Borodin’s symphonic painting *On the Central Asian Steppe* feels like being in the vast steppe, which is similar to photographic art guided eye technique, where violin, flute, oboe, cello, double bass, English horn, a variety of instrumental music single and ensemble are flowing in the open field. “Over the monotonous, yellow, sandy steppes of central Asia came the strange melody of quiet Russian songs. Then the horses and camels are approaching, with the melancholy tones of old Oriental songs. Protected by Russian troops, a caravan of indigenous merchants, crossed vast prairies and deserts and drifted away. Russian songs interweave harmoniously with old Oriental songs, lingering over the grassland for a long time, and finally disappearing over the grassland. “The “flowing water” in the famous Chinese ancient song *Lofty Mountains and Flowing Water* vividly depicts various dynamics of running water through “harmonic overtone, brush, rich, note, roll, up and down” and other fingering techniques. These moving pictures include hanging spring waterfall, pouring maninsan, deep pool blue water, and layers of waves like snow.

4. Visual Imaginary Space in Music Symbol

In the realm of art, “symbolism” has been used in many forms of art, most notably and lively ones are poetry and music. *Petrel* by Gorky, Russian literary master, like a sing of praises, tragic and vigorous. It is filled with lightning flashes and thunder rumbles, and violent storm, which is a symbol of the proletarian revolution of the pioneers of the heroic war, wisdom and courage, and of the proletarian revolution will win the bright future. The *Yellow River Cantata* is the masterpiece (handed down from a long time) of Xian Xinghai, the Chinese people’s artist was good at creating dignified and majestic works. And they are the model of large-scale music works in modern China The whole piece of *Yellow River Cantata* consists of overture and eight movements, covering a variety of singing forms. This work includes mixed chorus, music poetry recitation, male and female duet, each singing one part, sing in chorus, baritone singing a round, and soprano solo. Songs for Yellow River, praises for the Yellow River, protection of the Yellow River, the Yellow River is in the groan, the Yellow River in the roar, the Yellow River is in a rage, the Yellow River is symbolizing the great national spirit of the indomitable Chinese nation united as one to fight against foreign aggression. Debussy, the French musician, is the most outstanding impressionist music founder in the history of music worldwide. The orchestral piece *The Sea* is Debussy’s masterpiece. It has flowing light and shadow like impressionist style. He completed the sketch of the rhythm of sound by means of rich and varied harmonic techniques and colorful orchestration techniques to symbolize the sea of three different time periods, different state scenery and character, from blue tonal melody, playing and beating timbre, to violent restless rhythm.

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An Analysis of Munro's Works from the Post-colonial Perspective

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Abstract: Alice Munro is an outstanding Canadian short story writer, Nobel Prize winner in Literature for *Runaway* in 2013. Most of Munro's works are set in the remote towns of southern Ontario, highlighting unique indigenous nature of Canada. It is noteworthy that Canada is a post-colonial country, and Munro's works are deeply influenced by the post-colonial characteristics of Canada. So far, domestic and foreign scholars tend to study Munro's stories from two main aspects of narrative strategy and feminism, but they often neglect the post-colonial nature of Munro's writing. Therefore, starting from the post-colonial perspective, this paper attempts to deeply explore the construction of post-colonial features reflected in Munro's writing for the purpose of having a deeper understanding of her works.

Keywords: Alice Munro; Post-colonial Perspective; Indigeneity; Otherness

1. An Introduction to Munro and Her Works

As one of the most important spokesmen of contemporary Canadian literature, Alice Munro is especially famous for her short stories. In 1968, Munro published her first collection of stories *Dance of the Happy Shades*, which won the Canadian Governor General's Literary Award. From then on, she began to establish her position in the Canadian literary world, and gradually became prestigious worldwide. Her representative works include *The Moons of Jupiter*, *Friend of My Youth*, *Open Secrets* and many others. In 2013, Munro won the Nobel Prize in Literature for her outstanding work *Runaway*.

Most of Munro's stories are set in the remote towns of Ontario, highlighting unique indigenous feature of Canada. Many critics have analyzed Munro's works from different angles. For example, Christopher E. Gittings argued that Munro tried to construct a Scots-Canadian ground in her works by connecting Scottish history with Canadian locality in her stories^[1]. Rowland Smith analyzes two heroines' images of Munro's stories from feminist perspective. Anne and Almeida both suffered from the oppression of the patriarchal society at that time; finally they regained spiritual salvation and liberation by walking into the wilderness^[2]. Fiona Tolan combined the female subject with narrative mode, but she avoided one-sided view of women's escape and return as a failure and compromise to the society, but realized that women may encounter many difficulties in the process of self-fulfillment^[3].

2. What is Post-colonial Perspective?

When it comes to post-colonial topics, many people tend to think of Edward Said as the most representative post-colonial theorist. In the field of post-colonial studies, Said's position is irreplaceable. However, the way of argumentation Said uses in his works is the traditional binary opposition, and his Orientalist views depend on a culturally constructed distinction between the Occident and the Orient. On the contrary, this paper adopts an innovative post-colonial perspective to study the problems raised in the settler colonies like "the relationship between social and literary practices in the old world and the new one; the relationship between the indigenous populations in settled areas and the invading settlers; the relationship between the imported language and the new place"^[4]¹³³. All these relationships are closely linked with the post-colonial characteristics reflected in Munro's works.

In *The Empire Writes Back*, Ashcroft puts forward that the true meaning of post-colonial "covers all the culture affected by the imperial process from the moment of colonization to the present day. This is because there is a continuity of preoccupations throughout the historical process initiated by European imperial aggression"^[4]². Hence, the literatures of Canada, Australia, India, Africa countries and so on all belong to the post-colonial literatures. What these literatures have in common beyond their distinctive regional characteristics, is that they emerged in their present form out of colonial experience and asserted themselves by foregrounding the tension with imperial power, and by emphasizing their differences from the assumptions of imperial center. It is this that makes them distinctively post-colonial.

This is also pointed out in *The Empire Writes Back*: "It is therefore arguable that, even before the development of a conscious de-colonizing stance, the experience of a new place, identifiably different in its physical characteristics, constrains, for instance, the new settlers to demand a language which will allow them to express their sense of otherness"^[4]¹¹. That is to say, people in the settler colonies have to construct a native culture which is different from that of Europe. Because this is not only an attempt to understand or describe the different reality, but also a struggle to create an indigenous culture in opposition to that imposed on them. They want to free themselves from the restriction of European colonization and establish their own national character. In Munro's works, she tries

to construct the indigeneity and otherness of Canada through depicting the daily life of Canadian small town residents.

3. The Construction of Post-colonial Features in Munro's Works

As is known to all, Canada is a post-colonial country. Due to its remoteness of geographical environment and subordination of cultural economy, Canada has always been in a marginal position. It is this marginal position that determines the difficult survival of Canadian literature in the cracks between the long-established European literature and the prosperous American literature. Hence, Constructing Canada's national character in a harsh environment has always been an urgent and persistent pursuit of Canadian writers. As one among these writers, Alice Munro graphically presents the national character of Canada by means of constructing the post-colonial characteristics in her writing. Through close reading of the text, we find that post-colonial features embodied in Munro's works are mainly manifested in two major aspects: indigeneity and otherness. On the one hand, Canada's indigenous nature is vividly reflected by celebrating its natural beauty and constructing people's sense of identity in daily life. On the other hand, through giving the typical example of Canadian residents' deviation from Scottish traditions, the feature of otherness is also completely expressed in Munro's works.

Munro uses her own way to construct Canadian indigeneity in her stories. Compared to other Canadian writers, she finds an unusual way to eulogize the natural beauty of Canada by vividly depicting the Canadian wilderness. In her writing, sunrise, swamp, wild plants and even mist in the wilderness are all so charming and fascinating. Thus, Munro's portrayal of the Canadian wilderness overturns traditional perception. Besides, many protagonists in Munro's works are Scottish descendants who immigrated to Canada, struggling to construct their national identity with this new land. The process of searching for identity is tough and arduous, but her protagonists courageously overcome all kinds of hardships, ultimately build their identities in daily life and thus constructing the indigenous nature of Canada.

In "Meneseteung", a story from Munro's work *Friend of My Youth*, the poetess Almeda immigrated to Canada when she was only 14 years old^[5]. In 1854, her father took her family to the wilderness of Canada. Although her father was a harness maker, he could recite the content of Bible and Shakespeare's works. More importantly, the poetess's father eventually took root in this new land and built a comfortable house in which the poetess lived for a long time. Although this uneventful narrative in the novel is the most ordinary detail of life, we can see the Scottish immigrants' spiritual identification with their new homeland. As a young immigrant writer, Almeda faces the mission of celebrating national traditions and eulogizing the native land. "Champlain at the Mouth of the Meneseteung" is one of her representative poems. This poem "celebrates the popular, untrue belief that the explorer sailed down the eastern shore of Lake Huron and landed at the mouth of the major river".^{[5] 124}

"Dance of the Happy Shades" is another short story of Munro^[6]. This signified Canadian people's escape from their motherland in the post-colonial context. They are eager to get rid of European colonization and construct their otherness. Canadian people want to build their own culture and identity, rather than changelessly inheriting the culture of motherland. Only in this way can Canada get rid of its embarrassing marginalization in the international community and gain its own independent status.

4. Conclusion

As a post-colonial country, Canada was once alienated by the British and French cultures internally and threatened by the imperialist culture led by the United States externally, so it was geographically and psychologically marginal for a long time. As Margaret Atwood put it, the victim position of Canada is the root reason why its literature highlights the theme of survival^[7]. Canadian writers have been working hard to establish their native identity through praising Canada's unique history and culture in their works. In Munro's works, she vividly portrays how marginalized Canadian people construct their national identity in the post-colonial context. From being passively defined by the imperial center of Europe as the edge, to actively settle on the edge and squeeze the European center, Canada will eventually transcend the post-colonial attitude of center and periphery to represent its own ingenious feature and gain worldwide recognition.

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Contemporary Display of Chinese Traditional Culture——Take the 7th World Military Games as an Example

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Abstract: This paper expounds various cultural phenomena of the 7th world military games in Wuhan one by one, and analyzes the essence of traditional culture behind the cultural phenomena, so as to let the wisdom of ancient traditional culture mirror the future and find the laws that can be used for reference.

Keywords: Tradition; Culture and art; Military games; Regional culture

Competitive sports is the civilized form of modern war, and it is also the ritual construction of soldiers in peaceful times. The world military games is an excellent platform for countries to show their military strength, strengthen dialogue, enhance exchanges and expand influence in peacetime. It is known as the “military Olympic Games”. The torch of peace has been passed down. China holds the world military games and sends out a grand invitation to the world. Through the grand military games, China conveys the concept of peaceful development to the world. Chinese traditional culture is the accumulation of collective experience of Sinochem. It includes not only the mode of thinking and moral norms in the spiritual category, but also the artistic symbols and utensils in the visual category. A large number of Chinese traditional patterns, national crafts and elements with regional characteristics are quoted in the advertising materials of Wuhan military games, which greatly enhances the public’s sense of identity and affinity for the works.

The theme song “the firewood of peace” of the current military games has a bright rhythm, beautiful melody and full of youthful vitality. It aims to pass on the firewood of peace from generation to generation through the military games, which is a bridge of friendship. Once it is launched, it is sung by the audience. The theme of “sharing friendship and building peace” of Wuhan world military games is passed on to every corner of the earth. It’s a corner. “Sleeping pigeons and no flying shells” in the song is in line with the traditional ideas of “casting swords for ploughs” and “fighting for wealthier and wealthier”, while paying homage to Bob Dylan’s “floating in the wind”. This is the crystallization of China’s ancient diplomatic thoughts, and it is also the consistent attitude of contemporary China towards diplomatic relations. In 2016 bury the hatchet of the extremely elegant and valuable speech, general secretary Xi Jinping put forward in the new year’s message: “I hope the international community will make joint efforts, more peace and cooperation, and turn the war into a friendship, and jointly build a common destiny of mankind shared by all peoples.”

Wuhan military games propaganda film “we are together”, the director from the dawn, faithfully recorded the hard-working PLA athletes embarked on the journey, again and again exhausted, again and again in full swing. The resolute eyes of soldiers and the tenacious persistence of athletes. The theme of the film conveys to us the national spirit of unremitting efforts in Chinese traditional culture. With the development of Zhoubi, the book of Jin will be published forever. After Dongxi’s arrival, the book of changes will rise at dawn. It is full of ambition and ready to go. Rooted in the fertile soil of Chinese civilization, the propaganda film contains the spirit of Yanhuang Culture. It shares the treasures of Chinese traditional culture with people all over the world, enhances the cultural identity of citizens, and stimulates the patriotic enthusiasm of the masses. Traditional culture is highly concentrated in a short period of five minutes, full of strong oriental implication. It accurately portrays that military athletes keep their original intention, fight side by side, live together for victory, and compete hand in hand for glory.

The advertisement of Wuhan military games is not only full of military flavor, but also full of traditional culture. First of all, it is reflected in the loud slogan of Wuhan military games. “Create military glory and build world peace”. Excellent embodiment of the “sports friendship” military games purpose. It expresses the common aspiration of the host country and military athletes from all over the world to “share friendship and build peace together”. In the battlefield without smoke of gunpowder, we can compete and display the style of soldiers in an all-round way. Taking history as a mirror and looking forward to the future, we should integrate the requirement of building a strong army with the long cherished wish of advocating peace. Military movement engraves military prestige and glory for the city, and the torch of military movement shines with the light of Chinese civilization and sports spirit. The military feast and the home court diplomacy of the Chinese government have left a heavy Chinese mark on the history of the military games.

The opening ceremony of the Wuhan games surprised the whole world. Bamboo slips, the Great Wall chariot, Hanfu folding fan, Ci Fu Danqing, the Silk Road, Dunhuang Flying sky, the confluence of four rivers, and the arrival of all countries to Korea all show

the diplomatic thoughts of good neighborliness, friendship and peaceful coexistence of a great country. The Chinese government has always adhered to a clear-cut defensive national defense policy, and solemnly put the proposition of “never seek hegemony, never expand, never seek sphere of influence” into the white paper of China’s national defense. The military games official sports uniform “national charm camouflage pattern” uses the Warring States period Jingchu embroidery “hunting pattern” is the source of Chinese national military theme pattern. The inspiration of the costumes of the ushers of the opening ceremony comes from the chime bells of Marquis Yi of Zeng unearthed in Suizhou, Hubei Province, and some of the creative ideas of the dance beauty come from the image of the painting “the painting of cars and horses traveling” in the Chu tomb.

The emblem of Wuhan military games is called “the link of peace and friendship”. The main image is composed of dove of peace, five pointed star, ribbon and Arabic numeral “7”. Seven “five pointed stars” form a “7” shaped rhythmic ribbon. Although the five pointed star is not the first and only one in China, in the system of Yin Yang and five elements of Chinese civilization, the five elements complement each other, which coincides with the shape of the five pointed star. One corner of the first five pointed star is the silhouette of a deformed “dove of peace”, which is combined with the other six “five pointed stars”, implying that the soldiers of all countries gather in Wuhan to join hands in forging a friendship of peace and participating in the grand celebration of peace. The “Ribbon” not only looks like the natural landform of the confluence of the Han River and the Yangtze River, but also coincides with the session of the Wuhan military games. One belt, one road, one principle runs through it all. China’s “one belt, one road” strategy is the core development strategy of the “one belt and one way”. It highlights the idea of building a common destiny for mankind in the same area as “the one belt and one road”. It represents the lofty concept and great power of China’s peaceful development. The ticket design of Wuhan military games extracts a lot of traditional Chinese elements and extracts the essence of excellent national culture. He has a unique personality. The main colors of the ticket are red, yellow, blue and green. The most famous landmarks of Wuhan, such as Sheshan Yellow Crane Tower and Wuhan Yangtze River Bridge, are carefully selected in the background. With sword pattern, chime bell pattern and carapace pattern, the design is exquisite, the cultural connotation is rich, the hierarchy is clear and the overall shape is grand. In addition, the idea of superposition and juxtaposition of sports silhouette and peace dove coincides with the theme of “sharing friendship and building peace” of the military games. The face is dignified and elegant, full of texture, with national temperament and international style. The more ethnic, the more pure, the more unique aesthetic taste, distinctive Oriental cultural characteristics, so that the audience at first sight. Bingbing, the mascot of the current military games, is derived from the giant panda in the water, *Acipenser sinensis*, with a unique Chinese mark. It highlights the geographical relationship between the current military games and the Yangtze River, and the inherent biological backflow characteristics of *Acipenser sinensis*, which is in line with the spirit of Chinese national “family” culture.

Chinese traditional culture is the river bed of sports advertising rooted in the traditional context, implying the original motif under the form. Let Chinese traditional culture attract more fans. Whether it’s tickets, emblem, mascot or official propaganda film, the presentation and narration of their ideas are imperceptibly influenced by the Oriental thinking, with the imprint of Yan, Huang and Zhou. The military games bring Wuhan an unprecedented international stage. Through high-quality event publicity, audiences all over the world can memorize Wuhan in a very short period of time and stimulate their love for Wuhan. The popularity, influence and reputation of the city have been significantly improved.

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A Study on Senior High School English Reading Teaching Pointing to the Cultivation of Thinking Quality

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Abstract: *The English Curriculum Standards* (2017 edition) for the first time clearly listed the quality of thinking as one of the core competencies of the discipline. However, the current problem facing high school English teaching is how to effectively cultivate students' quality of thinking. Therefore, teachers need to actively implement the cultivation of core competence, strive to combine English reading teaching and the cultivation of thinking quality, and cultivate the thinking quality of students through English reading teaching.

Keywords : Senior high school; English reading teaching; Thinking quality

1. Background of the Research

High school students are in a critical period of life development. Cultivating good thinking quality is very important for their all-round development. The English curriculum standard for senior high schools (revised in 2020) puts forward the specific objectives of cultivating students' thinking quality: to be able to distinguish specific phenomena in language and culture, sort out and summarize information, construct new concepts, analyze and infer the logic of information, correctly judge various ideas, creatively express their views, and have the awareness of multiple thinking and the ability of innovative thinking. Therefore, it is urgent to cultivate thinking quality in senior high school English teaching. However, at present, English teaching ignores the value of subject education and lacks the training of students' thinking quality, especially in the cultivation of thinking quality in English Reading Teaching in senior high school. In addition, many English teachers are guided by exam oriented education in reading teaching. They only focus on explaining English language knowledge, ignore helping students understand the deep meaning of the article, and have less interpretation of the deep information. In particular, some teachers are unclear about the specific activities of the cultivation of thinking quality in reading teaching activities, and how to implement the cultivation of thinking quality in teaching is not clear. Such reading teaching will be contrary to the concept advocated in the new curriculum standard. Specifically, the above reasons lead to students' difficulties in reading comprehension. Based on this, it is necessary to explore effective strategies of thinking quality training in senior high school English reading teaching.

2. Research on thinking quality at home and abroad

In the early 1950s, some foreign researchers have begun to explore the quality of thinking. Based on the three-dimensional framework of intelligence of thinking, J.P. Guilford (1950), an American Psychological researcher. He focused on the cultivation of thinking quality, and pointed out that divergent thinking is the core of creative thinking. In 1956, Smirnov emphasized the personality quality of thinking and pointed out that the personality quality of thinking includes depth and breadth, order and agility, independence and flexibility. In 1979, he pointed out that wisdom quality plays a decisive role in personality thinking quality, and expounded that thinking quality involves many aspects, such as thirst for knowledge, depth of consciousness, critical thinking, flexibility and logic of wisdom. Subsequently, Kravetsky (1984) proposed that there are differences in people's thinking activities, which are embodied in a variety of thinking qualities.

Many domestic scholars also have relevant research on thinking quality. Professor Zhu Zhixian and Professor Lin Chongde (1984) proposed that thinking quality is the expression of intellectual characteristics in individual thinking activities. Shao Zhifang (2001) believes that thinking quality consists of the following aspects: deep thinking, open thinking, accurate thinking and flexible thinking. In recent years, some scholars have added the meaning of thinking quality. They believe that thinking quality includes not only intellectual factors, but also non intellectual factors. According to the English curriculum standard for senior high schools (revised 2020), thinking quality refers to the ability and level of thinking in terms of logic, criticism and innovation. Although scholars hold different opinions on the discussion of thinking quality, they are all in the high-level cognitive activity of measuring and judging thinking quality.

3. Teaching strategies of English reading in senior high school pointing to the cultivation of thinking quality

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3.1 Pay attention to the value of education and “learner centered”

“Learner centered” and ensuring students’ active and effective participation in the classroom are the premise and basis for improving students’ thinking quality in English reading teaching. The creation of thinking classroom must first be “learning centered”. The starting point of teaching design is for students’ learning, not teachers’ teaching. Secondly, teachers need to “let students learn”, that is, let students have more discourse power, so as to change the phenomenon that students are “studied”, “thought” and “interactive” under the “leadership” of teachers. Finally, teachers need to respect students’ thinking achievements and enhance students’ self-confidence and initiative.

3.2 Optimize the design of English teaching activities and cultivate the quality of thinking

Teaching design should be “learner centered”, based on students’ experience, students’ thinking and students’ needs, so that students want to learn, learn and learn well. Teachers should first interpret the text in depth. Text interpretation generally includes title, author, style, structure, semantics, language and strategy. Secondly, teachers consciously explain the content graphically in the process of reading teaching. Thirdly, teachers need to design hierarchical and systematic problem chains, that is, create problem situations. Classroom questioning must be carried out from outside to inside, from simple to deep. Teachers should pay attention to the relevance and logic of questions and topics, and help students develop their thinking ability of combining, constructing, distinguishing, analyzing, judging and evaluating. Fourthly, teachers need to create activity situations in reading teaching. Exploratory and discovery activities in the task context should be designed for students.

4. Conclusion

The cultivation of thinking quality needs a long-term process. Teachers need to help students build their thinking mode with the help of strategies and spend a lot of time to gradually cultivate students’ ability of independent thinking. Cultivating the thinking quality of senior high school students not only meets the requirements of the new curriculum standard, but also the inevitable result of promoting quality education in China.

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Analysis of Chinese Tourists' Expectations and Satisfaction with Thai Tourism

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Abstract: With the development of economy, more and more Chinese tourists choose Thailand as their tourism destination, which is both an opportunity and a challenge for the development of tourism in Thailand. Under this background, it is meaningful to explore and analyze the tourism expectations and satisfaction of Chinese tourists after their on-site experience in Thailand.

On the basis of previous studies, this study compares the expected value of different tourism factors with the actual experience satisfaction model, combines the results of the questionnaire survey, carries out data analysis with the help of software, verifies the research hypothesis and draws conclusions. The study finds that Chinese tourists' satisfaction in Thailand is highly correlated with the expectations of various tourism factors, and both of them are influenced by the differences of Chinese tourists' demographic information. At the same time, the overall satisfaction is affected by various specific satisfaction factors, showing a linear additive relationship. Finally, this study analyses the conclusions and problems found, and puts forward some countermeasures and suggestions based on Thailand's relevant policies, economic and cultural status, to provide a suggestion for the sustainable and healthy development of Thailand's tourism market to China.

Keywords: Chinese; Tisfaction; Thai tourism

1. Introduction

1.1 Research Background

Since 1986, Thailand has been one of the first overseas countries to win the favor of the Chinese people and the Chinese government supports and approves the Chinese people to travel. Thailand has the opportunity to welcome Chinese tourists to Thailand. The annual growth of tourists is increasing.

The average number of early tourists is about 10,000, which has been increasing to 100,000 in succession. In 2006, the number of tourists exceeded 1 million. However, this is more than 1 million. Growth did not stop there. Therefore, in 2012, Chinese tourists ranked first in Thailand, with a population of approximately 2.78 million (Thailand Ministry of Tourism, 2013). In the past two decades, the growth rate has doubled. The development of tourism in Thailand will change very quickly, not only the number of visitors, but also the way of travel and the institutions of tourists.

However, the trend is relatively high, and overall, the importance is the driving force of Chinese tourists. Therefore, it is essential to study and focus on the close changes associated with Chinese tourists, and prepare for potential to predict changes that can be effectively made. In the end, if you can only wait for the results, the number of Chinese tourists will exceed Thailand's affordability. It will cause later problems and affect the national tourism image^[1].

Tourism is an industry with promising prospects and an important reason for the country's social and economic creation. Tourism not only brings the source of foreign currency, but also develops and improves the local living standards. In addition, tourism contributes to the development of transportation infrastructure, including trade and investment.

When the country is facing an economic crisis, tourism is very important to Thailand, not only to create national income, but also to help restore the economy faster than the industry and services. However, the tourism industry will have a strong competitive trend. In turn, rapid change and sensitivity, and for negative factors, both abroad and domestic may be unavoidable.

1.2 Statement of the Problem

Tourism is a service industry that plays a huge and important role in the economy and society. (Haiyan Kong, 2009)

As tourism can make huge amounts of income for countries and regions, the booming tourism industry is the key to Thailand's development and economic stability.

However, in recent years, as the demand for Chinese tourists to travel to Thailand has become increasingly strong, and due to various objective reasons and the limitations and impacts of emergencies, the satisfaction of Chinese tourists to Thailand is not high. If the demand for growth is not properly carried, the Chinese tourists will not have the expected level of experience in Thailand because of various known and unknown limitations. In the long run, the development of tourism in Thailand will be very unfavorable^[2].

1.3 Research Questions

(1) What are the expectations of Chinese tourists for Bangkok, Thailand?

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- (2) What conditions and factors have influenced Chinese tourists' satisfaction of Bangkok, Thailand?
- (3) What are the most satisfactory and unsatisfactory aspects of Chinese tourists in Bangkok, Thailand?
- (4) How do Chinese tourists evaluate Thailand's tourism (Bangkok)?
- (5) Do differences in demographic information influenced Chinese tourists' satisfaction and expectations of Bangkok, Thailand?

2. REVIEW OF RELATED LITERATURE AND STUDIES

2.1 Relations of Customer Satisfaction and Expectations

Bikesheng (2015) pointed out: customer satisfaction depends on two aspects, pre-purchase expectation and post-purchase perception effect. The perceived effect of the product/service is largely determined by the enterprise. Customers' expectations are mainly reflected in three aspects: previous purchase experience, information from others and marketing activities of the company. So the expectations of the customers will also be greatly affected by the company.

Thus, to understand customer satisfaction (especially the expectations and the actual situation of contrast) is very important for the benign development of tourism industry, 'before buying experience' may decide to visitors next time will once again choose to travel in Thailand, the information from the others could affect the potential customer's final decision.

Therefore, satisfaction study should aim to investigate the satisfaction level of Chinese tourists in Thailand, as well as the feedback and influencing factors of Chinese tourists' satisfaction, such as population profile, marketing mix and willingness to visit again.

2.2 Satisfaction of Chinese Tourists in Thailand

Zhang Tianying and He Zhen (2015) had studied on the satisfaction of Chinese tourists in Thailand. In their study, the 475 Chinese tourists who participated in the questionnaire were mainly divided into 14 factors in terms of their least satisfaction with Thai tourism.

First of all, the survey shows that Chinese tourists are less satisfied with the hospitality of the Thai people, and they may encounter some unexpected situations during the trip. However, only 7% and 9% of Chinese tourists are dissatisfied with the security of Thailand. 5.9% of tourists are dissatisfied with the service quality of tour guides in Thailand. Among the small number of people, 6.7% said they were not satisfied with the reasonable price. Tourists' dissatisfaction with the entertainment environment in Thailand accounted for 18.1%, 1.9% and 9% of the total number of respondents who were very dissatisfied. It can be seen that some tourists felt that some entertainment items were inappropriate and unacceptable.

Secondly, only 5.3% of Chinese tourists are dissatisfied with the shopping condition when they travel to Thailand. The food quality of Thailand is not satisfied with a few tourists, among whom 15.2% are not satisfied, 6.1 are not satisfied, and 2.5% are not satisfied. This small part of people mainly because of the accommodation conditions did not meet the expectations of the expected so showed a negative attitude; at the same time, less than 20% of tourists are dissatisfied with the transportation and conditions in Thailand.

Finally, tourists are not satisfied with said climate conditions for 27.8%, the unhappy with 3.6%, 2% and very dissatisfied, this means that the climate of Thailand conditions more or less affect the satisfaction of visitors to Thailand, mainly because of the weather the country mainly high temperature drying, many visitors to Thailand tourism to a certain extent, can't accept such a high temperature; Meanwhile, the total number of tourists dissatisfied with Thai customs was 6.9%. This small part of the people is mainly clean streets and road signs, as well as scenic information release and live dissatisfaction with the lower level.

According to the study, entertainment environment, folk customs and weather factors also greatly influence tourists' overall satisfaction with Thailand.

3. Theoretical Framework

From a personal point of view, customer satisfaction refers to a customer's emotion about the consumption experience of a product or service, which reflects that the customer will produce an expectation before purchasing a product or service, and then compares the differences in the actual performance of the product or service.

4. Methods of Research Used

This study will mainly adopt quantitative analysis.

Quantitative analysis provides data in digital form for this study. Because the data is in digital form, statistical tests can be used when presenting the data.

In terms of data collection, this study adopts self-filling questionnaire survey method.

This study will use the questionnaire which was translated into Mandarin Chinese (simplified), to gain the primary information.

Because considering the saving of manpower, time and funds, the questionnaire survey method has the greatest advantage, that is, it can break through the limitation of time and space, and investigate many subjects simultaneously in a wide range.

At the same time, the questionnaire survey method is convenient for quantitative study of the survey results.

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Practice of Cultivating Modern Apprentice Talents in Geology Major in Higher Vocational Colleges

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Abstract : Modern apprenticeship enterprise curriculum is a new curriculum form that promotes school-enterprise cooperation and integration of production and education. Before there are relatively mature strategies in all aspects of enterprise curriculum construction, it is very necessary to actively strengthen the system construction and promote development through system. On this basis, this paper summarizes and analyzes the significance and practice of cultivating modern apprenticeship in geology major of higher vocational colleges, so as to better promote the all-round development of talents.

Keywords: Geology major in higher vocational colleges; Modern apprenticeship; Personnel training

1. The significance of cultivating modern apprenticeships in geology majors in higher vocational colleges

1.1 Students

The new training mode of geological professionals in higher vocational colleges perfectly integrates the corporate culture and social needs into the new training mode of high-skilled talents. The knowledge given by teachers to students is the latest and most effective professional knowledge of the industry. Students will not be confined to the theoretical knowledge of classroom teaching, but also have plenty of time to participate in social practice. This not only improves college students' ability to apply theoretical knowledge, but also improves their professional quality and social integration ability, so that students can integrate into society faster, complete the role change, and adapt to social development faster and better.

1.2 Higher vocational colleges

By reforming the training mode of new-type high-skilled talents, the talent training mode of "enterprise-led, school-enterprise cooperation, two teachers and one course, integration of production and education" will be established. According to different job groups, students' vocational skills will be cultivated at different levels, which can meet the needs of more skilled professionals for enterprise development. Through this training mode, the quality of talent training and employment in higher vocational colleges can be improved, and the popularity and social strength of higher vocational colleges can be promoted. At the same time, this new training mode of highly skilled talents can also be used for reference by other higher vocational colleges.^[1]

1.3 Enterprises

It can train and deliver all kinds of skilled talents that truly meet the actual job requirements of enterprises to meet the continuous development needs of enterprises. Reduce the training cost of enterprises, solve the problem of "shortage of skilled workers" to a great extent, and enhance the core competitiveness of enterprises.

1.4 Government

The government enables the cooperation among higher vocational education, enterprises and skilled talents, arouses the enthusiasm of all parties, trains more and better new professionals with high quality and skills, and enhances the strength and influence of regional enterprises in the whole industry field.

2. Practice of cultivating modern apprenticeships for geology majors in higher vocational colleges

2.1 Clear modern apprenticeship enterprise curriculum system

There are special objects to face, and special management institutions and organizations are needed to function and serve the special objects. From the influencing factors, the modern apprenticeship enterprise curriculum system involves people, text materials, material space environment and so on. People mainly refer to the decision makers, designers, users and managers of courses. Text materials mainly refer to text-based materials such as curriculum standards, curriculum plans and teaching materials. The physical environment mainly refers to the equipment and places for running modern apprenticeship enterprise courses. These factors have become the contents involved in the curriculum management of modern apprenticeship enterprises. Then, these factors that constitute

the modern apprenticeship enterprise curriculum system should be governed by specialized management institutions and organizations. On the one hand, specialized modern apprenticeship enterprise curriculum management committees or curriculum committees can be set up in schools or cooperative enterprises to deal with enterprise curriculum matters; On the other hand, it can play the role of industry association, enterprise alliance and industry-education integration alliance to manage the operation of modern apprenticeship enterprise courses. [2]

2.2 Establish the rules and procedures of modern apprenticeship enterprise curriculum operation

Scientific operating rules and procedures are the important embodiment of modern apprenticeship enterprise curriculum system. The operating rules and procedures of modern apprenticeship enterprise curriculum are mainly embodied in enterprise curriculum standards, steps of enterprise curriculum development, implementation rules of enterprise curriculum, evaluation methods of enterprise curriculum and so on. These aspects regulate and restrict the practical behavior of modern apprenticeship enterprise curriculum. In these aspects, some need to issue unified standards at the national level, some need to issue guidelines at the organizational level of industry associations in a certain professional field, and some need to issue implementation rules and methods at the school and enterprise levels. First, organize efforts to develop the curriculum standards of modern apprenticeship enterprises. Call for the introduction of national standards for modern apprenticeship enterprise courses. Curriculum standard is a teaching guiding document that specifies the course nature, course objectives, content objectives and implementation suggestions of courses in a certain field. The modern apprenticeship curriculum standards have aroused people's attention, but at present, China still lacks attention to the modern apprenticeship enterprise curriculum standards. Secondly, give full play to the role of industry associations and enterprise alliances, and formulate guidelines for the development steps, implementation rules and evaluation methods of modern apprenticeship enterprise courses. Referring to the experience of Germany, the authorities at the federal government level, employers' and employees' associations of enterprises, state education authorities and other forces worked together to make a series of specific operating procedures and regulations on enterprise training and teaching plans. Finally, the school and the enterprise cooperate to formulate the detailed rules for the implementation of enterprise courses in a specific major. The enterprise curriculum needs to make good use of the collaborative mechanism between the school and the enterprise to formulate the detailed implementation rules of the enterprise curriculum. Because most of the enterprise masters do not know the apprentices' skills learning rules very well, it is precisely necessary for the school to provide strength to cooperate with the enterprise masters to design the detailed implementation rules of the enterprise curriculum.

2.3 Effective arrangement of teaching process

The modern apprenticeship school-enterprise cooperation pilot class of geology major in higher vocational colleges adopts a phased and progressive mode of school-enterprise work-study alternation to arrange teaching. In the first semester, freshmen focus on professional basic courses, set up corporate brand culture courses, and promote students' understanding of enterprises and sense of identity and belonging to corporate brands through the interaction of part-time teachers in enterprises, lectures, visits to enterprises and internships under students. From the second semester to the fourth semester, with the deepening of professional backbone courses, according to the needs of different positions and courses, the enterprise practice will be carried out step by step from half a day to several weeks, and work-study alternation will be carried out, so that the professional knowledge that students have learned at school can be practiced and consolidated in time; In the fifth and sixth semesters, students will focus on internship in enterprises. The enterprises will provide a technician for every 1-2 students, and the school teachers will follow up, check and guide them regularly. The enterprises will give students with excellent academic performance and high skill level early employment and sign pre-employment contracts, so that they can enjoy formal employee treatment during their studies. With this phased and progressive teaching process arrangement, we can truly realize the joint training mode of enrollment and recruitment, ensure that students can get employment as soon as they graduate, and realize zero-distance employment.

3. Conclusion

To sum up, the modern apprenticeship training mode is of great practical significance to vocational colleges, enterprises and learners. The development of curriculum system based on modern apprenticeship and the formulation of related training methods directly affect the development prospects of vocational colleges. In actual teaching, there are differences in both teaching organization and implementation. Therefore, teachers of urban geology major in higher vocational colleges must strengthen cooperation with enterprise staff, give full play to the advantages of teaching and resources of the school, achieve win-win situation between schools and enterprises with the help of professional training and industry atmosphere of enterprises, and jointly promote the all-round development of talents.

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Influence and Development Path of Big Data in College Education Management

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Abstract: Nowadays, with the transformation and upgrading of science and technology, big data technology is widely used in various fields in China. It plays an important role and provides convenient conditions for people's work and life. The introduction of big data technology in college education management has effectively improved the management efficiency and quality, and promoted the healthy, stable and sustainable development of college education.

Keywords: Education management; Big data; Colleges and universities

1. The impact of big data on college education management

1.1 Favorable impact of big data on college education management

The beneficial impact of applying big data technology to college education management is mainly reflected in the following aspects: first, big data technology can speed up college education management and pay more attention to process. By providing technical support and improving college education management feedback system, it can improve the informatization of college education management and provide an important basis for education management decision-making. Second, promote the development of education management. By collecting big data technology data and information, with the help of big data technology, college education managers can carefully absorb teachers' opinions on education management, accelerate the democratization of education management, and improve the quality of college education management based on the premise of collecting public opinions, make targeted innovation and reform of university education management, promote the construction of good relations between cadres, and provide guarantee for the development of education management. Third, big data technology can provide accurate evaluation results for education managers. Through big data technology, the whole process of educators' growth can be recorded vertically. Through big data technology analysis, it is conducive to accelerating the innovation and reform of education management ^[1].

1.2 Adverse effects of data on educational management in colleges and universities

The adverse impact of big data technology on college education management is mainly reflected in the following aspects: first, the introduction of big data technology in the process of college education management will lead to a balance between freedom and privacy. Big data technology not only provides opportunities for the smooth progress of college education, but also makes college education face problems such as infringement of rights and interests and data leakage. Therefore, how to balance freedom and privacy is an issue that needs to be paid high attention in the development of college big data education and management; Second, the introduction of big data technology in the process of educational management in Colleges and universities will lead to data quality problems. Generally, high-quality data have the characteristics of accuracy, relevance, standardization, consistency and integrity. In order to ensure the collection of high-quality data in the process of college education management, talents, platforms and schemes need to be taken as the basic conditions. If colleges and universities lack these preconditions, they can not collect high-quality data information, At the same time, inaccurate data will lead to wrong guidance for the decision-making of university education management.

2. Development approaches of big data in college education management

2.1 Establishing education data platform

By establishing an educational data platform in colleges and universities and relying on big data technology, we pay close attention to various factors affecting the educational management decision-making of colleges and universities, which improves the practicality and reliability of educational decision-making to a certain extent. By organically integrating the two, we can expand the field of information collection and broaden a large amount of educational information on relevant information platforms. At the same time, through the analysis of other contents, the accumulation of educational information described above can not give full play to its original role. In other words, if relevant personnel can not better analyze and summarize the information described above during information collection and the important role of information cannot be brought into full play. For this problem, it is necessary to establish a perfect education data platform, integrate all kinds of data information in real time, effectively carry out data information analysis, give examples of the laws and characteristics of all kinds of information, and find the education information hidden in all

kinds of information centers, so as to provide real and effective data information for the formulation of management plans for education management in colleges and universities, Finally, the quality of education management has been comprehensively improved.

2.2 Establishing a sound education management and decision-making evaluation system

By introducing big data technology in the process of college education management, we can improve the existing teaching level of colleges and universities, comprehensively optimize and improve the evaluation system, collect and summarize various information related to college education and teaching, strictly analyze and sort out, and constantly generate sound evaluation results. In the process of carrying out modern and efficient education management, many types of information will be affected, which makes it more difficult to carry out the evaluation of teaching quality in colleges and universities to a certain extent. Therefore, from the perspective of the new era, how to ensure the effectiveness and scientificity of teaching evaluation is a highly valued problem at present. With the application of big data technology, we can better deal with this problem. Through the organic integration of big data technology and university education management, we can strengthen the strict supervision of the evaluation process, improve the rationality and fairness of the evaluation results, and prevent the direct impact of external factors on the accuracy of the evaluation results ^[2].

3. Strengthening technical training for education managers

In the process of college education management, the application of big data technology has achieved ideal results. At the same time, it is directly related to the comprehensive quality of managers. Big data is an emerging technology under the background of continuous innovation and development of science and technology, which puts forward higher requirements for the technical level of users. The application of big data technology in college education management is conducive to the realization of the use value of big data. It is mainly to strengthen technical training for education managers, cultivate their big data thinking and enhance their application ability. Only in this way can big data be better used in college education management, so as to give full play to the application value of big data technology.

4. Conclusion

The emergence of big data technology not only provides good development opportunities for college education management, but also makes the development of college education management face severe challenges. Under this background, college education management departments should establish education data platform, establish perfect education management and decision-making evaluation system, and strengthen technical training for education managers, so as to give full play to the value of big data technology in college education management.

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Intercultural Competence and Reading

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Abstract: In senior high school English reading classes, cultivating intercultural communication skills can help students learn language more efficiently. It is necessary to strengthen the intercultural communication ability training of students in English reading teaching to meet the current high school English training objectives. The majority of senior high school students now have a basic understanding of English. They still lack knowledge of British culture and the ability to communicate in English. This essay will show the critical thinking about intercultural competence and reading.

Keywords: Intercultural awareness; English teaching; Communication; Reading

1. Introduction

It is important first to understand multicultural communication when it comes to intercultural competency. Scholars in this subject have proposed several interpretations for this idea. According to Samovar et al. (2000), intercultural communication occurs when people's cultural perceptions and symbol systems are considerably distinct from influencing communication^[1]. That is, intercultural communication comprises geographical and physical distinctions, geographical and physical differences, and various perspectives, attitudes, and interpretations, all of which influence the communication process.

2. Intercultural communication

Žegarac provides a cultural-based definition of «intercultural communication», a scenario is defined as an intercultural situation where the distance between the interlocutor is significant enough to influence at least one of the communication partners. As claimed by Lustig and Koester^[2], intercultural communication is a symbolic, interpretative, and contextual process that enables individuals from different cultures to establish common meanings. When broad and significant cultural differences result in divergent views and assumptions about communicating effectively, intercultural communication occurs. In addition, Van Ek proposed two terms: sociocultural competency and social competence^[3], which place foreign language instruction in the context of intercultural communication, and he describes the motivation, attitude, and empathy as social competence. Compared to Hymes, Canale, and Swain's models, Van Ek's communicative competency model is more comprehensive and applicable to language learning and instruction.

3. Reading can be useful for comprehension

As for the relationship between language learning and culture, Byram (1989) believed learning about a new culture might be accomplished by studying a new language and interacting with individuals from other cultures^[4]. Moreover, the underlying meanings of a language relate to a social group's culture, and learners and other speakers must analyze and compress that culture to understand it. But we need to notice that cultural studies do not mean to provide background knowledge for people in a preestablished and unbiased manner without relevant remark or critique. All these statements may assist instructors in understanding the significance of cultural education and shift their focus away from just teaching linguistic knowledge and developing intercultural competency in students. Also, the teacher can have a comprehensive discussion with students and give them concerning feedback to understand the culture better, facilitating the acquisition of EFL reading comprehension.

Whereas teachers should draw attention to some issues on the collision caused by cultural differences, for example, Hellerstein-Yehezkel (2017) indicates the EFL teaching experience in Israel is complicated because of the diverse range of civilizations, races, faiths, and languages that coexist^[5]. His study shows the importance of cultural background in learning and reading methods and the process of acquiring EFL reading comprehension in a multicultural classroom. Based on it, rather than having language learning occur in a 'third place,' where dominant student cultures interact with target language cultures to produce a third culture, students were given the opportunity to negotiate cultural differences in a new 'classroom culture.' This offers teachers inspiration about their involvement of teachers could promote the development of intercultural competence. Students and teachers should create a new classroom culture that embraces cultural variety by fostering intercultural contacts and interaction among students from various backgrounds.

4. Reading can improve intercultural competency

Based on Rodríguez and Puyal's (2012) research, studying literary works in English in a content language integrated learning

setting can help students improve their intercultural competency^[6]. Students can engage with literary texts on both a cognitive and emotional level by providing innovative and demanding activities as part of a content-based teaching technique, thereby developing intercultural competence.

In harmony with Yang (2017), reading proficiency in English has become increasingly important in gaining cultural, economic, scientific, and technological knowledge, gathering global information, and conducting international interchange and collaboration^[7]. As a result, teachers and students accept and understand the importance of English reading, and it is the most effective method of absorbing English information. But he didn't describe the efficacy of a flipped classroom on students' language learning by qualitative and quantitative analysis. Thus, teachers should make good use of reading assignments to stimulate students' interest and develop the reading task to help students overcome their reading difficulties while also providing clear intercultural study advice.

In keeping with Nie (2017), reading is a fantastic way to improve literacy and knowledge. Reading novels exposes students to various linguistic inputs while also encouraging them to improve their reading comprehension. Students benefit not only linguistically but also culturally when they read stories.

5. The problems

Nonetheless, the current state of junior high school reading instruction is discouraging, as many students still lack the necessary prior knowledge or cultural understanding. Teachers must actively assist students in gaining a better experience of their cultural heritage. Cultural education aims to improve students' reading abilities should follow certain principles and procedures.

However, there may exist some problems when we adopt authentic contexts for learners, and the chosen authentic resources may not accurately reflect learners' real-life communicative contexts, posing challenges for EFL educators and instructors who have limited access to original instructional materials or authentic activities that reflect real-life language use (Chen & Wright, 2017)^[8]. They focused on the perspectives and practices of teachers rather than students, even though knowing students' perceptions will considerably aid future research and pedagogy.

On the other hand, appropriate nativized reading material also can aid students to understand better. Erten and Razi's study suggests that cultural familiarity affects story comprehension and that narrative nativization or reading exercises can compensate for the lack of understanding. The activities assisted people in comprehending the original story; however, the difference caused by nativization persisted, demonstrating that cultural schema had a significant impact on comprehension. As a result, teachers should encourage students to engage in reading activities that require schematic knowledge and strategic reading practices. Intercultural communication competence is linked to foreign language proficiency, and language learning should be investigated to improve intercultural communication proficiency.

6. The inspiration for teaching

The development of intercultural communication ability was overlooked in previous English teaching, which focused on grammar and words. Teachers must improve teaching methods and use modern approaches to improve language awareness and arouse students' enthusiasm for learning from a pedagogical standpoint. Furthermore, it is necessary to guide students in experiencing different cultures from cross-cultural communication and facing cultural differences to feel the differences between Chinese and English to improve their English pragmatic ability. Teachers should pay equal attention to intercultural communication and language skills, constantly improving teaching methods by tying teaching activities and combining them with language communication.

7. Conclusion

Due to teaching English in the classroom is frequently constrained by content and time constraints, teachers should encourage students to use their free time to enrich themselves by encouraging them to read a wide range of western English literary works. They can develop cultural literacy and art appreciation in this way, broadening their understanding of western culture. Accordingly, this kind of reading teaching will broaden learners' horizons, improve their sensitivity and ability to distinguish between mother tongue culture and English culture, and thus enhance their intercultural communication skills.

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Self-deconstruction and Alienation—An Existential Reading of *The Anatomy Lesson*

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Abstract: *The Anatomy Lesson* is the third book of the “Zuckerman Trilogy” of Philip Roth. The protagonist Nathan Zuckerman, tortured by the untraceable pain, tries to give up the identity of being a writer and illusioned to be a doctor. Basic on careful reading, with Sartre’s Existentialism and Foucault’s theory of madness, this paper tries to analyze Zuckerman’s living state, living conditions and free choices. Zuckerman’s self-deconstruction and alienation reveals modern people’s loneliness and pain and the influence of Existentialism on Philip Roth.

Keywords: Pain; Self-deconstruction; Revolt; Alienation; Existentialism

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1. Introduction

Philip Roth (1933-2018) is one of the most famous contemporary Jewish writers in the United States. He has worked hard all his life, wrote a large number of far-reaching novels, won almost all literary awards in the United States except the Nobel Prize in Literature, and was once known as the “living myth” of American literary circles. *The Anatomy Lesson* is the third book of the “Zuckerman Trilogy”. The protagonist of the story, Nathan Zuckerman, after became famous, his parents died, and his wife and lover left one after another. After that, he suffers from an unknown disease. The whole body is painful. The doctors still have no improvement after diagnosis and treatment, and suspect that the pain comes from Zuckerman imagination because of guilt.

Some scholars believe that *The Human Stain* echoes Sartre’s existentialism in all aspects, from character images to plot design, from narrative techniques to language. After reading *The Anatomy Lesson* carefully, you will find that Sartre’s two core concepts “being is nothingness” and “others are hell” are fully reflected here. The protagonist Zuckerman and the women around him are suffering from all kinds of well-known and unknown pains in the absurd modern society, living in a way of self-deconstruction and self-indulgence, feeling the “unbearable lightness of life”.

2. Self-Deconstruction

In *The Anatomy Lesson*, Roth uses Zuckerman to show readers the social outlook of life in a witty and humorous way. As Duban says, in *The Anatomy Lesson*, highly specific reference to existentialism exists in Zuckerman’s reference to *Waiting for Godot* to characterize the writer’s block^[1]. Anatomy is not only a compulsory course in medical school, but also a demonstration course for Roth modern people. Under his pen, writers, doctors and all kinds of women have revealed their own natures, using kind of near-real fiction to prove how reasonable existential thinking is.

After Nathan Zuckerman became famous with the book *Carnovsky*, he gained a lot of money and popularity, but as this novel exposes some of the vices and abuses of the Jewish nation, people equate Zuckerman with Carnovsky, and naturally regarded the plot of the story as a real event happening around Zuckerman. In *Zuckerman Unbound*, people point to him and his family. His mother was threatened with intimidation, and his father called him a “bastard” before dying and died with hatred to him. His mother eventually passed away due to cancer, and his younger brother’s family cut off contact with him. Since then, Zuckerman has truly become a lonely man. Zuckerman is happy with the writer’s loneliness. He has repeatedly emphasized that only by being alone can he create literary works that “engulf and purify life”^[2], just like a fanatic. Loneliness means freedom and nothingness. The exile of the self is the result of loneliness. It is precisely because of this lonely existence that the pain is like a shadow.

Roth once said in an interview that literary creators should give the pain itself due attention and sufficient recognition^[3]. Writers should pay attention to the damage caused by disease and pain to human rationality, self-esteem and maturity---the impact and wear on human character and temperament. Roth once said: “When I was writing *The Anatomy Lesson*, I thought of many novels about disease and pain^[4].” But here, pain is a phenomenon, but also a kind of appearance, symbolizing the state of human existence. Prometheus, who is bound, suffers for the sake of mankind. What do you have in common with Zuckerman? The suffering of Prometheus was the punishment given by Zeus. Zuckerman’s suffering came from his well-known awareness of disclosing the evil habits of the Jews and

the guilt of his parents and family members being harassed and frightened. Although Prometheus was finally rescued by Hercules, who was looking for the golden apple, he would always wear an iron ring tied to a stone. Zuckerman would always be scolded by the Jews and the pain of losing his parents and brothers.

In Primitive freedom is primitive subjective consciousness. Freedom can only be obtained through choice. This is a matter of subjective initiative. People face various choices throughout their lives, until death. However, the choice is subject to the dual constraints of objective conditions and subjective consciousness, so it may not be realized. But Sartre emphasized free choice itself, not the result of choice. Personal existence is a kind of nothingness, existence is only a possibility. People are always dissatisfied with their own situation, and then ignore the present and continue to pursue the future, that is, nothingness. In this absurd world, conflicts and crimes between people lead to various diseases and sufferings. The world is cruel, and human beings are miserable. The future is full of uncertainty, and existence is an adventure. Everyone is the other of others. People try to change this opposition, but they cannot achieve it.

3. The alienation of the self

Art comes from life, but it is higher than life. In “Zuckerman Trilogy”, not only the readers, but even Zuckerman himself often confuse art with life, although Zuckerman declared that “life and art are completely different” (39). In this absurd and real world, Zuckerman drifted away from his original intentions, and “self-imprisoned” because of his writing, becoming an alien among the Jews. Zuckerman was not a lonely writer from the beginning. In his early days, he was as pious and innocent as other emerging writers. He regards Lonov, Appel and others as his spiritual and creative godfather. After constantly discovering the gloom behind the noble writers in the eyes of these Jews, Zuckerman became cold and selfish under the torment of jealousy and hatred from his own people. The death of his mother destroyed his last trace of reason and kindness. Since then, communication with others is no longer simple. Associating with women is only for sex, and dealing with others is only anger and deception. The whole world is the world of the other. Ross once said in an interview, “Everyone’s work is very hard. ---Writing protects me and keeps me away from greater threats”^[5].

Zuckerman came from a Jewish family in Newark. His father was an expert in foot diseases, his mother took care of the family diligently, and his younger brother was also a doctor. After Zuckerman went to university at the age of 20 and ran away from home, after he published his first work “Higher Education”, his relationship with his father was getting worse and worse. The mother was regarded as Mrs. Carnovsky, and she was often harassed and humiliated because of having a shameless son. The seriously ill father finally died, and the close brother cut off contact with him. All four wives left Zuckerman, and the lovers broke up because they couldn’t bear his indifference and boring life.

With the popularity of *Carnovsky*, Zuckerman was attacked in many ways. In *Zuckerman Unbound*, he was stalked and threatened by Peppler, who suffers from hypothesis, accused of stealing other people’s stories, and even blackmailed. In the Jewish community where his parents lived, Zuckerman himself was taken for granted as Carnovsky himself, and his family members were all taken into seats and pointed out. Appel, who once admired his work publicly denounced Zuckerman as an anti-Semite. Zuckerman aspires to become a six-foot tall and arduous American, but for a non-Christian Jew, the American society has been marginalized, let alone such a fanatical “nerd”. His anger cannot be vented through words, but only by vilifying his career, falsely claiming that he is the founder of a pornographic magazine “Lickety Split”, and presuming that he is a wife swap club that saves women from ignorance and poverty. Boss. He cleverly combined his mockery of the sanctimonious America and the hypocrite Appel, and vented his dissatisfaction with this so-called democratic and free society in a crazy state. Zuckerman, who has been tortured by pain, is like Samsa in Kafka’s pen, carrying a heavy shell of atonement, and is struggling in this world full of hatred and jealousy. He drags this increasingly aging body, facing the almost lost creative inspiration and the betrayal of the family, fully exposing the society, family and himself to the readers, dissecting himself, and even this absurd society. In Rose’s writings, you come and go with Goethe, Beckett, and Sartre, allowing readers to keep thinking in the process of reading novels, gaining knowledge in reading, and interpreting life in thinking.

4. Conclusion

Pain is temporary and eternal. The world is real and cruel. Human nature is kind and ugly. Zuckerman has been fleeing all his life, fleeing the fetters of his family, his responsibilities to his wives, his sense of Jewish nationality and mission, and fleeing pain and torture. In Sartre’s view, subjectivity is subject. It is human subjectivity that gives us the ability to choose our own path in life. The nature of who we are or what we are is not determined by social standards, but by ourselves. In the exile and dissolution of self, Zuckerman deeply understands the emptiness of existence, walks lonely in confusion, sees reality in fiction, and regenerates in pain.

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A Brief Analysis on Non-Arctic Nations Participating in Arctic Governance

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Abstract: Non-Arctic States are appealed to those changes of Arctic regions in recent years, while opportunities that these countries can participate in Arctic governance are provided due to the “expansion” of the Arctic Council. There are many commonplaces in the affairs of the participation of non-Arctic countries, including strengthening Arctic scientific research, intensifying diplomatic relations with Arctic nations, and broadening channels for Arctic participation, etc. Presently, as it is regarded as significant contents of China’s participation of global governance, China has played an important role in Arctic governance. While keeping a watchful on Arctic trends of other non-arctic states, China should acquire experience from them, learn from their strength, continuously improve participation strategy, and deepen the participation process, in order to make contributions to realizing good governance at the North Pole and benefit all mankind.

Keywords: Non-Arctic States; Arctic Governance; Arctic Council; Cooperation between Countries.

1. Introduction

With the aggravation of global warming, the Arctic has become the focus of international community, and Arctic governance has been significant agenda of international community. Whether Arctic affairs can be resolved properly not only concerns the stability of Arctic regions, but also has close connection with the stability and development of the whole world. On account of decentralization of governance, the Arctic Council increasingly undertakes the primary responsibilities of handling problems of Arctic environment and sustainable development, and has the tendency to expand Arctic waterways and resources. Therefore, the Arctic Council naturally has become the best platform which engages in Arctic affairs and safeguards Arctic interests. The council is comprised of eight Arctic nations, including Russia, Canada, the United States, Norway, Denmark, Iceland, Sweden and Finland, and it is open to other sovereign countries and international organizations, allowing them to be observers of the council. As the most paramount regional arrangements^[1], the application of observers of the Arctic Council has been the only way for extraterritorial nations to enter into the Arctic Club.

At present, the Arctic Council embraces totally 13 observer countries, including 8 European countries (Germany, the Netherlands, Poland, the United Kingdom, France, Spain, Italy and Switzerland) and 5 Asian countries (Japan, South Korea, China, India and Singapore). Apart from China and India, the rest of them are developed countries. The status which these nations engage in Arctic governance is primarily displayed in the following three aspects:

Firstly, strengthen the Arctic scientific research. Investigation and research in Arctic is the primary method to participate in Arctic governance. The British government claimed Arctic science investigation straightly is conducive to enhance the knowledge of the Arctic, and it is the foundation of Arctic cooperation with other international actors^[2]. Japan roundly launched the Arctic research around 1990 and implemented investigation subjects, which has made advanced efforts to take advantage of Arctic waterways. Moreover, South Korean also energetically facilitate commercialized operation of Arctic routes, such as improving laws regarding Polar research and activities, providing privileges for ships in Arctic routes, and cultivate talents acquainted with these routes and so on.

Secondly, reinforce diplomatic cooperation with Arctic nations. For a non-Arctic state, it is an effective approach to engage in Arctic governance. The Britain stated in the Arctic policies that they would always support and respect Arctic nations’ sovereignty in the Arctic, which earned prevailing good favors from Arctic states. In March, 2013, the Britain reached a consensus with Norway and Iceland successively on the reinforcement of bilateral relations, which involved the exploitation and collaboration in the North Polar Regions. After Christian Democrats regained the power at the end of 2012, Japan began to make efforts to Arctic diplomacy. In the same time, “Arctic ambassador” was established in its Foreign Ministry, which specialized in Japan’s diplomatic affairs^[3]. South Korean in September, 2012, then-President Lee Myung-bak visited Russia, Greenland and Norway to have a conference and cooperation regarding Arctic environment preservation, climate change, opening of waterways, and resource exploitation, etc. South Korean also gave particular priority to collaborate with Russia. In February, 2014, Russia and South Korea made a further

discussion on opportunities and approaches of developing Arctic collaboration, and represented that Arctic regions were promising and momentous collaboration fields for both parties^[4]. Indian Arctic diplomacy also targeted to Russia, and they always were willing to participate in Russia's development of Arctic areas. In October, 2013, Russia and India reached a consensus on consolidating the cooperation of energy, military and so on, including exploitation of oil and gas resources in Arctic. Without wasting Indian diplomatic efforts, in March, 2014, Russia's petroleum company took initiative collaborate with India to implement Arctic continental shelves energy projects.

Last , expand channels for Arctic participation. While consolidating collaboration with Arctic eight countries, these countries are energetically exploiting more expensive channels for Arctic participation within the framework of international law and international organizations. From the perspective of international organizations, apart from those organizations specially involving Arctic governance, among members of the Council of the International Maritime Organization in 2014-2015, Italy, Japan, South Korea and the Britain were elected as A Class member, and France, Germany, India, Netherlands and Spain were elected as B Class member^[5]. Therefore, the Britain and Germany all declare that they will venerate and acknowledge the interests of Arctic aborigines and their rights of self-management and self-decision. There are other nations initiatively create participation opportunities.

What's more,it should be mentioned that the systematic characteristics of Arctic affairs are overlapping, and Arctic governance includes regional governance and global governance. The white paper 'China's Arctic policy' issued on January 26, 2018, proclaims the basic principles of "respect, cooperation, win-win and sustainability" that China adheres to in the process of Arctic governance, adheres to science first, pays attention to environmental protection, advocates rational utilization, emphasizes international cooperation, and is committed to maintaining stable order in the Arctic^[6].The pathway of China's engaging in Arctic affairs is a progressive and complicated process. China should keep a close watch on relevant situations, and learn their advantages to make it continuously mature and sophisticated based on having an understanding of all circumstances. China is supposed to regard mutual respect as principle, take beneficial collaboration as means, and treat peace, coordination and sustainable exploitation and utilization as missions, in order to make significant contributions to realizing good governance in Arctic and benefit all mankind^[7]

Since September 2013, the policy 'one beltone road', has been put forward by the Central Committee of the Communist Party of China in the light of the trend of the world. The idea of cooperation in the maritime Silk Road has mentioned the "blue economic channel connecting the Arctic Ocean to Europe". This "ice silk road" originated from Russia's invitation to China, and it is suggested that China participate in some projects of infrastructure construction of the northern waterway. On this basis, China can first participate in the freight railway project of opening up the ports of the northern waterway. China's cooperation with the Eurasian Economic Union was carried out jointly to carry out the development and utilization of Arctic channel.^[8]

In general, the participation of non-Arctic countries in Arctic governance needs to be implemented from multiple aspects. State responsibility should be reflected at the global level. In global organizations such as the United Nations, environmental governance and climate change in the Arctic should be addressed Ecological protection makes its own contribution and opposes any development at the cost of damaging the environment.

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Receptive Skills

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Abstract: The training of reading and listening ability is very important in a comprehension lesson of English as a second language teaching. It refers to some factors, for example, inherent in the reading and listening material (its linguistic difficulties, contents, length and types), some are presented on the students (their motivation and level). The receptive skills of listening and reading is different in many ways, the essay provides a basic model and specific activities for teaching and organizing them.

Keywords: Second language acquisition; Receptive skill

1. Concept of the receptive skills

In the second language acquisition, there are four skills to obtain, listening, reading, writing and speaking. The receptive skills, in terms of literal, it is a kind of input hypothesis. Listening and reading are kinds of forms of input. In other words, their main purpose is receiving the information of the second language. Susan Gass and Alison Mackey (2005) pointed that Input refers to language that is available to the learner through any medium (listening, reading, or gestural in the case of sign language). And all theories of second language learning recognize the significance of input as a basic component in the acquisition process. Ferguson's original works in this regard, input forms the positive evidence that learners use as they construct their second language grammars, many researchers have attempted to characterize and describe the input that learner receive. However, receptive skills are not only receiving but also language processing. In other words, through language use as well as exposure to input. Susan Gass and Alison Mackey (2005) claimed that conversational interaction, along with input, is central to the interaction approach to understanding SLA. Interaction is believed to be helpful in exchanges between learners.^[1]

Receptive skills can follow a cycle, the start of the cycle is from leading in to pre-task work, then to do the task and go to the text, next waiting for the feedback, finally go back to the task again. In a receptive skills lesson, it is divided seven stages:

Building interest in the topic of the text

Pre- teach some vocabulary if necessary

Set a gist, scanning or listening for specific information task

Learners read or listen and compare answers then check the answers with teacher

Set an intensive reading or listening task

Do the stage 4 again

Set an extension activity (reaction/speaking/writing)

According to Jeremy Harmer (1998, p.270), a typical procedure for getting students to read a written text or listen to a recording involves both Type1 and Type2 tasks. Type1 tasks are those where students do not need details rather reading or listening for some general understanding. Type2 tasks, focus on looking for more detail, such as specific information or for language points. The procedure for teaching receptive skills generally starts with a lead in. That means when a teacher teaches the receptive skills, they provoke students to get in touch with that knowledge, they can predict what a text is likely to be about, and what they are going to see or hear. Once students are ready to read and listen, teachers set kinds of a comprehension task so that they will read and listen in a general way. After the lead in, teacher directs comprehension task, students read and listen for task, then teacher gives the feedback. Generally, students were suggested go through the answers in pairs or small groups, they can get more opportunities to work together. Jeremy Harmer (1998, p271) claimed that sometimes the teacher directs a text- related task immediately this Type 1 task has been completed. Then students got involved in looking at the text again for a Type 2 task in which they are required to examine it in more detail. They repeated the comprehension cycle. However, the difficulty of the text is longer words and longer sentences, also the number of unfamiliar words which a text contains.^[2]

Having outlined the basic concepts involved in the receptive skills to second language acquisition, we turn now to a discussion of how reading and listening skills are considered to be receptive skills.

2. Concept of Reading Skills

There are four main stages in reading skills: prediction, read for gist, scanning, intensive reading task. In order to engage students' interests, they are encouraged to predict before reading. Then they are asked for doing extensive reading task: skimming to get the

gist and scanning to obtain the details. And intensive reading task for the specific information during the reading. According to Jeremy Harmer, to get maximum benefit from their reading, students need to be involved in both extensive and intensive reading. The importance of the extensive reading is to develop students' word recognition. But it is not enough to tell students to read a lot. They should be given the appropriate material which they can understand to read, this means that students at the appropriate level can read them easily and confidently. Intensive reading tasks might be effectively if students are willing to find out the specific information. Jeremy Harmer also demonstrated that students are far more likely to be engaged in a text if they bring their own knowledge and interests to the task, rather than only responding to someone else's ideas of what they should find out.^[3]

In the reading sequences, after the prediction, reading for gist and details, students are asked to compare their ideas with others, this process is not only input, but also language processing. Teacher may get students to read texts for communicative purposes as part of other activities, as sources of information, or in order to identify specific uses of language.

3. Concept of Listening Skills

Listening skills consist of extensive and intensive listening. It is important skill because it provides the perfect opportunity to hear voice other than the teacher's, so they can improve their pronunciation, this is an evidence that the appropriate input can promote the language output. Like extensive reading, extensive listening can also have a dramatic effect on language learning. While intensive listening, teachers rely on records materials to provide a significant source of language input. When students do the listening tasks, the record material should not be play once, it should be replayed over and over again until students have already got the specific information which they are asked to find out. This can make students get the maximum benefit from listening. John Field suggests, students get far more benefits from a lot of listening than they do from a long pre- listening phase followed by only one or two exposure to the listening text (Field 1988a, 2000b). In this process, students get the information of the target language and know the clear clue about what they are going to listen. That is to say, after the instruction of the task, they will communicate with other students about the topic, and also teacher will give the feedback, it is a process of acquiring the target language. Nunan (1989:194) also stresses that it is carried out meaningful tasks if the activity involves oral communication. However, this might be a time-consuming process and dangerous of wasting time on useless repetition.^[4]

4. Conclusion

The essay has sought to how the reading and listening skills are considered to be receptive skills, and give the analysis of the appropriate activities which refer to reading and listening skills. As it mentioned before, receptive skills are not only receiving the target language, such as vocabulary, grammar, pronunciation, but also a process of language acquisition, it is also an interactive skill. On the other words, Susan Gass (2005) pointed out that interaction approach considers input, output and feedback on production. And reading and listening is kinds of input, but when students do the tasks, they also get involved in the language using. They have to do some preparation for the task, pre-reading task and pre-listening task make them communicate with others and feedback from teacher, after reading the whole article, they will use the target form to complete the question, all of these are a process of acquiring the target language.

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Talking about How to Improve Learners' Self-monitoring Ability with Practice

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Abstract: Self-monitoring refers to the psychological activities that students consciously and systematically monitor and evaluate in the learning process to adjust their thinking, cognition, feeling and behavior, so as to achieve their goals better and faster. Improving learners' self-monitoring ability can more effectively achieve learning objectives, enhance learning ability and improve learning efficiency. Most of the students in vocational colleges are in adolescence. They generally have the characteristics of strong practical ability, many ideas, wide interests and hobbies, lack of achievement in cultural courses, lack of patience and lack of self-monitoring ability. This paper will talk about how to help vocational college students improve their self-monitoring ability and help their study and life.

Keywords: Learning; Self-monitoring ability; Learners

1. Establishing learning objectives

In order to better improve learners' self-monitoring ability, learning goals are set on the first day of the first year. Goals are divided into long-term goals and short-term goals. According to the time, they can be divided into the first year, the first month, the first week, the first day, and so on. The set objectives should not only be clear and quantifiable, but also need to be completed with the help of review and inspection. Set weekly review objectives and check whether the objectives are completed. If the goal is not completed, analyze the reasons for not completing the goal and set the time to complete the goal again.

2. Guiding students to make learning plans

Learning objectives are oriented for students' learning. After clarifying the objectives, students need to be guided to formulate corresponding learning plans. ^[1]There are obvious differences between students in learning methods, learning basis and many other aspects. Teachers need to guide students to formulate a learning plan that matches and coordinates with their own abilities in combination with their own actual situation. Based on the previously established learning objectives, weekly and monthly learning plans can be formulated respectively. Taking the weekly plan as an example, you can specify the learning objectives of this week in the schedule, mark the learning tasks to be completed in the seven days from Monday to Sunday, and record the completion of the day in real time. A scientific and reasonable plan is conducive to the realization of learning objectives. At the same time, in the process of implementing the plan, middle school students need to play a self-monitoring role to monitor whether they complete the learning tasks according to the established plan, and clearly mark what things have an impact on the implementation of the plan, such as temporary collective activities, adjustment of teaching activities, etc., at this time, students need to adjust their plans in time. Over time, in the process of implementing the plan, middle school students can develop good learning habits, and imperceptibly improve their self-monitoring ability.

3. Creating a harmonious teaching atmosphere

Self-monitoring is a special skill and accomplishment in students' learning process, but for most students, their understanding of self-monitoring is often in a strange state ^[2] Without understanding its connotation and significance, students will fall into confusion in the process of forming and improving their self-monitoring ability. Therefore, teachers also need to guide students to clarify what self-monitoring is and how to carry out self-monitoring in the learning process. Classroom teaching is a process of two-way interaction between teachers and students, and the interaction between teachers' teaching and students' learning. A relaxed and harmonious classroom atmosphere is more helpful for students to seize the best opportunity of autonomous learning. Under the background of traditional education, teachers often adopt the teaching method of single teaching, so it is impossible for students to carry out autonomous learning. The long-term passive absorption of knowledge leads to a dull classroom atmosphere and restricts the formation of students' self-monitoring ability. For example, teachers can enter the classroom with a smile, have expectations for students, and give timely encouragement to students in teaching. Create a relaxed, harmonious and harmonious atmosphere of interaction and communication between teachers and students, promote the improvement of students' learning enthusiasm and learning motivation, and students can involuntarily change from "want me to learn" to "I want to learn". Relevant data show that

the formation and development of students' autonomous learning ability and self-monitoring ability are closely related to teachers' teaching style. Democratic and open classroom and amiable teachers will unconsciously change students' learning attitude. Students with positive learning attitude can promote students to explore independently in the process of classroom learning, and then form good self-monitoring ability.^[3]

4. Setting up study groups to promote each other

Find students with the same goals to form a learning group, formulate learning tasks and goals, regularly share learning experiences and experiences, learn from each other and promote each other. Confucius said, "when three people walk, there must be my teacher; choose the good and follow it, and change the bad." When others' learning methods are worthy of learning and reference, choose to learn from them. When you see that others have shortcomings, you should also reflect on whether you have the same shortcomings, and if so, correct them. Learning and training is conducted through group learning. After each learning task is completed, record your feelings at each stage of the learning process and understand your learning characteristics. Is it "learning fast but with many mistakes" or "learning slow but with few mistakes?" And according to their own characteristics, optimize and modify learning strategies. The experience formed in this process will lay a foundation for learners to further master the ability of self-monitoring.

5. Firming confidence and don't give up

There will inevitably be some difficulties and setbacks in the learning process, and learners often want to give up. Teachers can set up some reward methods. For example, after reciting words today, they can reward themselves to watch a movie. Similarly, if you fail to complete the self-control index, you also need to give yourself some appropriate punishment. You can also find friends to supervise yourself, tell your roommates or close people about the goal plan, and let them set a reminder plan. For example, ask your parents to call at 8 a.m. every morning to urge you, and you can enter the self-trend stage after a period of time. In addition, the establishment of self-control ability is inseparable from the promotion of internal drive. In the process of learning, you can motivate yourself by means of self-encouragement and self-suggestion, for example, meditate in your heart: I must complete the goal set today, I can complete it, and so on. At the same time, in order to reduce external interference, try to turn off or disconnect the electronic products in the learning process.

In teaching activities, students' learning method is the root of teaching method. As Mr. Ye Shengtao said, "the ultimate purpose of teachers' teaching of any subject is to achieve the purpose of no teaching", which is also the highest level of wisdom teaching. Improving learners' self-monitoring ability is an effective means to achieve this state. The establishment and improvement of self-monitoring ability will benefit learners for life. Guide students to set learning goals and make learning plans, so as to make students form the awareness of autonomous learning in a democratic and harmonious classroom atmosphere. At the same time, encourage students to find partners with the same goals to form learning groups, and help students cultivate and establish self-monitoring ability through the above ways. In addition, students should be encouraged to be confident and complete these steps step by step.

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Research on Higher Vocational College Public English Blending Teaching Based on “Internet Plus”

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Abstract: “Internet+ era” not only brings more opportunities for higher vocational public English teaching, but also lets it face with new challenges. The traditional teaching mode has been unable to meet the requirements of English teaching, and it is urgent to promote and apply the blending teaching mode. This paper firstly introduces the connotation and the significance of the blending teaching mode, and then analyzes present situation, the problems and reasons, and finally proposes the strategies to improve the blending teaching of public English in higher vocational colleges.

Keywords: Higher Vocational College Public English; The Blending Teaching; Internet+

1. Introduction

The blending teaching first emerged in the late 1990s at home and abroad, and has experienced more than 20 years of development. A consensus has been formed that the blending teaching is the trend of China’s education in the future. Especially under the background of Internet+, the value and significance of this mode are more obvious. The information technology has also succeeded in pushing it forward. By adopting the blending teaching mode, the teaching efficiency can be effectively increased, a good environment for teaching can be created, the teaching level can be promoted greatly and the quality of higher vocational English teaching can be improved.^[1]

2. The Connotation and Significance of blending Teaching Mode of Public English in Higher Vocational Colleges

In essence, the blending teaching mode refers to the integration of advantages of online teaching and traditional teaching. Through the blending teaching mode, teachers can play an active role in guiding and monitoring, constantly enlightening students and giving them guidance. At the same time, students play an increasingly important role, and their independent learning ability is exercised. Through the use of Internet information technology, students can carry out independent learning activities based on the network platform, break the constraints of the traditional classroom in time and space, and form an effective complement with the traditional English classroom, which greatly improves the teaching level and efficiency. It is not only the requirement of the development of times but also the inevitable demand of deepening the reform of English teaching. The blending teaching mode can enrich the teaching resources, diversify teaching methods and stimulate students’ active learning ability.

3. The Main Problems of blending Teaching of Public English in High Vocational Colleges

3.1 The Insufficient Communications Between Teachers and Students

In the process of blending teaching, both teachers and students are closely connected and the interactive participation in class is indispensable. If either side is not interactive enough, the teaching effect will be directly affected. The author found in the survey that many teachers do not know how to strengthen interaction with students. Students are not enthusiastic about participating in teaching activities. It is found that either the communication between teachers and students or the cooperation between students and students has not reached the expectation.

3.2 The Adequate Use of High-tech Teaching Methods and Means

Many network resources and means have not been fully utilized in English teaching due to the teachers’ inadequate capability. For example, many teachers have not mastered the skills of recording micro-class videos, and the teaching platform resources are mainly texts or PPT. However, students’ favorite way of learning is to watch short videos, which leads to the decrease of interest and enthusiasm to participate in class activities.^[2]

3.3 Imperfect Teaching Facilities

In order to ensure the blending teaching mode, it is necessary for the school to provide the support of basic supporting facilities, including hardware and software facilities. However, the supporting facilities are not perfect in many schools. On the one hand, lack of funding has resulted in limited equipment. On the other hand, the maintenance of the teaching platform is not timely enough.

3.4 The difficulties in Assessing Students' Performance

The traditional way of evaluation is unitary, which includes students' assignments and final exam results. However, in the process of blending teaching it is necessary to evaluate students' performance at each stage of online and offline learning. The comprehensive assessment can be divided into more than ten evaluation contents, increasing the workload of teachers and making students confused.

4. Analysis on the Reasons of Problems in the blending Teaching of Public English in Higher Vocational Colleges Based on Internet+

(1) Schools have not fully understood and paid insufficient attention to the blending teaching of public English, and have not invested enough in teaching equipment. They simply think that it is enough to provide multimedia classrooms and teaching platforms. But they don't give sufficient attention and support to other fields, such as the investment of teaching equipment, the training of teachers' informatization teaching ability, as well as the corresponding encouragement and help in the system and policy.

(2) Teachers' role transformation is not thorough enough. They are unwilling to change the traditional teaching mode, and they are not active enough in learning new knowledge and skills. Some teachers are accustomed to the role of lecturer in the classroom. They simply think that blending teaching is to upload some resources to the platform, instead of designing relevant teaching links from the student-centered perspective. They don't have enough time and energy to actively learn new skills.

(3) Students are not proficient in information technology operation and weak in independent learning ability. Although the network is the main channel for college students to obtain and exchange information, the informatization capability of most students is not very competent. They lack good learning habits and learning initiatives. They can only complete the homework required by teachers. However, the participation rate of self-arranged learning plan and self-preparation before class is very low.

5. The Strategies to Improve the blending Teaching of Public English in Higher Vocational Colleges

(1) First of all, the school should improve the teaching facilities, build an open and reliable campus information platform to provide a good information environment for teaching and research. Secondly, excellent teaching resources are also the key to successful teaching. The concrete implementation can be started from the following aspects: attaching importance to the construction of software resources, introducing advanced teaching software, introducing advanced blending teaching methods, and organizing research subjects.^[3]

(2) Teachers should change their roles and improve their informatization teaching abilities. On the one hand, English teachers should learn new teaching ideas, accumulate experience and master the information teaching methods. On the other hand, they should receive regular training and re-education. In addition, an incentive mechanism should be set up to encourage teachers to actively participate in training and learning activities.

(3) Students should change their learning habits and improve their learning enthusiasm. Firstly, it is essential to change students' prejudice against English and guide them to realize the importance of English. Secondly, students' interests in English learning should be stimulated through various ways. Finally, it is also important to cultivate students' ability of self-management. They need to make a scientific learning plan, properly manage their learning time, and ensure the completion of tasks.

(4) Multiple forms of evaluation should be established to improve the quality of blending English teaching. English teachers should establish a multi-mixed evaluation mechanism, focusing on the evaluation of teaching process, integrating formative evaluation and terminal evaluation, including classroom testing, classroom communication, classroom discussion and group task, etc. The evaluation mechanism can let students know their current learning status, adjust the learning plan in time and keep making progress to get further developments.

6. Conclusion

Under the Internet+ environment, it has become a trend to adopt the blending teaching mode to carry out English teaching. By building a perfect mobile network learning platform, improving teachers' informatization teaching ability and stimulating students' autonomous learning ability, the blending teaching mode of public English in higher vocational colleges will be improved continuously and students' English abilities and levels will be greatly enhanced.^[4]

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Added Objective Guided Optimization of Adversarial Text Generation Method

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Abstract: The problem of error accumulation is caused by the supervision of deep neural network text generation model. In order to solve this problem, a text generation model based on the reinforcement of antagonistic thought training is proposed. The adversarial network can be generated by the proposed model, and then the adversarial network can be used for identification, the learning reward function can be optimized, and the generated model can be optimized to reduce the probability of error accumulation. More text structure knowledge can be added into the generated text model by integrating the target guidance feature into the actual generation process to make the generated text model have higher authenticity. In this paper, the author optimizes the adversarial text generation method on the basis of target-guided optimization, which can be used for reference by practitioners.

Keywords: Generative Adversarial Networks (GAN); Objective Guided Optimization; Antagonistic Text; Generate

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1. Related Work

In order to ensure the smooth completion of the text generation, the relevant staff should maximize the training data based on the maximum likelihood four-line training recurrent neural network model, so as to improve the authenticity of the text generated by the guidance mode^[1]. Bengio et al. stated that because of the difference in data used for training and testing, there was an accumulation of errors, which made it possible for them to achieve satisfactory maximum likelihood estimates. To solve this problem, they proposed a strategy of regular sampling. However, through actual verification, it is found that these methods cannot directly complete the formulation of neural network output loss function model, cannot guarantee the quality of sample sampling, and cannot improve the authenticity of the generated text .

Generative adversarial networks (GAN) based on adversarial thought training generation model will be based on real data layout^[2]. In order to weaken the influence of discrete text data on GAN, Gumbel GAN and Wasserstein GAN optimize the internal calculation method of GAN^[3]. Two methods of Gumbel-Softmax distribution and Wasserstein divergence are introduced in order to redistribute discrete labels and obtain the continuous approximation of Softmax function^[4]. It provides more possibilities for employees to carry out generative model optimization and discriminant model optimization.

2. Text generation technology based on the idea of strengthened confrontation

2.1 Basic Process

In this paper, the text sequence generation model used by the author mainly consists of three modules, namely generator, discriminator and target guidance module. At the same time, the text sequence generation problem is defined again in combination with the model structure: based on the sequence data set in the real text structure, a generator C_θ based on the training parameter θ is used to generate the sequence. In this paper, the text sequence generation model used by the author mainly consists of three modules, namely generator, discriminator and target guidance module. At the same time, the text sequence generation problem is defined again in combination with the model structure: based on the sequence data set in the real text structure, a generator C_θ based on the training parameter θ is used to generate the sequence. $x_1: T = (x_1, x_2, \dots, x_t, \dots, x_T), t \in (1, T), x \in Y$, In this sequence, the full sequence length is represented by T , the dictionary is represented by Y , the time is represented by T , st is the definition of the generated sequence, $st = (x_1, x_2, \dots, x_t)$, St 'represents the complete sequence completed using Monte Carlo search, that is $st' = (x_1, x_2, \dots, x_{t+1}, x_{t+2}, \dots, x_T)$, The choice of word x_{t+1} is completed under the definition of action a_t , and the training parameter of ϕ is used to identify its D_ϕ , so that the discriminator can simultaneously obtain the real sentence and the sentence st ^[9] generated by MC Search completion generator. The discriminator module has two main functions, one is to act as a reward function to evaluate the quality of the sentences generated by the generator, the other is to remember the feature extraction layer to complete the feature vector FT extraction, and then pass it to the target guidance module R_μ . Through training, R_μ can help the high-dimensional feature vector to complete the change operation and obtain the target embedding vector ω_t , which provides help for guiding the generator to optimize. Based on ω_t , generator C_θ is generated in the corresponding environment to complete the acquisition of x_{T+1} of the next generated word. The specific process is shown in Figure 1:

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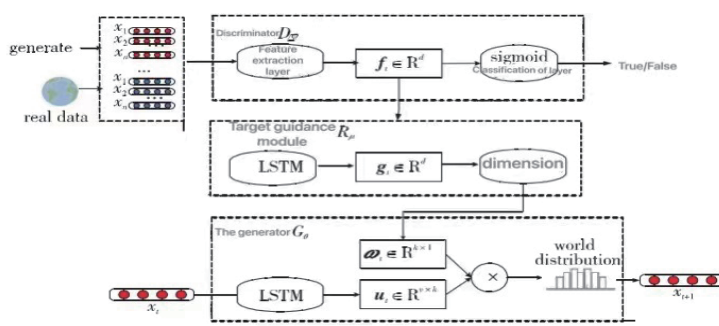


Figure 1: Enhanced adversarial text generation with fused goal guidance

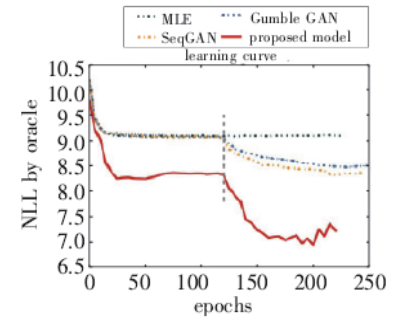


Table 2: NLL performance of each method in synthetic data

2.2 Generation Process

Discriminator D_ϕ information extraction in the middle of the fit nature belongs to the high dimensional feature vector, if pass it directly to the generator module, the generator used by training reference will show exponential growth situation, so that the actual calculation steps increasing and used to store data, will increase the difficulty of practical training, so that the dimension disaster.

3. Experimental Analysis

In order to analyze the effectiveness of the model used in this paper, the author compares the synthetic data with the real data. The specific environment and configuration are shown in Table 1:

Table 1: Experimental environment configuration

The test environment	Environment configuration
The operating system	Windows7
The processor	Intel® Core™i7-6700
GPU	CUDA8.0
A programming language	Python 3.6
Deep learning framework	TensorFlow1.2.1

Table 3: NLL convergence of the number of iterations

indicators	MLE	Gumble GAN	Seq GAN	Proposed model
NLL	9.017	8.883	8.587	7.036

3.1 Experiment of synthetic data

In order to further analyze the specific performance of the model used in this paper and strengthen my understanding of the model, the author used some synthetic data to carry out simulation tests in the experiment. In order to fit the real structured sequence, the author uses the language model to understand the relationship between words, and takes the random initial LSTM as the real model to obtain the data needed for the experiment [5]. There are two benefits to this approach: the first is the ability to provide real training data, and the second is the ability to provide a specific evaluation of the performance of the generated model.

3.2 Experimental Methods

In this paper, the author used the following three methods in the actual testing process: (1) LSTM based on MLE training: Text model generation is completed by LSTM, and model parameters are adjusted by MLE maximum likelihood thought training model. (2) GumbleGAN: Obtain the continuous approximation of polynomial distribution based on SoftMax function with Gumble-SoftMax, optimize the traditional GAN back propagation, improve the application probability of model parameters, and improve the authenticity of text generation. (3) SeqGAN: Based on the antagonistic network structure and integrating the reinforcement learning idea, the parameters of the formal model of the reward function are optimized. Comparing the above three methods with the model in this paper, the experimental results of synthetic data are shown in Table 2 and Figure 3:

4. Conclusion

According to the study in this paper, the use of the enhanced confrontation training method can improve the generation of model text, and in the actual process, more intermediate information can be generated for the reference of researchers, which can effectively improve the effectiveness of the model.

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Factors Impact Investor Decision to Hospitality & Tourism Transaction in SET50 Index Stock Market in Thailand

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Abstract: In early 2020, the outbreak of new coronavirus did not reverse the trend of global spread until May 2021, and even the situation in some countries was worse than that in 2020 which is a comprehensive challenge to human health, economic growth, social development, national security and international relations.

Under the premise of a poor global economic environment, it is important for tourism practitioners and investors to make the right decision and make a profit in the Thai stock ticket market SET50. On the basis of previous studies on Thai stock market and Thai Investors' financial behavior, this paper draws on previous research results.

For investors, when monetary policy is introduced, they can refer to this study to modify their investment analysis. It also has a certain reference value for hospitality and tourists..

Keywords: Investor; Tourism Transaction; SET50; Thailand

1. Introduction

As an important country in Southeast Asia, Thailand has always been an important academic research value of Thailand's capital market. The study of Thai capital market can improve the understanding of Thai Business and economy, but the Thai stock market is not a popular investment market. International scholars do not know much about the Thai stock market. This requires some research to find a feasible solution, which is conducive to support the academic research of the Thai stock market and the better development of the Thai stock market in the international community.

Based on the above information about the impact of economic factors, monetary policy and trading psychology on investors' decision-making, this study aims to further understand the industry or the industry. The purpose of this study is to understand the investors' decision-making intention of tourism stock trading, and what psychological factors will affect the investors' decision-making intention..

2. Literature Review

Investors make decisions in the stock market, including buy, sell, short and long. This process is one of the behaviors of investors. The factors that affect investors' behavior include economic factors, such as monetary policy, politics, culture, and the influence of social factors on investors' cognitive ability, gender, age and psychological state (Quan, 2017). This study chooses monetary policy and psychological factors as the factors that affect individual investors' decision-making on SET50 T & H.

H&T stock prices affected by monetary policy factors

Based on the theory of monetary policy tools, this paper uses the theory of interest rate transmission mechanism (Disyatat, 2003) as an intermediate process. The results are reflected in the size of liquidity, and affect the bond market and stock prices. In the theory of behavioral finance, the behavior of investors, including buying, selling, longing and short selling, is a type of Behavioral Finance (Ackert, 2009).

Investor decision making

There are two participants in joining the stock market, namely individual investors and investment institutions. In this paper, individual investors and fund managers and other investment institutions as the research object, the use of behavioral finance theory, the impact of psychological factors on investors' decision-making. The behavior of investors in the stock market is understood as a series of relatively connected behaviors in order to meet people's needs (Yang, 2006).

Prospect theory holds that people's decision-making is not only based on rational expectation, but also influenced by emotional, experience and psychological factors^[1]. Behavioral finance theory shows that psychological factors affect transactions, that is, the decision-making of individual investors. Behavior financial market access is a new method to explain investors' decision-making through emotion, psychology and different psychology. It shows that economy has reactive influence on emotional investors and rational investment decision-making, which may change the financial market (Babu, 2020).

In the process of investment decision-making under the background of Thailand's current financial market, there are four behavioral factors of individual investors in Thailand Stock Exchange: Overconfidence, over optimism, risk psychology and herding

behavior (Quan, 2017)^[2].

3. Research Methodology

This chapter uses three kinds of combination research and two methods to achieve the purpose of this study, that is, regression analysis of the factors that affect investors’ decision-making, that is, interest rates of four monetary policy instruments in set50, and five representative Hotel and tourism stocks. How to select respondents from the population and how to determine the sample size are studied. At the same time, research tools, pre-test questionnaire, data collection and data statistical processing were used.

This paper selects individual or corporate investors who have investment experience in Thailand as the research object. This research collects data through questionnaire survey, which is sent to individual or enterprise investors directly.

This study will use the traditional 95% confidence level, because the population is unknown, as long as the assumption that the population is large enough, the sample is close to 380 constants. A total of 600 questionnaires were sent out, 512 of which were effectively returned, and the response rate was 85.3%.

There are differences in demographic factors such as income, occupation, education level and gender.

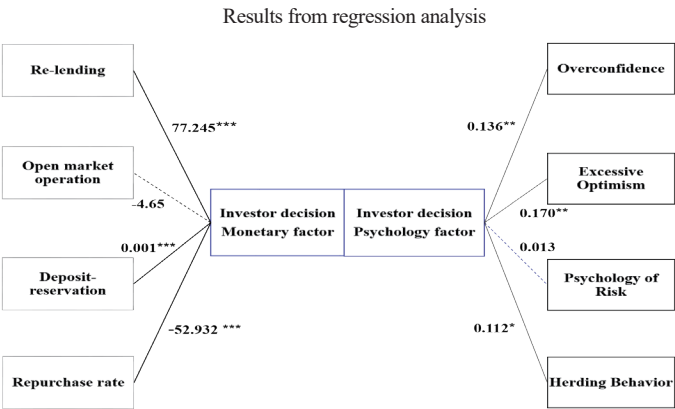
Monetary policy adopts the data of Bank of Thailand (BOT) from 2011 to 2020.

4. Research Results

Regression results

Model	R	R square	Adjust R s	Stranded error
Monetary	0.782	0.612	0.602	28.98743
Psychology	0.804	0.646	0.629	0.82512

Notes
Unstandardized beta coefficients are reported
*** p <0.001, ** p<0.01, *p<0.05
Solid lines represent significant coefficients



5. Conclusion

Summary and discussion

Risk is perceived from emotion and cognition. Under different conditions and circumstances, the impact of two psychological emotions (risk aversion and risk seeking) on investors has not been verified in the study.

At the same time, other hypotheses of this study are supported by significant data, which shows that for the hotel and tourism sector of Thailand stock market, investors’ final decision is influenced by monetary policies such as re lending, deposit reservation and repurchase. Among these three factors, re lending is the most influential factor (standardized coefficient beta = 1.027), The least influential factor is deposit reservation factor (standardized coefficient beta = 0.717). At the same time, the study finds that the repurchase factor plays a negative role in investment decision-making, which indicates that investors hope that the lower the policy data is, the better, that is, the higher the repurchase rate between banks is, the more unfavorable it is for investors to make decisions.

Investors’ decision-making is positively affected by overconfidence, which indicates that overconfidence, a widely accepted bias, encourages investors to have subjective confidence in the stock of Thailand’s hotel and tourism industry, especially in the case of serious epidemic and heavy damage to Thailand’s tourism industry, neglects some objective accuracy and hopes for future development.

At the same time, there are over optimistic factors, which also have a positive impact on investment decisions, making people believe that they are unlikely to experience negative events, or that the situation in the future will not be worse than it is now.

Herding also has a positive impact on investors’ decision-making, and the behavior of following others, especially in the stock market, is reflected in the tendency of following the trend, believing in authority, believing in good official policies, and following big capital institutions.

6. Conclusions

Specific psychological factors affect the final investment decision of investors. The results also show that six independent variables have influence on investors’ decision-making, which are stable models:

- Overconfidence, over optimism and herding (psychological factors)
- Re lending, deposit reservation and repurchase (monetary policy factors)

Among the psychological factors, the most influential factor is over optimism, and the most influential factor of monetary policy is re-lending.

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On the Management of Higher Vocational Education under the Content of Modern Vocational Education System

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Abstract: The connotation of modern vocational education system has relatively great particularity, its strong occupation, and has a certain cross-border nature. At present, China has carried out many reforms and innovations in the field of education, so it is necessary to constantly improve the modern vocational education system. Only in this way, can students provide more high-quality teaching resources, so that students can learn in a better learning environment. However, from the perspective of the current actual situation in our country, there are still some problems and deficiencies in the management of higher vocational education in China, such as not solved in time, will seriously affect the development of higher vocational education, therefore, in the current development process, we must seriously deal with the management problems of higher vocational education, update the management system, so as to improve the quality of teaching.

Keywords: Modern vocational education system; Higher vocational education; Management problems

With the rapid development of the national economy, Increasing demand for talent in the society, In order to better meet the diverse professional needs of the people, Some modern vocational education systems must be effectively constructed, Let vocational education and general education have a very good communication and communication, This article will be under the influence of the modern vocational education system, Carefully analyze some problems existing in the management of higher vocational education, Find the nature of the problem and propose better solutions, Only in this way can we give full play to the relevant functions of higher vocational education management, Bring a better teaching resources to the students, Let the students toward a better aspect of the comprehensive development, Improve the level of higher vocational education in a real sense, Make the students have a better employment.^[1]

1. Problems existing in the management of higher vocational education under the connotation horizon of the modern vocational education system

Modern vocational education has a certain particularity. First of all, its professionalism determines its own demands of educational value. Because vocational education training talents is face to face to society, so must have a specific professional ethics and job requirements, in the specific vocational education, need to solve the students' future employment problem, further strengthen their moral quality, besides the most prominent is its openness, in the process of modern vocational education system construction, must meet the needs of different levels of education, provide them with opportunities to learn employment. Under the perspective of the modern vocational education system, the education management personnel must seriously view the problems existing in the management, and objectively realize their own shortcomings. Whether it is the management concept or the management mode, they need to carry out an all-round reform and innovation based on the development of The Times and the actual situation of the school. Let higher vocational education return to the essence of education, so that students can better grow and develop.^[2]

1.1 The education management concept is backward

Management concept is crucial for management personnel to implement relevant policies, which is also the basis for the implementation of relevant policies. For the whole management system plays a certain guiding role, but in the current actual situation, many places of higher vocational education management concept is not very advanced, there are still some problems, such as will be affected by exam-oriented education, no open management system, did not leave enough space for students. In the process of specific management, if there is no correct and scientific management concept, it will not only affect the development of students, but also reduce the quality of students' education.

1.2 Education management system is not perfect

In fact, the education management system is formulated according to national laws, which plays a certain guiding role in the development of education. Many higher vocational colleges is not very long. In the management process, the traditional management system will still be adopted, and the technical secondary vocational schools are also very different.

1.3 Low quality of education and management personnel

The comprehensive quality of many education managers in higher vocational colleges is quite different. A considerable number of staff do not receive systematic education, and do not understand the theoretical knowledge of the characteristics of higher vocational education management, which will not only affect the efficiency of work, but also affect the quality of management. There are some management staff who just regard this job as a means to make a living. They are not very willing to receive some school training ideologically. If they do not achieve more lifelong learning, it will actually affect the quality of education management to a great extent and is not conducive to the development of higher vocational education.^[3]

2. Measures to solve the management problem of higher vocational education

2.1 Change the management concept

The most important point in the management of higher vocational education is to cultivate more compound talents for the society. Therefore, when higher vocational colleges carry out specific educational activities, they must update their educational concepts and constantly improve students' social competitiveness. Management personnel also need to adjust their working ideas at any time, update some education ideas, so as to better guide the development of higher vocational colleges, in daily work, need to actively learn some advanced ideas, set up people-oriented management ideas give full play to, update their working mechanism. Although when cultivating college students, we not only need to meet the relevant needs of modern enterprise services, but also pay attention to cultivating their practical ability.

2.2 Improve the education management system

Education management personnel not only need to master solid educational knowledge, but also need to actively follow the development of The Times, learn some advanced management concepts, and use some advanced management methods. In addition, it is necessary to actively understand the relevant characteristics of the education process and the characteristics of vocational education. Only in this way can we be flexible and adapt at work. Managers themselves also need to take a variety of ways to strengthen their comprehensive capabilities. Of course, schools can also be combined with their own conditions, using the way of centralized training for management training, if conditions allow, can also let some managers to other colleges and universities, so you can better expand the vision of staff, let managers pay attention to in-depth research of education management, encourage more education management personnel to participate in learning activities, master some operational skills. Specifically, when the formulation of relevant education system, we must be deeply through the people-oriented concept, students as the main body of education, must not use the system to restrain others, but to use the management system to better promote the development of students and teachers, a greater degree of play, the subjective initiative of teachers and students. Advanced management concepts are needed in the working mechanism. First of all, can let the teachers and students express their ideas and opinions, management staff for an effective arrangement and summary, let the teacher participate in the innovation of the system, so not only can better concentrate the cohesion of higher vocational colleges teachers and students, but also have a solid mass foundation, when improving the education management system, also can play the system role and value as far as possible. At the same time, when dividing the specific responsibilities, it can be divided into teaching quality management, teaching organization and management, and teaching operation management and so on. We must follow the relevant content, and summarize the characteristics and rules of management, so as to ensure the rationality of the education management system.^[4]

3. Tag

To sum up, higher vocational education has always been an important part of our national education system, to improve national quality, so in order to better promote the development of higher vocational education, must seriously analyze some problems existing in education management, implement a lot of detail problems, and make better solutions, only on the basis of the existing, constantly improve the quality of higher vocational education management, bring better teaching environment, so as to make students become outstanding talents in society.

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Comparative Analysis of Governance Structure of Open Universities at Home and Abroad

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Abstract: In the development process of higher education, open university is an important form of higher education system. Learning from the educational ideas of foreign open universities can provide reference for the development of open universities in China. The internal governance structure of open universities is based on the talent training plan of colleges and universities, perfecting the modern university system and constructing the core education concept. Through a detailed analysis of the internal governance structure of open universities at home and abroad, this paper compares the operation modes of the internal governance structure of open universities, hoping to improve the school running management system of open universities and promote the development of open universities in China.

Keywords: Open University; Governance structure; Education

Fund topics:

1. The 2020 project of Zhejiang Institute of modern distance education, the Realistic Dilemma and path choice of the transformation and development of open universities from the perspective of university governance modernization, fund No.: des-20y08
2. Zhejiang Educational Science 2021 Planning Project; Project No: 221SCG244; Project Topic: Research On The Integration Of Open Education And Vocational Education Under The Perspective Of The Community — Take The “Two-School Integration” Open University As Example.

China's Radio and Television University was first proposed by Mr. Deng Xiaoping. In order to revitalize China's education and improve the quality of our citizens, a radio and television university system covering all prefecture level regions has been set up, which has enriched people's spare time study and life, trained many graduates with higher degrees, and promoted the overall development of China's educational level. After decades of educational reform, radio and Television University established the National Open University in July 2012, which symbolizes the transformation and upgrading of China's adult education, and built a National Open University with Chinese characteristics. In the Open University, by optimizing the internal governance structure, it can effectively promote the management and academic development of the University.

1. An overview of the internal governance structure of Open Universities

The internal governance structure of open university refers to the governance activities carried out within the University, using systematic decision-making to promote the development of university management system, complete its educational objectives, and establish the internal operation mechanism of Open University. Adjusting the operating relationship between the internal organizational structures of open universities can promote the exercise and distribution of power and improve the internal governance structure of open universities. The internal governance structure of open universities needs to be distinguished from the management concept of ordinary universities. Beyond the academic scope, it pays more attention to the improvement of national basic literacy, so as to improve the overall national education level, take the realization of higher education as the school running purpose, and realize the educational view of lifelong education. In the process of implementing open universities in many countries at home and abroad, we need to face problems such as teaching quality, school running cost and school scale. According to the school running characteristics of open universities, we need to clarify the structure of leading institutions, executive institutions and supervision institutions, so as to promote the rationality and scientificity of internal governance. In countries with open universities, it is necessary to construct the internal governance structure and scientifically divide the rights and responsibilities of different responsible persons, so as to promote the sustainable development of open universities and optimize the school running concept and teaching effect^[1]

2. Internal governance structure model of foreign development Universities

2.1 The model of internal president governance in Open Universities

In the Open University, the Council carries out the construction of the organizational structure, and uses the president's governance mode to manage the affairs of the University, so as to separate academic and administration, so as to achieve the optimal balance of the internal power mode. The main function of the Council is to set the internal management functions of the school, including

formulating management rules and school running regulations, which plays a role in ensuring the daily operation of the school. The principal governance model can reflect the principal's administrative functions, especially the rational use of teaching resources, and promote the academic improvement of the school, which is conducive to the realization of the school's educational concept. For example, open universities such as the Open University of Hong Kong, Iran's peiyaminor University and Thailand's sukhtar Open University all adopt the model of President governance in the internal governance structure of open universities.

2.2 The school is governed by the Council and the board of directors

Under the school governance mode jointly established by the Council and the board of directors, the president will coordinate, lead and perform their respective duties, with the president as the highest leader. On the premise of the separation of academic and administrative powers, the exercise of administrative power is the core. In the internal governance structure of colleges and universities, the president is the main leader, and the Steering Council and other committees are the management organization. The headmaster carries out management decisions on school affairs and manages the daily work of the school. In the process of school project construction, the Council and the board of directors make decisions. For example, the Open University in Malaysia = adopt this internal governance model to promote the development of the campus. In campus governance, we should pay more attention to the construction of management posts, especially the construction of organizational framework within the campus, and carry out the organizational construction of open university education through three levels of Education: Department, college and university. Ensure the daily operation of guest room university through systematic internal governance structure.^[2]

3. Internal governance structure of open universities in China

3.1 Establishing the governing mode of the Council under the leadership of the Party committee

In the National Open University, it is necessary to transform and upgrade the internal governance structure and optimize the internal management system of the National Open University. Through the comprehensive analysis of the open universities at home and abroad, it can be analyzed that most open universities adopt the governing mode of Council or president. Under these two school management modes, it can play the effect of separating the two powers. In the internal governance structure of China's open universities, due to the political system with Chinese characteristics, a Council under the leadership of the Party committee can be established to ensure the development stage of China's open universities, maintain the educational concept with Party spirit, and promote the establishment of correct outlook on life and values in the process of educating people.

3.2 Constructing the internal governance structure of parallel political power

The socialist system with Chinese characteristics can harmoniously unify the relationship between academic power and administrative power. In the case of parallel academic and power, promote the development of academic power and make the internal governance structure of the school more in line with the needs of teachers. By optimizing the organizational structure framework, we can set up a good academic development environment, establish a long-term and harmonious development mechanism, make a reasonable division of labor between administration and academia, build a parallel internal governance structure, and optimize the system construction of open universities^[3].

3.3 Building a unique governance culture of open universities in China

In the development process of China's open universities, it meets the national demand for talents. In the subordinate structure, the implementation of educational ideas at the levels of colleges, departments and universities can effectively promote the paternalistic and partner teaching atmosphere and improve the internal governance structure of China's open universities. In terms of academic philosophy and the construction of campus academic atmosphere, we can develop the Open University into an institution of higher learning with Chinese characteristics and adapt to local culture, and form a unique governance culture of the Open University.

4. Conclusion:

To sum up, there are obvious differences in the internal governance structure of open universities at home and abroad. Under different historical and cultural backgrounds, the governance model of open universities has its localization characteristics. Based on different races and national conditions, we can build a characteristic internal governance structure of open universities. China's national open universities need to conform to China's national conditions and build a socialist internal governance structure with Chinese characteristics, so as to promote the development of open universities.

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Reflections on Online Teaching in Higher Vocational Colleges amidst the Covid-19 Outbreak

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Abstract: The paper aims to explore the importance of online teaching for higher vocational colleges, the common problems and solutions encountered in the online teaching practice in higher vocational colleges under the Covid-19 outbreak by means of literature reference and questionnaire survey. The purpose of the current study is also to analyze how online teaching effectively promotes teachers' teaching and students' learning with a hope to provide insight into college teaching.

Keywords: Online teaching; Higher vocational college; Covid-19

Introduction

Since January 2020, the covid-19 epidemic has swept through China. The Chinese government initiated a policy "Suspending Classes without Stopping Learning(SCSL)"(Zhang et al .2020)^[1]. This article intends to explore the importance of online teaching, the common problems and solutions encountered in the online teaching in HVC(HVC) under the Covid-19 outbreak by means of literature reference and questionnaire survey. It is also to analyze how online teaching effectively promotes teachers' teaching and students' learning with a hope to provide insight into college teaching.

Discussion

Question 1: What does "SCSL" mean? Is online education accepted in HVC?

"SCSL" which aims to fight against the spread of the epidemic by suspending offline teaching and turning to online education can be explained in the government's own words "suspending classes without stopping learning and suspending classes without stopping teaching". We must integrate all resources to support online teaching and learning". Then, do teachers and students accept online teaching or not?

Table 1 Online Teaching or Traditional Teaching?[↵]

Item	For	Against	Neither for nor against [↵]
Online Learning	40	17	3
Traditional Learning	20	38	2
Total Participants: 60 [↵]			

prohibit them from using the existing platform resources; 3) They are worried about making mistakes in live online class, etc. Certainly, there are still several teachers who neither support online teaching or traditional teaching nor oppose them.

Table 2 Online Learning or Traditional Learning?[↵]

Item	For	Against	Neither for nor against [↵]
Online Learning	130	30	10 [↵]
Traditional Learning	39	128	3 [↵]
Total Participants: 170 [↵]			

Table1 shows that most teachers would rather accept online teaching than traditional teaching because some teachers do not need to prepare lessons and broadcast online, but only push content on the learning platform at a fixed time. While one third of teachers dislike online teaching for the following reasons: 1) They can't use computer and make PPT or video skillfully; 2) The schools

As shown in Table2, most students prefer online learning. The number of students who are for online learning are more than four times as many as the one who are for classroom learning. Besides, there are 13 students who neither support nor oppose. Thus, online education is the best choice for HVC after the Covid-19 outbreak.

Question 2: What difficulties do teachers and

students at HVC have in online teaching? How to implement online teaching in HVC effectively?

Despite the careful planning and arrangements by colleges, schools and families, the implementation of online teaching still faces some problems.

1. Difficulties that higher vocational teachers have in online teaching

Based on the questionnaire survey and analysis from Table3, the difficulties that higher vocational teachers confront during

Table 3 *Difficulties for Higher Vocational Teachers*

Difficulties	Frequency	Percentage
Constrained by hardware	2	3.33%
Subject to teachers' technology and ability	20	33.33%
Too much online teaching resources	50	83.33%
Lack of Wifi	15	25%
Limited teaching space	15	25%
Influenced by housework	14	23.33%
Influenced by babies	14	23.33%
Difficult to control class	25	41.67%
Lack of experience	30	50%
Total Participants: 60		

the online teaching can be summarized in the following points.

1.1 Online teaching is constrained by infrastructure.

Hardware and software resources play an important role in online teaching. Meanwhile, differences in information technology infrastructure between regions can be significant^[1]. CCTV News (2020) reported the network coverage in remote areas is insufficient, which may further lead to educational inequity. In line with the survey from the higher vocational teachers, 3.33% of teachers are short of computer and 25% of them are

unable to find suitable spaces for teaching at home. Therefore, some teachers have given up online teaching.

1.2 Online teaching is influenced by teachers' technology and ability.

It is well known that the effect of online education is contingent on teachers' online teaching skills, abilities and experience. Although the teachers received various training, the short-term effect remains arguably minimal. As shown in Table3, 1/3 teachers are subject to computer technology. Thus, they are replaced by others.

1.3 It is difficult for teachers to guide and control the class.

Unlike traditional classes, teachers can direct students' learning and monitor their homework. In my own case, I put more effort into reminding students to submit their assignment on time through various methods, there are still some students who don't complete the homework as required.

2. Problems that higher vocational students have in online teaching

Table 4 *Difficulties for Higher Vocational Teachers*

Problems	Frequency	Percentage
No interest in online courses	30	17.65%
Poor self-study ability	85	50%
Poor study habits	85	50%
Lack of self-discipline	120	70.59%
Lack of Wifi	90	52.94%
Influenced by the Environment	100	58.82%
Total Participants: 170		

As can be clearly seen from Table4, the biggest problem for students is lack of self-discipline, which takes up 70.59%. There're thirty students who are not interested in online courses because internet teaching lacks face-to-face communication and cordial interaction between teachers and students. Half of them have poor self-study abilities and habits. 58.52% have no access to online learning. More than half of students have no Wi-Fi. Few students in mountainous areas even have to walk for hours to find places with stable network signals.

3. Problems with online teaching resources

Based on the investigation, the problem with online teaching is mainly due to the excessive number of online teaching platforms, but lack of a unified one with complete functions. Some excellent resources are chiefly concentrated in the top universities, and most colleges pay insufficient attention to the online course development. Also, there existed regional differences, inter-school differences, and subject differences, in the quantity of the selected quality courses (Fang 2018)^[2]. Due to the Covid-19 outbreak, online teaching platforms such as Cloud Classrooms, Tencent's Class and Chaoxing Platform have been overwhelmed, and network crashes may happen. To change the current situation, the colleges should devote the online course construction.

4. Conclusion

In sum, this article performed an investigation into the online teaching in HVC. For most teachers, online teaching is a new teaching form, which requires teachers to explore how to design teaching and conduct effective interaction. It is a new challenge for teachers to ensure high teaching effect. The results indicate that online teaching is more important in face of Covid-19 outbreak. My claim has been that some effective measures to improve online teaching in HVC should be carried out. Therefore, future research can consider how to create a set of blended teaching mode suitable for HVC, effectively integrating online resources and face-to-face instruction to adapt to the changing emergencies and promote the teaching reform.

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Note: All participants including 60 teachers and 170 students in different majors are from Xianyang Vocational & Technical College in China.

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In Interpretation of Tickets, Please from Evolution and Sexual Selection Theory

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Abstract: D.H. Lawrence is one of the most controversial writers in English literature in the 20th century. He has been frequently criticized for his unfriendly treatment of female characters and a repulsion against Darwin's theory. However, his view on women and Darwinism gradually changed and developed. This paper intends to explore this change of view from the reading of Lawrence's short story Ticket, Please.

Keywords: Feminism; Sexual selection; Ticket please

1. Lawrence and Darwinism

In 1859, Darwin's *On the Origin of Species by Means of Natural Selection* made its appearance on the surface of the earth. It affects the 19th century writers "not only at the level of theme, but at the level of organization." "The methods of scientists become the methods of emplotment, and scientific theories suggest new organizations for fiction". However, it seems that there is no apparent connection, reference or discussion of Darwinism in any of D.H. Lawrence's works. One reason might be, according to Granofsky, "the many hostile comments Lawrence allowed himself in his battle with Darwinism over the years." In fact, Lawrence, when he just reached adulthood, made Darwin's theory his early interests and was once enthusiastic to evolution. However, in his later essays and letters, he claimed that the tenets of the theories were all wrong. He once expressed his repudiation of Darwinism in *Morning in Mexico*, "Myself, I don't believe in evolution, like a string hooked on to a First Cause." For this shift in attitude, Granofsky gave his account and assumed that Lawrence's deterioration in health, the difficulties in marriage, and a loss of readership in England may cause this change of attitude. However, Lawrence reread Darwin's theory later during WWI and began to refer to the theory in his works produced during 1919-1922. In "Art and the Individual," originally a paper delivered in 1908 to the Eastwood Debating Society, Lawrence speaks of the whiteness and wings of the swan as expressive "of the great purpose which leads the swan to raise itself as far as possible to attract a mate, the mate choosing the finest male that the species may be reproduced in its most advantageous form".

The First World War played some part in the shift of attitude. Lawrence developed his understanding of the theory from nature to social domain and in his eyes the world became a place where only the fit can survive. There actually are works in the transitional period which embodies Darwinism in character, theme, plot and structure. *Tickets, Please* (1919) is one of them. Lawrence took WWI as its background and dealt with his most familiar gender theme. The story can be interpreted from Darwin's evolution and sexual selection theory, where there is an explicit connection between the social and biological status of women.

2. Darwin's Sexual Selection

In 1871 Darwin's *The Descent of Man, and Selection in Relation to Sex* was published. He mentions sexual selection only briefly in *The Origin of Species* but develops the concept thoroughly in *The Descent of Man, and Selection in Relation to Sex*. Sexual selection was the book's primary focus and central achievement. It is Darwin's effort to account for differences in secondary sexual characteristics between males and females role and their part in the mating process in the animal kingdom. In the book, he states that male will be able to defeat his male rivals and to breed more frequently with the healthiest females. Here it is the female who selects her mate, or at the very least has the option of rejecting those who do not please her. The female does not "invariably prefer the victorious male", but it is clear that she is essentially a prize to the "victorious male."

Sexual selection involves the exercise of individual will more intimately than natural selection. The determination of who does the selecting is crucial. Darwin finds that through out most of the animal kingdom it is the female who must be pleased, who exerts a choice and selects mates. The male is the more active partner, first in battling his rivals and then in displaying his charms. The female must, however, choose some male, even if he is merely "the one which is the least distasteful" to her. Lawrence's *Tickets, Please* exploits and subvert Darwin's theories about sexual selection.

3. The Application of Evolutionary Theory in Tickets, Please

The story depicts a love tangle between a young couple. John Thomas is a inspector on a tram, who misbehaves with the ticket

girls. Anne is one of them who is jilted very soon. Hurt and angry, she plans a revenge with the other jilted women.

For Lawrence WWI is period of insecurity, chaos and subversion. The world is of no order or reason. With the vacancy men left, women stepped up on the stage doing jobs once belonged to men. The new experience and fulfillment makes women confident and purposeful. The conductors are girls who are “fearless young hussies”. “They pounce on the youths who try to evade their ticket-machine. They push off the men at the end of their distance. They are not going to be done in the eye-not they. They fear nobody-and everybody fears them.” The girls are taking the place of men and behaving more like men. The men who were left home were “unfit for active service: cripples and hunchbacks”. However, among them, there is one “of the right age, and one, the chief, is also good-looking”. John Thomas, as one of the rare young and healthy survivor of his gender, who was left behind for unknown reason, received enormous attention from the young and healthy females. He got the choice to choose from all female candidates.

Then a typical courtship is depicted. John Thomas impresses Annie with his figure, vitality and manhood like the case in animal world that male rivalry is carried on increasingly by displays of more brilliant color, more handsome plumage, or more beautiful voice. John Thomas shows his “color” or “plumage” to defeat the “rival” for the purpose of Annie’s thorough surrender. Annie caved in, then got jilted by John Thomas. she is no conventional girl. So are other girls John Thomas once dated and jilted. They want “tit for tat”. In the girl’s little waiting room, they lay a trap with bait waiting quietly and patiently for their prey. When John Thomas took the bait, they begin the game with the “sport”, door locked.

The locked door cut off any connection between the little waiting room and the outside world. It is impossible for John Thomas to reach for help, which makes him increasingly terrified. He is a trapped under the girl’s predation. Acting fierce and ferocious, the girls reveal the true self suppressed by “the ugly blue uniforms” and “shapeless old peaked caps”. The little locked room of their own offers shelter and security. Not only do they reveal their deeply buried self but also conceal their “interest” in John Thomas as the marked man of their revenge. The human features are suppressed and animal instincts dominate. Thus, a world of beast is formed.

Annie starts the attack by hitting John Thomas on the side of his head “with a movement like a swift cat”. Then all the other girls come at him violently. “They all flew at him, slapping him, pinching him, pulling his hair”. “Strange, wild creatures, they hung on him and rushed at him to bear him down.” Making full use of the “unnatural strength and power”, the girls are enjoying the pleasure of superiority, of being in control, the power to manipulate man, a relief of their long-held grudge. John Thomas, with one of his arm is naked, lay on the ground “as an animal lies when it is defeated and at the mercy of the captor.” However, the blood and the “bare arm maddened the girls”. They got excited. “Their blood (was) now up”. It seems there is no way for John Joseph to survive this. “You ought to be killed, that’s what you ought.”

Darwin’s jungle rule says: survival of the fittest. The story shows that it is women who can survive from cruel, hostile environment. They are stronger and healthier, resilient and adaptive. while men are either killed in the battlefield or survived but wounded, which means losing the ability to recover.

4. The Subversion of Sexual Selection in Tickets, Please

Instead of putting beautiful female in the position of choice, the male in the story, depicted either cripple or hunchback who are not desirable at all, got the right to pick. The only man stands out is John Thomas, who “had all the arts of love-making”. As the only fit male, he enjoys a privilege to pick from all beautiful and healthy young female. However, he refuses to settle with one. Darwin describes a situation exactly opposite to John Thomas. “The females in most or all the orders ... have the power of rejecting any particular male” but they do not have the choice to reject all male. The female does not “invariably prefer the victorious male, but it is clear that she is essentially a prize to the “victorious male,” whose aggression can be turned against the female if she seems reluctant.

John Thomas doesn’t just reject one female, he rejects them all, which results in the “aggression” from those vindictive girls. When John Thomas is on the ground, helpless, he is offer the choice again. Like in sexual selection, John Thomas is forced to pick one from the girls even if she is merely “the one which is the least distasteful” to him. In doing so, they surrender the power to male again. The momentary victory is gone. The sense of superiority and power are just temporary and possibly exist only inside the little waiting room. However, once they taste the joy and excitement of being on top, it is hard to go back to place where they are treated like commodities to be chosen. With the door opened again, the connection with the human world resumed while evolution theory still rules. No matter how reluctant they are, the girls still need to step out of the room living with the harsh reality. The fulfillment and pleasure can not last long. They are only provided by the special circumstance.

In Tickets, Please, it seems to be female who could adapt themselves really quickly to the change and take advantage of this new environment. Nevertheless, when WWI was over, when the survival men were back from the battlefield, they were stunned by what women could do. They have to face the tough truth that men are not that indispensable. They could be easily and conveniently replaced by women thus became expendable. Women were adapting so well and doing men’s jobs so well, which made their survival less significant and even unnecessary. Coping with the new situation, men’s immediate and urgent need was to restore the old rule, their rule and put everything back to where they belong. Thus, women retrieved themselves from the position they briefly hold back to where they started, the home. They were at a loss and need time to readjust again.

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Discourse Analysis from the Perspective of Systemic Functional

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Linguistics: Language is an important prerequisite for social interaction, especially in interpersonal relations. The meaning of language itself is not only to help people to complete the most basic communication, but also to promote the emotional exchange between people, make society more harmonious, a symbol of social attributes. The unique charm of language is that language can make people get more information from language through dialogue.

Keywords: Systemic Functional Linguistics; Discourse; Analysis

Introduction: In Linguistics, words are defined as texts, and it has been documented that the scientific study of discourse began more than 2,000 years ago, at various stages, scientists focus on the study of discourse in different ways and come to different conclusions. Especially since the 1990s, with the increasing interest in social and cultural life, discourse has quickly become one of the major subjects in the study of society and the humanities, different disciplines have different views on the study of discourse analysis.

1. The relationship between discourse analysis and systemic functional linguistics

Michael Halliday divides grammatical functions into three categories: conceptual meaning, which is the logical connection of human cognition; and interpersonal meaning, which is the relationship between one person and another. Third, the meaning of the text, under its influence, will be coherently translated into the text, in order to better express the meaning and concept of interpersonal relations. Therefore, systemic functional linguistic analysis considers not only the external cognitive environment of speech expression, but also the internal environment of text.^[1] Therefore, semantics, context, vocabulary and grammar are organically combined at different levels to form the coexistence of the whole. Discourse is about the specific interaction between people under the specific social background other than language, and language should be used as the medium of communication. To some extent, a person can influence the views of an object or another person through language. For example, when students communicate with foreign friends in English, the language exchange can let them know the customs of the other country, so that some of their ideas are recognized by others, or feel that the ideas of others are recognized.

Michael Halliday also studies discourse from a variety of perspectives, including language, social and cultural differences, and cognitive perspectives. As mentioned above, systemic functional linguistics has three main viewpoints: language, culture and cognition. The research also goes deep into, for example, how language reveals people's cognition of the problem object and reflects the social problem, because the event can not satisfy the demand. In other words, Michael Halliday reinterprets and renames the vocabulary and grammar of a language from a different perspective, a new lexical and grammatical feature called Functional Grammar. In Functional Grammar, function is regarded as the meaning of a language function, which means to express the meaning of an object or event through language rather than another form. In his systemic functional linguistics, Michael Halliday also makes a deeper analysis of discourse, integrating many aspects such as semantics and grammar at different levels, in order to integrate the cultural environment and the views of the outside public.^[2] Context is integrated with other languages, and the relationship between these languages is inseparable. From this, we can conclude that systemic-functional linguistics has its unique features.

2. An overview of systemic functional linguistics

systemic functional linguistics was developed under the influence of the anthropological tradition of Protagel and Plato, inheriting the ideas of the London school. Systemic-functional Linguistics Studies language from the perspective of social signs. Language is regarded as an important way to guide human practice. With the development of the Times, systemic functional linguistics has had a wide influence in many application fields, especially in the functional linguistics system after Michael Halliday, the nature of its application is becoming clearer and clearer, systemic functional linguistics is not limited to the solution of all problems in a field, but is based on the integration of interdisciplinary advantages, through joint efforts to solve these problems. Discourse analysis can be divided into Critical discourse analysis, active discourse analysis, multi discourse analysis and contextual discourse analysis. In recent years, our research in systemic functional linguistics has expanded to include the fields of inheritance and theoretical innovation, as well as applications in all fields.

Generally speaking, theoretical linguistics mainly aims at the basic regularity and characteristics of human language, analyzes the basic theory of language, and describes human language according to it. The ultimate goal of this discipline is to study all human

languages, not just individual linguistic categories. This function also has the essential difference with “The single language”, the difference between the two is obvious. From the appearance to the development of systemic functional language (SFL), a relatively comprehensive and complete system theory system has been formed gradually, but in the actual operation, the system is still in the development stage, there are still some necessary problems and need to be further improved. For example, whether it is necessary to study language from the perspective of genre and register, and whether there are still some problems to be improved in the theoretical framework of linguistics in the existing system, in the future, it is necessary for people concerned to study the advantages and disadvantages of linguistics from the perspective of individuals and groups.

3. Discourse Analysis from the perspective of systemic functional linguistics

3.1 Conceptual meaning analysis

From the perspective of systemic functional linguistics, the concept meaning of conceptual meaning analysis is that people have their own views on the past experience and understanding of the experienced event by experiencing various events and contacting different environments, you can learn about yourself through words. People’s past experiences provide the conditions for cognition, and they can express these cognition through their mastery of vocabulary and grammar, including the use of content words and transitional structures. In general, all events experienced by human beings are a phenomenon occurring in the brain’s specific cognition, called linguistic phenomena, which can be expressed as concepts in terms of vocabulary and grammatical systems. For example: A movie I Go Get up Yesterday to a Movie I went to a movie yesterday. I try to get up early in the morning but never manage to do so. We use language, first of all in the language system to choose the appropriate form, rather than specific social phenomena. At the same time, different attitudes and cognitive levels of language users may have different results on the same phenomenon. A person with complete language skills can consciously make different choices.

3.2 Interpersonal meaning analysis

The main content of interpersonal meaning is to judge through the language and attitude people use in the process of communication, language functions can be achieved through a number of sentences, questions, commands and other different tones. From the context analysis, the specific environment, each language function has different uses, thus forming the language potential mood. From the analysis of discourse context, each specific discourse function contains a specific discourse purpose, at the same time, different intonation is set according to different ways of speaking, such as effective communication of relevant information, so that the speaker’s position and the relationship between people can be directly and expressed. It’s especially common in college English conversations, take June and Bill for example: 1) J: Hi, Bill, long time no see. 2) B: June, is that you? J: Hi is not at Home. b: What are you doing yesterday? 5) J: Don’t do that again! 6) B. Sorry, I will not Do that next time. 7) Do you know what time is that now? 1/2 ØÄ´ ! HURRY UP! * ! J: What are you doing this weekend? 2) B: I went to cinema with my friends. 3) J: What’s the name of film you watched? 4) B: The Little prince. 5) J: What do you think The film? 6) B; Very good. I like it very much. 7) J: Really? 8) B: Certainly, it is well worth of being enjoy it.

3.3 Discourse Analysis

Discourse analysis is an important field of linguistics. Although different language schools and research methods are different, generally speaking, discourse analysis is closely related to speech and context, including spoken language. When it comes to discourse analysis, the first step is to understand what is a word and what is a language unit above the word level. In real life, people communicate for specific purposes, not just through combinations of unrelated words or phrases, and in the process, they can express a unified, common meaning. Coherence is therefore an important feature of a text in that its components are consistent rather than independent of each other.^[3] Leech defines “A brief description of language, that is, the meaning of language is the use of their own language, the logical construction of language, language patterns.”. Morphological grammar mainly involves word combination, information structure and sentence structure. The key to determine the meaning of a sentence is the close relationship between the sentences. The content of the sentence can be judged by the meaning of the words in the sentence, or the content of the sentence can be highlighted by adjectives.^[4]

Conclusion: To sum up, although systemic functional linguistics plays a very important role in the field of linguistics in China, at present, systemic functionalism theory in China does not combine systemic functionalism with Chinese Studies, therefore, it lacks the characteristics of linguistic research. In view of this, it is necessary to pay attention to the relationship between systemic functional linguistics and discourse analysis, so as to provide a new theoretical method for discourse analysis and ensure the objectivity, accuracy and integrity of the content of discourse analysis, it also promotes the development of discourse analysis as a multi-dimensional and multi-objective process.

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On English Learning Methods in Senior Three

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Abstract: English is one of the important subjects in senior high school. Only by learning English well can we obtain excellent college entrance examination results, and also lay a good foundation for future study and work. English learning has high requirements for the foundation. In order to make up for this deficiency, it often needs to spend more efforts. This paper mainly analyzes the problems encountered in the process of English learning, and tries to explore the best learning methods based on various conditions, hoping to further improve the quality of English learning and master more English knowledge.

Keywords: Senior Three; English; Learning method

The key points of English learning include words, grammar, reading and writing. If you don't master the foundation in the early stage, it is very unfavorable for the learning in the third stage of senior high school. After entering the third year of senior high school, the focus of learning is to review the previous knowledge, which is both a challenge and an opportunity for us. We can find out and fill the gaps in time to further improve our personal performance. Combined with the previous learning experience and the characteristics of English subjects, this paper studies and discusses the English learning methods of senior three, and comprehensively improves the quality of English learning through modular word memory, the combination of grammar and context, as well as routine reading and writing exercises.

1. Problems needing attention in senior three English learning

1.1 English vocabulary understanding

In English learning, vocabulary can be said to be the basis. When you master enough vocabulary, you can achieve unexpected learning results. Senior three needs a lot of English practice. Vocabulary is the premise of sentence, paragraph and article understanding. However, in the learning process, it can be found that some students ignore the importance of this aspect and simply accumulate vocabulary, but lack understanding. The accumulated vocabulary can play a very limited role and can not be used flexibly. The meaning and usage of vocabulary in different contexts are different. Without a comprehensive understanding of it, it will inevitably affect the effect of listening training and reading comprehension. It will not get the expected effect while spending energy. Over time, it will produce a slack psychology, which is very unfavorable for later learning ^[1].

1.2 Improvement of reading ability

In the third year of senior high school, we must face up to the importance of reading comprehension in the whole learning. In daily learning, teachers provide a large number of reading materials for our practice, but some students can't achieve the expected learning effect, mainly because their reading ability is relatively low and they can't understand it during training, so they can't deal with all kinds of exercises. The level of reading ability is largely related to the final effect of our English learning. We must continue to strengthen the connection in this regard, cultivate English language sense with sufficient practice, improve reading ability and improve learning efficiency while mastering vocabulary ^[2].

1.3 Comprehensive mastery of grammar

Grammar is not only the premise guarantee of learning English, but also the further extension of English knowledge, which has a key impact on reading and writing. In the early stage of English learning, we always emphasize the importance of grammar, but many students still fail to form a correct cognition and understanding of grammar in the third year of senior high school, so they are deeply trapped in grammar learning, and their pay and return are not equal. Moreover, English grammar has complex structure, wide range and high learning difficulty. In the face of boring grammar learning, students are also easy to lose interest and patience, resulting in unsatisfactory learning effect ^[3]. To improve the quality of English learning, we must pay attention to grammar learning, choose appropriate methods to master grammar knowledge as soon as possible, and provide a solid guarantee for subsequent learning and the college entrance examination.

2. On English learning methods in senior three

2.1 Modular word memory

Word learning runs through the whole English learning career. With the continuous increase of vocabulary, the depth and breadth of English learning are also increasing. It can be said that words are an important basis for understanding and learning English. Only

by mastering enough vocabulary can we improve reading comprehension, shorten reading speed and improve reading quality. After entering the third year of senior high school, we need to master a larger vocabulary and time is tight. Students need to bear great learning pressure. In the face of this situation, we need to adjust the previous learning methods, try to use the method of modular word wing, summarize various forms of words, or classify them according to word meaning, affixes and other forms, and then complete word memory with different modules, which has better effect and less time and energy than memorizing one by one. Taking the word "stick" as an example, words have multiple meanings as nouns and verbs, among which nouns have dead branches when used; branch; Punishment; Discipline; The meaning of rural areas far from cities; When used as a verb, it has penetration; Puncture; Stick; Sticking; Cannot move; Cannot be moved; Acceptance; The meaning of tolerance. In modular learning and memory, we should master the past participle stuck in addition to the basic meaning; Present participle sticking; Past tense stuck; Plural sticks; Third person singular sticks [4]. The application of modular word memory method further realizes the systematization of word learning, and associative memory will be formed between different words. Once any word is encountered in the later stage, it can remember other words related to it at the same time, so as to achieve the effect of review, which is very important for vocabulary learning.

2.2 Reading routine exercises

Reading scores account for a large proportion in English tests, and it takes longer. If you want to get excellent results, you must have good reading ability. In order to further improve students' reading ability, we need to make the reading practice routine, make rational use of various reading materials provided by teachers, and use fragmented time to strengthen reading practice. On the one hand, we can increase the vocabulary, on the other hand, we can also improve the reading speed and quality. Students must face up to the importance of reading practice. In addition to using classroom time for reading practice, they should also make full use of all kinds of spare time after class and continuously increase the amount of reading through reasonable collocation. The routine of reading practice is to implement English reading as a habit every day. Even if you don't answer the reading questions, you should complete the corresponding number of English reading. We should do more comprehensive and in-depth reading on the basis of teachers' explanation. In order to avoid the boredom of repeated reading, students can choose the articles they are interested in to adjust, which can not only maintain their own reading desire, but also achieve the purpose of English reading practice [5]. In addition, students can organize a reading competition. Take a study group or the same dormitory as a unit and use the same article for a reading competition. Take the reading time, correct rate of answers and understanding level as the evaluation criteria, so as to increase the interest of reading practice and stimulate the students' desire for victory and defeat. With more energy to complete the daily reading practice, ensure enough reading and comprehensively improve the reading ability.

2.3 Combination of grammar and context

Grammar is a key point that we must pay attention to in the process of senior three English learning. We must complete each stage of learning according to the teaching of the teacher. While mastering accurate grammar, we should apply it in practice to give full play to the linguistic role of English. At the same time, we can also get a sense of achievement and lay a good foundation for further learning. In the daily learning process of English, we can try to combine grammar with context, adjust the previous situation that grammar learning only memorizes grammar rules, and strive to create relevant context according to grammar, so as to further improve the practical application ability of grammar. In the process of grammar learning, after understanding the grammar content, you can also fill in the blanks or translate the grammar according to the Chinese and Italian given by the teacher. For example, in the teaching process of "object clause guided by special interrogative words", in addition to understanding the grammatical theories such as the use of different connecting pronouns and connecting adverbs in guiding object clause, students should also understand it in combination with the context and analyze simple clauses similar to "I can't imagine why he did that thing" [6]. In addition, grammar learning can also be combined with writing, try to write according to a theme, and improve English writing ability while reviewing grammar.

3. Conclusion

After entering the third year of senior high school, English learning is particularly important. We should find our own shortcomings in daily learning, continue to adjust our own learning methods based on the teacher's teaching, find the learning methods most suitable for our own situation through more flexible ways, and strive to comprehensively improve the learning effect, which can not only lay a good foundation for the college entrance examination, At the same time, it also cultivates good professional ability for follow-up English learning.

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Thoughts on the Structure of Online Teaching Supervision Function of Distance Teaching Platform

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Abstract: The improvement of the teaching quality of distance and open education has always been the concern of education decision-makers and managers. Innovating the teaching management mode of distance and open education teaching platform and developing the supervision function of network teaching on the distance and open education teaching platform is one of the important ways to improve the teaching quality of distance and open education. This paper probes into the online teaching supervision mode of distance open education teaching platform and puts forward some suggestions on the structure of online teaching supervision function based on learning platform.

Keywords: Distance open education; Teaching platform; Teaching quality monitoring

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In the era of advocating universal learning, modern distance education provides a better learning platform for the continuous promotion of lifelong education, continuing education and community education. As the leader of open education, Open University is a common problem to be solved by all open universities in order to show its running characteristics. Teaching supervision, as a supervision mechanism, plays a key role in improving the quality of running a school and training talents in distance and open education.

1. Main responsibilities of online teaching supervision

According to the needs and characteristics of running a school, the main responsibility of online teaching supervision is to supervise the teaching behavior and quality. It mainly supervises the online teaching behaviors of the course responsible teachers, including the construction of online resources, teaching design, organization of teaching activities and teaching effects, and forms a supervision report that can feed it back to the management department and the course responsible teachers.

The main tasks of online teaching supervision include:

1. The construction of online resources, including the form of resource presentation, the content of resource module and the construction of practical teaching system.
2. Organization of teaching activities, including teaching methods, interactive teaching and teaching support services.
3. According to the construction of online resources, the teaching design of the overall content and knowledge points, the organization of teaching activities and the supervision of teaching effects, to put forward suggestions or ideas for improvement, to form an online supervision report and submit it to the supervisor and the course teacher in charge.

2. The analysis and structure of teaching supervision function

2.1 Overall structure idea

In order to meet the needs of the school running and management system of distance and open education, and to explore a new model of online teaching supervision, this paper mainly designs from three dimensions: school supervision, teaching supervision and supervision. Network teaching platform is usually managed by the educational administrators, responsible teachers, tutors, students and other roles. In order to realize network supervision management functions, to make the structure of the supervision function goes through the whole process of supervision, to realize supervision for those teacher's online teaching behavior to the class responsibility, to implement supervision automation statistics, lighten the load of the supervising administrator and supervisor, realize the paperless office, and advocate network teaching platform design network teaching supervision function. Through online supervision, supervisors leave traces in the process of supervision on the teaching platform.

2.2 Authority analysis of supervisory administrator and supervisor

The supervisory management system mainly includes the supervisory administrator, supervisor, and responsible teacher. In the teaching platform, the supervisor's main authority is as follows: assign the role of supervisor, that is, assign supervisor authority to teacher so that she can conduct teaching supervision on the teaching platform with supervisor authority; issue notice of supervision

work; make statistics and inquiries about the teaching situation supervised by the supervisors. The supervisor mainly supervises the teaching behavior of course responsible teachers on the Internet, including the construction of course resources, teaching design, teaching organization and teaching support services.

2.3 Structure of online teaching supervision function based on learning platform

The supervisor assigns management authority to the supervisor, and the supervisor issues notices about the supervision work^[1], makes statistics about the supervision and teaching and reports to the relevant teaching departments. Supervisors supervise responsible teachers from the construction of curriculum resources, teaching design, teaching organization, teaching support services, etc. The responsible teachers modify teaching resources and improve teaching organization according to the opinions or suggestions put forward in the supervisor's supervision report.

3. Some thoughts on the structure of online teaching supervision based on distance education teaching platform

3.1 Give full play to the advantages of online teaching supervision function

Teaching supervision is the important guarantee to improve the quality of teaching^[2], the structure of the online teaching supervision function is based on the characteristics of open and distance education teaching and learning to separate and grade of open and distance education school, hierarchical management system of teaching demand.

(1) Real-time acquisition of teaching data of the learning platform to provide basis for decision-makers of relevant functional departments

Supervisors can log in to the teaching platform at any time to view the teaching behavior of teachers responsible for the course in real time, and viewing the completion of homework by students under a course, teaching interaction, etc.

(2) To achieve paperless office and improve work efficiency

The supervisor supervises the teaching progress of a certain course through the teaching supervision function of the teaching platform, forms the supervision report, submits it to the supervisor and feeds it back to the teacher in charge of the course, and realizes the paperless office.

(3) Strengthen the supervision and guidance of teaching links to improve the quality of online teaching

Through online teaching supervision, supervisors can give targeted guidance to the teaching of responsible teachers at any time, provide outline guidance to the key and difficult points of the courses, supervise the situation of teachers guiding students, enhance the responsibility awareness of online teaching of curriculum responsible teachers, and effectively improve the quality of online teaching.

3.2 Suggestions on improving the supervision function of online teaching

Online teaching supervision is to observe and evaluate the process of teaching, the supervisor can login at any time in the process of curriculum platform of curriculum resources, homework, interactive situation, the responsibility to look at the teacher's teaching design and evaluation. Online teaching supervision should be really implemented to improve the quality of online teaching, we can do some discussion from the following aspects.

(1) A sound management system should be gradually established to clarify the subject of responsibility

In the teaching process, for teaching, learning, management of three levels to develop a perfect, operational management system, administrators and teachers cooperate with each other, jointly serve students.

(2) Strengthen the construction of excellent online teaching supervision team

The members of the teaching supervision team are generally composed of teachers with rich teaching experience, excellent teaching theoretical basis and familiar with the teaching laws of various majors. Senior experts and student groups in relevant industries should be appropriately introduced as supervisors to realize the supervision subject system of combining experts inside and outside the school and combining teachers and student groups.

(3) Gradually improve the online teaching supervision function based on the teaching platform

On the basis of the distance open education teaching platform, the online teaching supervision function is gradually improved, and the supervision work is extended to the tutors and students of secondary colleges, so as to realize the real whole network teaching supervision.

4. Conclusion

To give full play to the advantages of network technology and carry out network teaching supervision based on the teaching platform of distance and open education is to meet the realistic needs of modern distance and open education, and is the key to realize the informationization of teaching supervision. It provides reference for the systematic network teaching supervision of distance open education, and also provides reference for distance education institutions, provides guidance for later researchers, and promotes the healthy development of open education.

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Intercultural Communication and Foreign Language Teaching

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Abstract: In the process of globalization, cross-cultural communication has become an integral part of education, learning and business. This paper analyzes the development of cross-cultural communication and the improvement of international communication ability, mainly depends on the level of foreign language. In the past, cultural anthropology and ethnology were mainly concerned with the study of issues, but recently it has attracted the attention of the public, inspiring people to think deeply about foreign language education from the perspective of cross-cultural education.

Keywords: Language; Cross-cultural communication; Foreign language teaching

1. Foreword

Foreign language education focuses on the cultivation of "pure language ability". Although students have a good knowledge of grammar and are able to construct sentences with correct meaning and grammatical rules, by comparison, they are at a disadvantage in intercultural communication in foreign languages. Multicultural non-verbal communication teaching is an important part of foreign language teaching and an important way to improve students' communicative competence. Therefore, how to integrate foreign language teaching with intercultural communication is very important.

2. Factors affecting intercultural communication skills

Culture is constantly developing and changing, and these six cultures also influence and permeate each other. However, regardless of the form of communication and the process of information encoding and decoding, the factors and complexity that affect the process of information encoding and decoding in cross-cultural communication are far greater than or better than the general culture of the same person. Generally speaking, there are the following aspects:

2.1 Differences between perception and attribution

Different values lead to different perceptions of the same information and different attributions for the same behavior among people of different cultural origins. Perception is a set of internal activities that select, evaluate, and organize in response to stimuli from the external world. The world view, values and experiences formed during growth determine the content and consequences of perception. The ultimate cause is the explanation of the consequences of the behavior and the inference behind the observed behavior. Social and cultural environment affects people's subjective cognition and objective environment, and also has a great influence on people's cognition and attribution.

2.2 Differences in communication language

Language is not only a tool for communication, but also a messenger of culture, a tool for understanding social realities that influence thought and perception. Every language has its own pronunciation, grammar, idioms and polite expressions, so learning a foreign language and understanding the structure and usage habits of a language is very important for cross-cultural communication. In cross-cultural communication, it is necessary to appropriately adjust the cultural background acquired by communicators according to their skills, communicative characteristics and needs, as well as their speed, sentence length, intonation, facial expression and ability, so as to improve communication efficiency.

2.3 Differences in communication methods

As an important aspect of cultural communication skills, communication mode penetrates into all levels of society based on different cultural values and determines cultural differences. In expressing meaning, intention or desire, some prefer sincerity, while others are accustomed to zigzag and ambiguity. When speaking English, English syntax is clear, English sentence structure is reasonable, subject-verb (object) complete, verb tense changes, clear details, such as past, present, future, active and passive voice, real and imaginary, etc. An essay is logically structured, usually consisting of an introduction, a body and a conclusion, with clear meaning and credibility. The sentence structure of Chinese and Japanese is not rigid, and there can be no subject. The stylistic structure is more flexible, and the meaning is implicit and euphemistic. They like to state their emotions through clues.

3. Measures to cultivate students' ability of intercultural communication

3.1 Combine vocabulary training

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Cultural differences and similarities are reflected in vocabulary, forming various vivid emotions and associations. Two words of the same language in different countries may lead to the same, partially the same and different associations, and some of the same associations will occur in two languages with completely different literals. These cultural differences will affect students' English comprehension, reading comprehension and oral communication. For example, students are confused by these sentences in English and have difficulty understanding the meaning of dog. He is a lucky dog. In Chinese, the word "dog" has a derogatory meaning, such as "a dog's claws do not spit ivory out of a dog's mouth". "In English, dog is mainly a compliment, but it also means 'friendship', by the way." Cultural differences are also reflected in the gap of cultural information. In China, the relationship between Cousins is clear. There are strict Cousins, Cousins and Cousins, Cousins are different, but in English they are collectively called Cousins. Explore the cultural and historical importance of words and gain knowledge of culture-related words.

3.2 Guide students to contact western culture extensively

Teachers encourage students to choose more original English chapters in class, especially the wonderful short stories of classic novels, or use their spare time to read foreign languages, newspapers and magazines, current affairs and other comments to absorb cultural knowledge and culture, improve cultural awareness, expand cultural vision and improve cross-cultural communication skills. At the same time, colleges and universities should give play to the role of foreign teachers in spreading Western culture, organize students to communicate with foreign teachers and interact with foreign students, organize colorful training activities, and create opportunities for students to understand Western culture.

3.3 Cultivate students' independent learning ability

Foreign language teachers must pay attention to methods and do a good job in guiding students' thinking. Because students have a process of thinking from the most superficial to the deepest. Therefore, teachers must follow the enlightenment principle, guide students to correctly use contrast, absorb the essence of western culture, and cultivate students' positive cultural thinking.

4. Integrate Chinese culture into cross-cultural communication

Teachers must understand that communication is the interaction and dual significance of two cultures, guide students to widely absorb and learn the excellent western culture, at the same time to spread the brilliant Chinese culture of five thousand years to everyone in the country, so that foreigners can better understand China. Therefore, in the teaching process, teachers should teach foreign languages from the perspective of mother tongue culture. Not everyone needs to give up the culture of their mother tongue to learn a foreign language, but it enriches the cultural connotation of their mother tongue and achieves better cross-cultural communication results.

5. Strengthen classroom communication and promote exchange education.

Teachers should closely combine language and cultural elements, integrate language, culture and communication, and carry out foreign language education. Explore the cultural factors of various languages, increase students' intercultural communication ability, so as to achieve the purpose of communication. On the one hand, it teaches basic foreign language skills such as meaning and position, and on the other hand, it focuses on language application, learning words by constructing words and sentences. Cultivate cultural awareness.

6. Improve teaching methods and introduce western culture

Teachers must effectively introduce culture when teaching. This not only enriches the lecture content, but also makes the class lively and interesting, which can increase students' interest in learning foreign languages. When discussing specific words and sentences in foreign language education, teachers can insert cultural meanings after these words and sentences.

Conclusion: To improve the level of foreign language communication is an important mission to promote cross-cultural communication, which is the language communication ability needed by the development of international economy, and also the urgent task of China's higher education for thousands of years. Therefore, it should be clear that foreign language is also a part of cross-cultural communication. To understand the whole language, it has inextricably linked with culture and society. Foreign language education should deeply grasp the development direction of global education and elevate the level of cross-cultural communication of the people to a new level.

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Research on the Future Development of Pelagic Fishery Based on the Current Situation of Zhoushan Market

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Abstract: The 13th five year plan for the development of national Pelagic Fisheries clearly points out that the 13th five year plan will be an important opportunity period for China to become a powerful pelagic fishery country. As an important part of Zhoushan's traditional advantageous industry and marine economy, pelagic fishery will also usher in a new round of development. Building an pelagic fishery base is an important carrier and development platform for the new round of development of pelagic fishery in Zhoushan under the historical requirements of the new period. In terms of developing pelagic fishery industry and building pelagic fishery base, Zhoushan has the advantage of "one person and four bodies". Therefore, Zhoushan should seize the opportunity of pelagic fishery base construction, follow the development trend, seize the opportunity of the times, improve various functions of pelagic fishery base, and constantly improve the comprehensive strength and competitiveness of pelagic fishery.

Keywords: Development status and Countermeasures of Zhoushan pelagic fishery

Introduction

Pelagic fishery is a strategic industry for the country to go global. It is not only related to the maintenance of China's marine rights and interests, but also an important breakthrough in the transformation and upgrading of modern fishery. It is of great practical significance to alleviate the pressure of Zhoushan offshore fishing and provide citizens with high-quality marine protein food. It is a marine industry encouraged by all countries and coastal areas. As one of the six key industries for the future development of Zhoushan new area, modern marine fishery industry has been included in the development plan of Zhoushan New Area approved by the State Council, and clearly put forward the development requirements of "building a national ocean fishery base", "promoting the upgrading and information construction of aquatic products market, and building an international aquatic products trade platform" in the plan of Zhoushan new area. Zhoushan archipelago New Area shoulders the mission of building a maritime opening-up portal. Building Zhoushan ocean fishery base into a portal for China's fishery opening-up is not only a historical mission given to Zhoushan by the state, but also a rare opportunity for the development of Zhoushan ocean fishery.

1. Development process of Zhoushan pelagic fishery

Zhoushan has three basic advantages in developing Pelagic Fisheries. First, location advantages. Zhoushan is located at the midpoint of China's 18000km mainland coastline and at the intersection of China's eastern gold coastline and the golden waterway of the Yangtze River. It is a strategic place leading to the Pacific Ocean. It is close to Japan, South Korea and Taiwan, and the main ports in Northeast Asia and the Western Pacific - Kamiyama, Nagasaki, Kaohsiung, Hong Kong, Singapore, etc, Forming a fan-shaped shipping network with an equal distance of 500 nautical miles is geographically conducive to attracting fishing vessels from Taiwan and other countries in the Northwest Pacific and the central and Western Pacific, and taking Zhoushan as the home port for supply and trading [34]. Therefore, the conditions for building a Pacific Ocean Aquatic products distribution and trading center in Zhoushan are very favorable. Second, industrial advantages. Fishery is the most important traditional industry in Zhoushan, with profound fishery culture and strong development atmosphere. Zhoushan has become the main customs entry port for China's ocean fisheries.

2. Development advantages of Zhoushan in developing Pelagic Fisheries

At present, the ownership form of marine fishing vessels in Zhoushan is mainly the fishing vessel joint-stock cooperation system. As of 2013, Zhoushan has 406 ocean fishing vessels, including 37 tuna, 4 saury, 20 domestic refrigerated transport vessels (including 9 convenience flag large tonnage transport vessels), 20 Indonesian trawls and 325 ocean squid fishing vessels. The scale of ocean fishing vessels in Zhoushan City has ranked among the top in China. However, due to the relatively weak foundation of ocean fishing in Zhoushan City, the problems of small hull size, long ship age, obsolete equipment and non specialization of ocean fishing vessels are prominent. In recent two years, Zhoushan City has implemented a series of strict management regulations on ocean fishing vessels to promote the healthy and sustainable development of ocean fishing in Zhoushan City.

3. Existing problems

3.1 Fishery Resources Continue to Decline and the Marine Environment is Seriously Polluted

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In recent years, the fishing pressure has been maintained at a high intensity, the marine environment is deteriorating, and the fishery resources continue to decline, which has become an undeniable problem. With the expansion of Zhoushan fishermen's scope of operation from the coastal waters with shallow initial depth to the waters with a water depth of 200m, the number of Zhoushan marine fishing vessels has soared to more than 11000. To the "12th Five Year Plan", although the number of fishing vessels has decreased year by year, the total power has increased significantly, and the overall fishing pressure has increased.

3.2 The Degree of Industrialization and Organization of Aquaculture Industry is Low

The aquaculture industry in Zhoushan is still labor-intensive, the productivity level is low, mainly based on the traditional extensive mode, and the development of modern aquaculture mode is relatively slow. During the 12th Five Year Plan period, the average annual output of the traditional aquaculture model dominated by ponds accounted for 21% of the total output of mariculture. Except for raft aquaculture, the average annual output of the modern aquaculture model dominated by cage, bottom sowing and industrialization accounted for less than 2% of the total output.

3.3 The Scale of Deep Processing of Aquatic Products is Still Small

The total amount of aquatic deep processing represented by canned products, aquatic feed, fish meal and fish oil products is still small, and the proportion is still low. During the 12th Five Year Plan, the average annual output of these three types of processing accounted for only 9.4% of the total, and the average annual output of aquatic feed fish meal processing accounted for 7.6%. From the change of the proportion of these three categories, only the processing of aquatic feed fish meal increased year by year. At the end of the 12th Five Year Plan, the processing output of aquatic feed fish meal in the city reached 70000 tons, accounting for 9.4% of the total aquatic processing, 3.6 percentage points higher than that at the end of the 11th five year plan.

4. Safeguard Measures for Fishery Development Strategy

4.1 Strengthen Organization and Leadership

We will thoroughly implement the concept of "protecting our homes and going to the world", and take the development of Pelagic Fisheries and Green Fisheries as the top priority in the future development of Zhoushan Fishery Economy. It is necessary to take the construction of the national offshore fishery base and the national green fishery experimental base as an opportunity to strengthen the organization and leadership of the fishery work, especially the offshore fishery and green fishery, and bring the construction of the national offshore fishery base and the national green fishery experimental base into the annual assessment objectives of the municipal government for counties (districts) and relevant departments. Establish and improve comprehensive coordination groups, their respective leading groups for ocean fishery development and green fishery development, study and formulate policies and measures to support fishery development, and regularly coordinate and solve major problems in development.

4.2 Strengthen Guarantee

Improve the integration of financial funds and strive to build a financial support system suitable for the transformation and upgrading of Zhoushan modern fishery; Formulate measures for the management of special funds for Pelagic Fisheries and Green Fisheries, and make overall arrangements for the construction of two national bases for Pelagic Fisheries and Green Fisheries and special support for relevant industries; Special funds for resource protection, quality and safety supervision; Accelerate the establishment of investment funds for Pelagic Fisheries and green fisheries industries to provide support for pelagic fishing, intensive processing, cold chain logistics of aquatic products, breeding of famous, special and excellent species, etc.

4.3 Strengthen Scientific and Technological Support

Increase scientific and technological investment in Pelagic Fisheries and Green Fisheries, and gradually establish scientific and technological support system and scientific research team; Actively cooperate with Zhejiang Ocean University and relevant scientific research institutes to build an industry university research platform, strengthen the development and research of advanced marine equipment and energy-saving technology, and gradually improve the modernization level of ocean fishing vessels; Relying on the establishment of technological innovation strategic alliance and building a national green fishery laboratory as a platform, we will focus on breaking through key technologies such as large-scale seedling cultivation, island and reef ecosystem protection and proliferation capacity assessment and ecological environment restoration, so as to continuously improve the sustainable utilization ability of marine fishery resources.

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Development Practice of Online Teaching Management in Changchun University of Science and Technology

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Abstract: With the continuous progress of Internet information technology, certain changes have taken place in all walks of life in China, and the field of education and teaching is no exception. At present, a new teaching method has emerged in education and teaching, which is online teaching. Online teaching is not only the main trend of classroom teaching in the future, but also an effective supplement to classroom teaching. Taking Changchun University of Science and Technology as an example, this paper analyzes the current situation of online teaching practice and studies the existing problems, in view of these problems, this paper puts forward practical reform and innovation strategies for the development of online teaching management, hoping to provide reference for the development of online teaching management in colleges and universities.

Keywords: Colleges and universities; Online teaching; Teaching management; Practice

Introduction

Online teaching is not only a new teaching method, but also an effective means to make up for the defects of traditional teaching mode. At the same time, it is the main trend of education and teaching reform. Compared with the traditional teaching mode, online teaching not only breaks through the limitations of time and space on teaching, but also can effectively cultivate students' self-study ability, problem analysis and solution ability and other abilities. However, there are still many defects in the teaching practice of online teaching in colleges and universities in China. If these defects can not be solved in time and effectively, it will have a very serious impact on online teaching. Therefore, it is an important issue for colleges and universities in China to carry out the reform of online teaching management and build a new model of online teaching management practice.^[1]

1. Current situation of online teaching practice in Changchun University of Science and Technology

1.1 Insufficient resources of online teaching platform

The development of online teaching requires the school to have certain conditions. At present, online teaching requires students to watch through mobile phones or computers, teachers also need to upload resources through relevant equipment, and also needs the support of online teaching platform. At present, the number of online teaching platforms in China is relatively small. ^[2]For example, the superstar platform used by Changchun University of Science and Technology has its own advantages and disadvantages, and the quality of curriculum resources is uneven, so that the offline teaching effect can not be guaranteed.

1.2 Online teaching supervision is very difficult

In the traditional classroom teaching mode, teachers can see the listening situation of each student on the podium, but online teaching has great shortcomings in this regard. This problem is mainly reflected in two aspects: first, although teachers can see the sign in of students, teachers can not effectively supervise whether students listen to classes and seriously after signing in. Secondly, teachers can not effectively supervise whether students actively participate in online learning. Although teachers can let students discuss and choose students to answer questions through the online teaching platform, teachers can't understand the enthusiasm of students' participation. Even some students don't participate in discussion, answer questions and other activities at all, and teachers have no good way for these students.^[3]

2. Practice, reform and innovation of online teaching management in colleges and universities

2.1 Making plans in advance to lay a good foundation for online teaching

Teaching work must be taken seriously. Therefore, the teaching management personnel of the college have formulated a plan in advance to ensure the smooth progress of online teaching. Under the unified arrangement of the college, the teaching management personnel of the college first understand the opening of professional courses in the school, also analyze the current teaching environment of various disciplines, and then require teachers to make preparations before teaching, such as sorting out teaching resources and

designing teaching processes, so as to provide students with higher quality online teaching. In online teaching, teachers undoubtedly play an important role. Whether they are active will have a direct impact on online teaching.

2.2 Constructing communication channels to provide guarantee for online teaching

In order to solve the problems encountered by teachers in online teaching in time and carry out online teaching management more effectively, the college has established a group for teachers to communicate. Teachers of various disciplines in the college have also established a course group to communicate with students through the group, give them online teaching guidance, and inform students of online learning precautions through the group, and provide care and assistance to students, so as to provide guarantee for the smooth development of online teaching. The teaching management personnel of the college will often inspect the teaching situation of teachers and communicate with teachers and students through various groups, so as to understand whether online teaching has encountered difficulties, provide solutions to the difficulties encountered in online teaching in time, and arrange professional technicians to provide guidance for teachers to carry out online teaching.

2.3 Highlighting the humanistic care of online teaching

Changchun University of Science and Technology not only attaches importance to teaching effect, but also attaches importance to humanistic care. The education and teaching management department of the college requires teachers to highlight humanistic care in many aspects, such as teaching content design and teaching time setting, so that students can feel the love and care from schools and teachers. Teachers of various disciplines should arrange different learning tasks for students according to their actual situation. When setting teaching time, they should also take into account the particularity of online teaching and try not to occupy students too long. After all, facing electronic products for a long time will have a bad impact on students' physical and mental health. Moreover, in the process of online teaching, students' mentality will be relaxed because they can only hear the teacher's voice or see the explanation content, which will lead to the decline of students' learning effect.

2.4 Earnestly implementing teaching inspection and innovate teaching management

Online teaching can be carried out without the contact between teachers and students. Because it is virtual, it needs the support of supervision and assessment. In recent years, China's information technology has been greatly improved, and many new media have emerged, which has a great impact on the young generation. Compared with traditional classroom teaching, online teaching has improved the requirements for teachers and students, especially for teachers. For responsible teachers, they will also take online teaching seriously, which can form a virtuous circle of serious and responsible teachers and active learning of students. For less responsible teachers, they will also be perfunctory towards online teaching, thus forming a vicious circle in which students are not interested in learning and teachers are not serious about teaching. In view of this situation, we need the help of online teaching inspection. Therefore, the college has established an online teaching supervision group to inspect and supervise teachers' online teaching. The group needs to regularly inspect teachers' online teaching and supervise teachers' teaching process. The teaching supervision group can conduct online teaching inspection by listening to the online teaching process of digital teachers in class every week.^[4]

3. Conclusion

Through the above introduction, I believe everyone can realize that the current situation of online teaching practice in colleges and universities in China is not optimistic. The emergence and development of online teaching not only provides development opportunities for college teachers, but also challenges them. However, because the development time of online teaching in China is still short, teachers' understanding of it is not comprehensive, and they have not accumulated too much experience, there are still many defects in online teaching in colleges and universities in China, which need to be solved urgently. Analyzing the current situation of online teaching practice in Changchun University of Science and Technology can help other colleges and universities better carry out online teaching management, so as to lay a good foundation for the development of online teaching in colleges and universities.

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A Study on Teaching Strategies of High School Geography Centered on the “Problem Study” Section of the New Textbook

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Abstract: The new high school geography textbook continues to use the “problem study” section, which has an important status and role in teaching. This paper first discusses the characteristics of the “Problem Study” section of the new textbook, and then focuses on the teaching strategies based on the “Problem Study” section of the new high school geography textbook, aiming to provide effective reference for front-line teachers to carry out high school geography teaching.

Keywords: High school geography; New textbook; “Problem study” section; Teaching strategies

The General High School Geography Curriculum Standards (2017 Edition) (hereinafter referred to as the new standards) and the Chinese College Entrance Examination Evaluation System both clearly put forward the fundamental task of establishing moral education and cultivating students’ essential geography knowledge, key abilities, subject literacy and core values, and the new 2019 high school geography textbook (hereinafter referred to as the new textbook) “Problem Study” section of the new 2019 high school geography textbook (hereinafter referred to as the new textbook) coincides with its requirements, but this part is often not paid attention to in actual teaching. This paper explores the content characteristics of the “problem study” section of the new textbook, and tries to propose teaching strategies to deal with the “problem study” section, in order to implement the requirements of the standard, cultivate students’ core literacy in geography, and provide an effective reference for the geography teaching practice of front-line geography teachers. The aim is to implement the requirements of the curriculum, cultivate students’ geography core literacy, and provide effective reference for front-line geography teachers’ geography teaching practice.

1. Features of the “Problem Study” section of the new textbook

1.1 Complete and systematic framework

The “Problem Studies” section of the new textbook has a complete framework, and its content is self-contained and systematic, and serves to guide students’ thinking about geographic issues. The number of “Problem Study” sections in the new textbook is greater, and it has achieved a comprehensive distribution of the five high school geography textbooks, and its content covers a wide range and is integrated with the content of the textbook to form a more complete knowledge system of the high school geography textbook. The content of the “Problem Study” section of each chapter is related and linked to the knowledge of the chapter, and its framework is reasonable and logical, optimizing the knowledge content and knowledge system of the textbook.

1.2 Some differences from traditional teaching materials

The “Problem Study” section of the new textbook has been designed with a change of emphasis, and its content has been reoriented towards students’ daily lives through the re-selection of materials, the creation of new content and the optimization of inheritance. The “Problem Study” section of the new textbook focuses more on the development of students’ practical geography skills, and its “test-taking” character has been somewhat weakened^[1].

1.3 Progressive content development

In the new high school geography textbook, the content of the “problem study” section is designed in a hierarchical manner, and the logic of the content is designed in a progressive manner, which is conducive to the development of students’ geography skills. Its basic structure is generally “create a situation - provide research ideas and information - ask questions - ask for solutions”. “. Among them, the context creation is close to the actual life of students, the research ideas and information provided point out the basic problem solving and research direction to students, the problem posing link can determine the main idea of “problem research”, and finally solve the problem naturally.

2. Teaching strategies based on the “Problem Study” section of the new high school geography textbook

2.1 Teaching using a variety of teaching methods

The new textbook “Problem Study” attaches importance to the cultivation of students’ core literacy in geography. Teachers can adopt one or more teaching methods, such as problem-based teaching, geography practice and experiential teaching, to

enrich the teaching contents and achieve the requirements of the curriculum. For example, in the study of “How to improve the economic development of karst mountains in southwest China”, teachers can focus on the concept, formation principle, distribution, geomorphological characteristics of karst landscapes and their relationship with human activities, and guide students to form a chain of problematic thinking to fully implement the requirements of “problem-based teaching”. In the study of “low-carbon food”, teachers can organize students to visit suburban farmers and farmlands to carry out geography. In the study on “How much low-carbon food do you know”, teachers can organize students to visit suburban farmers and farmlands to conduct geography surveys, complete a survey on the production period of local fruits and vegetables, and select low-carbon ingredients to make low-carbon dinners to share with their families based on the survey results, so as to develop students’ geography practice and human-earth coordination literacy. In the process of simulating decision-makers, students can propose effective measures to solve the traffic congestion problem in local cities. [2] This leads to the development of such literacies as integrated thinking and a coordinated view of people and places. Usually, not only one teaching method is applied, but also a full integration of various methods and multiple teaching methods are adopted.

2.2 Conducting research studies

Research learning refers to the learning activities and scientific inquiry behaviors that students carry out under the guidance of teachers with the purpose of researching a topic and using a way similar to scientific research to acquire knowledge, apply knowledge and solve problems on their own. [3] The new textbook “problem study” not only focuses on the cultivation of students’ core literacy in geography, but also attaches importance to students’ personal experience of knowledge and the process of knowledge generation. For example, in the study of “how to ease the traffic congestion in the city”, teachers can create a research scenario through the phenomenon of traffic congestion in the city, guide students to determine the research topic, encourage students to take to the streets, statistics on the congestion of several major traffic lines in the city, and investigate and analyze the causes of congestion, find practical measures to solve the congestion in developed countries and regions and locally. They can also investigate and analyze the causes of congestion, find practical and feasible measures in developed countries and regions as well as locally to solve congestion, write a research study report and share it in the class, focusing on developing students’ core geography literacy and scientific inquiry skills.

2.3 Development of school-based curricula and school-based materials

The new standards state that local and school-based curricula should be offered, and that localities and schools should be encouraged to offer local and school-based curricula related to geography, taking into account local realities, in order to meet the needs of students’ interests and individual development, etc. [4] School-based curriculum is a curriculum planned independently by schools and prepared, implemented and evaluated by teachers as the main body. School-based teaching materials are the medium for the implementation of school-based curriculum and are the basic teaching materials. Strengthening the construction of school-based curriculum and building a curriculum system with characteristics are important measures to transform the way of educating people, promoting students’ individual development and implementing the task of establishing moral education. [5] For example, in the compulsory modules “When will the ‘blue sky’ always be here”, “How to make the city no longer ‘see the sea’” and “Low-carbon food knowledge”. “ and “How much do you know about low-carbon food”, teachers can combine the school’s own characteristics and various local geographical resources, such as the prevention and control of local air pollution, the prevention and control of urban flooding and the development of local agricultural specialties, to develop school-based curriculum and school-based teaching materials in order to To meet the different needs of students at all levels, cultivate students’ core literacy in geography, promote local culture, and implement the fundamental task of establishing moral education.

To sum up, this paper has, to a certain extent, clarified the content and function of the “problem study” section of the new textbook, and proposed teaching strategies for carrying out “problem study”, which has a certain effect on the development of geography teaching; however, the research mainly stays at the theoretical level and needs to be further verified and optimized in practice. However, the research is mainly at the theoretical level and needs to be further verified and optimized in practice. The future research should maximize the advantages of the “Problem Study” section by using various teaching strategies to improve the current situation of high school geography teaching, so as to truly implement the requirements of the new curriculum.

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A Study of Strategies to Improve the Quality of Teacher Trainees from Teacher Training——The Example of the Teacher Training Program at Liaoning Normal University

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Abstract: With the changes of the times and the advent of the AI era, the development of education has also attracted much attention, linking teachers with science, culture and talent. The most difficult part of teaching today is no longer the acquisition of knowledge, but the distance from knowledge to action; to become a teacher, it is no longer enough to have excellent professional knowledge, but also to have the ability to build good relationships; outstanding communication skills as well as imagination, and also to have the ability of lifelong learning, all of which belong to the scope of quality training from teachers. Therefore, it is very important to enhance the teacher training students' teacher quality skills effectively.

Keywords: Teacher training students; Teacher quality; Competence development

Introduction

Teacher training students are responsible for training the future talents of the country and have a great influence on social development. Therefore, each high teacher training institution in China should improve the level of teacher training, conduct in-depth research and discussion on teacher professionalism, teacher professional knowledge and teacher professional ability, and explore positive and effective ways and methods to improve the quality of teacher training students. This paper takes the teacher training program of Liaoning Normal University as an example, and analyzes the current situation of teacher training in Liaoning Normal University through relevant literature and research questionnaires, and then proposes methods such as establishing teacher training centers, adjusting curriculum structure and strengthening internship management to create a batch of high-quality professional teachers for the country and society.

1. Overview of teacher training students' quality as teachers

1.1 The connotation of teacher training students' quality as teachers

Different scholars have also put forward their own opinions from different perspectives. According to Tang Songlin and Xu Houdao, "the so-called teacher quality refers to a professional quality that teachers should possess. This professional quality consists of three main aspects, which are the quality of teaching students to seek knowledge, the quality of teaching students to be human beings, and the quality of how teachers can teach and educate people effectively."^[1] Lin Chongde define teacher quality as "the sum of psychological qualities that teachers exhibit in their educational and teaching activities, that determine their educational and teaching effectiveness, and that have a direct and significant impact on students' physical and mental development."^[2]

First, because of the special nature of the teaching profession, the quality of teachers is also special. The subject of teacher education is the student, and his or her educational activities need to be carried out in accordance with the laws of the student's physical and mental development. The quality of education needs to be closely related to teachers, students and educational activities. Second, the development of teacher quality is a long-term process. Teacher quality needs to be developed on the basis of innate physiological and psychological conditions, and through acquired exercise and training, and the training of teachers cannot be achieved overnight, but requires a long-term process. Third, teacher quality is a complete whole, and its internal elements are closely integrated and inseparable, together forming the teacher quality complex. As Lin Chongde and other scholars have said, teacher quality is "the sum of psychological qualities"^[3].

1.2 Structure of teacher-training students' quality as teachers

This paper will analyze the structure of teacher training students' quality of teaching from three basic aspects: teacher professionalism, teacher expertise, teacher professional competence^[4]. The professional knowledge of teachers is the foundation of the teaching profession. The teaching ability of teachers is the guarantee of the teaching profession, the key to the teachers' ability to teach well and to educate people, and the top priority of the training of teacher trainees in schools. The professionalism of teachers is the value of leading teachers to engage in the teaching profession and guiding teacher trainees to form a correct view of teaching and education. As a future teacher, firstly, they need to have the consciousness of loving the country and abiding by the law and supporting

the leadership of the Party; secondly, they need to have a good concept of education and use their own correct behavior to guide students to form good three views; thirdly, they need to contain a teaching enthusiasm for the teaching profession.

2. Research process and analysis of the current state of research

2.1 Research process

Schools with a high number of graduates from Liaoning Normal University were selected for research interviews in this study, such as the Second Affiliated Middle School of Liaoning Normal University, the Twenty-first Middle School of Dalian, the Seventeenth Middle School of Dalian, and the Fifth Middle School of Dalian; primary schools were mainly selected for Dalian Central Primary School, Dalian Experimental Primary School and Jiefang Primary School; nearly forty graduation Arts and Science were also selected for interviews; questionnaires and interviews were also conducted with four pedagogy teachers from Liaoning Normal University. Through the analysis of the questionnaire data and interview records, it is concluded that most teacher-training students, after completing their undergraduate courses and educational internship.

2.2 Analysis of the reasons for the current state of teacher training for teacher training students

2.2.1 There is a lack of guidance on educational practice received by teacher trainees

In the process of training teacher trainees to be teachers, educational practice is a practical and effective way to put theory and goals into practice. At present, the “double tutor” system is the main form of educational practice for teacher-training students in most universities, which requires tutors to provide remote and on-site guidance to students. Interviews with teachers at Liaoning Normal University revealed that undergraduate school instructors are mainly responsible for teaching tasks and teaching work in universities.

2.2.2 Problems with the structure of the educational curriculum for teacher trainees

The education courses taken by teacher-training students during their undergraduate studies are mainly divided into theoretical courses and practical courses. Through the survey, it is found that the proportion of teacher education courses taken by teacher-training students is relatively small, and the courses are not systematic and structured enough. The content of theoretical courses is not closely related to the cultivation of teaching practice, so there is a difference between the content of teacher education courses taken by teacher trainees during their school years and the real teaching work situation.

3. Suggestions and strategies to enhance the quality of teacher training for teacher trainees

3.1 Establishment of a teacher training centre to strengthen the quality of teacher training

Most of the teaching teachers have not received professional training in teacher training, so there are large limitations in the knowledge of the teacher quality of an excellent primary and secondary school teacher, so it is impossible to rely on them to complete the students' comprehensive teacher quality training. Therefore, the university should deploy teachers who are good at teacher training from a global perspective, such as teachers of the art of external presentation, teachers of the art of language expression, teachers of the use of new media technology to focus on public compulsory courses for all teacher-training students in the university to effectively improve the teacher quality of teacher-training students in Liaoning Normal University.

3.2 Restructuring the curriculum and implementing systematic teaching

The proportion of the total curriculum for teacher education courses should be significantly increased, and the curriculum should be more enriched. Teachers should establish systematic and complete teaching plans, adopt a graded teaching mode, and formulate corresponding teaching plans according to the characteristics and needs of teacher-training students in different grades, so that students in each grade stage can complete the corresponding learning tasks. For example, the freshman stage should focus on the study of basic theoretical knowledge in education, consolidate the foundation and deepen students' mastery of theoretical knowledge; the sophomore stage starts the study of practical class-related courses, making full use of the basic knowledge learned in freshman year to complete practical tasks and continuously strengthen the comprehensive ability through practical exercises.

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Difficulties and Strategies of the Development of Traditional Ethnic Sports Culture in Colleges and Universities Under the Background of the New Era

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Abstract: Culture is the soul of a country and a nation, and cultural confidence is the spiritual backbone of a nation to prosperity and future-oriented. Traditional national sports has a long history in China and is the birthplace of sports culture. Digging and sorting out our excellent sports culture resources and integrating them into college sports teaching can not only improve college students' recognition of traditional sports culture, but also promote the inheritance and development of traditional national sports. This paper analyzes the characteristics and difficulties of the development of national traditional sports culture in colleges and universities under the background of the new era, and puts forward the corresponding development strategies.

Keywords: New era; Traditional national sports in colleges and universities; The mire; strategy

Preface

Traditional national sports refers to the physical sports culture with national characteristics formed historically in a certain region. It has a variety of characteristics: one is outstanding regional. It mainly refers to the living range of a certain ethnic group. The second is subjectivity. It mainly talks about the pluralistic unity of the Han nationality as the main body, and less about the nationalities other than the Chinese nation. Third, inheritance. The reason why traditional national sports can be spread for a long time is because of its vigorous sports culture heredity. Fourth, functionality. Traditional national sports can not only be used for fitness and entertainment, but also for watching and appreciating. More importantly, it has the function of national identity. Fifth, it is rich and colorful. Different ethnic groups have produced various traditional sports with their own characteristics because of their different regions, production and life styles. However, under the background of modernization and globalization, the traditional national sports culture is in the crisis of assimilation, alienation and even elimination by the powerful modern sports. In view of this, this paper, guided by the development concept of "healthy China": "innovation, coordination, green, open and sharing", takes the development of traditional ethnic sports as the core, finds the dilemma of the development of traditional ethnic sports culture in colleges and universities, and puts forward corresponding innovative development countermeasures. It provides theoretical reference for the construction of traditional ethnic sports culture in colleges and universities, promotes the development and inheritance of traditional ethnic sports culture by physical education teaching in colleges and universities, and provides practice examples for the development of traditional ethnic sports culture in colleges and universities.

1. Problems exist in the development of traditional ethnic sports culture in colleges and universities

Based on traditional sports in college students' mental health, physical construction and the importance and role of traditional culture heritage, many colleges and universities will also pay attention to the development of traditional ethnic sports, but in the concrete of the education teaching still exist some problems, which restrict the value of traditional sports teaching work.^[1]

1.1 The teaching mode of traditional ethnic physical education in colleges and universities is single and lacks guidance

The development of traditional national sports in colleges and universities has certain blindness and randomness. When college students choose the content and form of traditional national sports activities, they lack their own independence, so they follow the trend. Many students do not choose blindly according to the plan, so there are certain deficiencies in their understanding of traditional national sports. The negative attitude of college students to traditional national sports is easy to lead to their overall traditional national sports activities in the development of a relatively strong blindness and randomness, and finally the quality of traditional national sports forced to decline. In the development of traditional ethnic sports in colleges and universities, the teaching mode is single, the teaching content is monotonous, coupled with the lack of students' cognition of traditional ethnic sports culture, leading to the university students' enthusiasm in learning traditional ethnic sports is not high.

1.2 The impact of western sports culture thought

The 20th century, the developed countries in sports, entertainment, culture, philosophy, and many other aspects of the progressive and scientific nature of our country sports, entertainment, culture, philosophy and so has a huge impact, so the development of all aspects of the modern sports in our country began to sports development model, imitate and the introduction of developed countries for reference. The introduction of this model leads to people's lack of cognition and unconscious neglect in China's traditional national sports, resulting in the further decline of the experience and cognition of China's traditional national sports, and the promotion of inheritance. With the passage of time, China's national traditional sports culture gradually declined or lost.

1.3 The inadequacy of cultural communication

In today's society, mass media dominate the public vision. Because western sports are commercial and competitive, they can bring more benefits to mass media. Therefore, in the propaganda reports, most of them are Western professional sports events, and the dissemination of Traditional Chinese sports culture is very little. In addition, traditional ethnic sports emphasize introversion and moderation, which makes the media more interested in "intense and wonderful" foreign sports events. Because of the biased nature of media communication, it is difficult to spread and promote traditional national sports culture.^[2]

2. Strategies for the development of traditional Ethnic sports in colleges and universities

2.1 Improve college students' sense of identity to national traditional sports culture

First of all, we should have a strong sense of cultural identity of traditional Chinese national sports culture and establish a firm China. The cultural self-confidence of the traditional national sports culture, and the conscious protection of the ecological culture of the traditional Chinese national sports culture, is what Mr. Fei Xiaotong said to have cultural consciousness. We should make college students understand the origin of their traditional sports culture, the formation process of their traditional sports culture, the characteristics of their traditional sports culture and the direction of their traditional sports culture development. Only by having a profound understanding of the context and rules of the historical and cultural development of our traditional sports culture, can we have the independent ability in the transformation of sports culture, and then obtain the independent status to decide whether to adapt to the new environment and the choice of sports culture in the new era.

2.2 We will create sports associations and strengthen the inheritance of traditional culture

Colleges and universities should encourage students to set up traditional sports societies. The students in colleges and universities come from all over the world and have different ethnic cultures, so they have the conditions to establish traditional sports associations. The college youth League committee, the student administration department and the physical education department should set up traditional sports clubs purposefully and in a planned way, so that students with common interests can gather together, exchange and learn from each other, and then promote traditional sports and drive more students to participate in it. After the establishment of traditional ethnic sports associations, the relevant departments of colleges and universities should guide the associations to carry out reasonable and orderly training, competition and other activities, consolidate students' sports skills, publicize national sports spirit, and let students inherit traditional Chinese sports culture in pleasant activities.

2.3 Attach importance to the national traditional physical education and the creation and compilation of teaching materials

In colleges and universities, all administrators and educators should realize that national traditional sports play an important role in college physical education work, and should formulate and arrange related teaching around it. The effective development of traditional ethnic physical education in colleges and universities also needs to integrate the local ethnic sports culture into the teaching materials of physical education in colleges and universities according to the characteristics of the region where the university is located, so as to create textbooks that are conducive to giving full play to the regional, educational and talent advantages of colleges and universities.

3. Conclusion

National traditional sports culture is an important part of traditional culture, which has rich connotation, but is facing the dilemma of gradual extinction. Carrying out national sports activities in colleges and universities, revitalizing traditional national sports culture, can enhance students' national consciousness and patriotic feeling, is also an important means of inheriting national culture. Fully releasing the spirit of national traditional sports culture is beneficial to students' physical fitness, promoting the national fitness movement, and strengthening students' cultural Confidence.

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Performer's Guide for Luigi Boccherini's Cello Concerto No. 9 in B-flat Major from a Pedagogical Point of View

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Abstract: Cello Concerto No. 9 in B-flat Major by Luigi Boccherini, edited by German cellist and composer Friedrich Grützmacher, is the bridge to lead amateur cellists to become professional, and it is essential for cellists in building a solid foundation before exploring other standard concertos. Similar to the major concertos, including the Elgar Concerto in E Minor, the Schumann Cello Concerto in A minor, or the Dvorak Cello Concerto in B minor, Boccherini's Cello Concerto No. 9 contains virtuosic techniques, such as various bow strokes, vibrato, thumb position, shifting, rapid string crossings and double stops. However, compared to the major concertos, Boccherini's concerto has an easier musical structure and a shorter music length, so it serves as a preparation before continuing on to the more standard concertos. This paper will provide a pedagogical approach to the Boccherini's ninth concerto, along with analyzing other composers' pedagogical approaches with supporting materials, such as etudes and cello exercises written by string pedagogue and violinist Shinichi Suzuki, and Bohemian cellist and composer David Popper.

Keywords: Cello Concerto

1. Introduction

As a cellist myself, I have been trying to improve my playing skills during everyday practice. For the past 17 years of learning the cello, I have covered many standard cello concertos, such as the Elgar Cello Concerto in E Minor, Dvorak Concerto in B Minor, and Haydn's two famous cello concertos. These concertos are known for their highly artistic and technical virtuosity, and every cellist knows those pieces well. However, speaking from a cellist's point of view, I wish that I could have learned a piece that built my musical foundation before I explored those standard concertos. If I could have done that, I would not have felt more prepared for these other concertos. Therefore, Cello Concerto No. 9 in B-flat Major by Luigi Boccherini is the bridge to lead amateur cellists to be professional, and it is an essential piece for cellists to build their musical and technical virtuosity. Studying this piece will prepare cellists for the next stage where they can comfortably play pieces.

Cello Concerto No. 9 in B-flat Major by Luigi Boccherini has three advantages. First, it is not as long as other concertos; it takes about twenty minutes to play. Therefore, cello students would not be overwhelmed during their learning procedure when they suddenly jumped from an eight-minute piece to a thirty-minute piece. Furthermore, the piece is strongly connected with etudes and practice exercises by string pedagogue and violinist Shinichi Suzuki, and Bohemian cellist and composer David Popper. While practicing Boccherini's concerto, students can easily find several useful etudes along with this piece to build their technical foundation. Finally, Boccherini's concerto is in Baroque style, so the music structure is clear and simple. Students will have more time to focus on their sound, vibrato, and techniques on both hands.

2. Background

Luigi Boccherini, born in 1743, was an Italian composer and cellist. He was the leading composer of Italian instrumental music during the Viennese Classical period. He was born in a musical family, where he developed his artistic talent at a young age. Boccherini's ninth concerto has been the most popular concerto out of the twelve concertos that were written by this classical composer.

The most common edition was edited by the German cellist, Friedrich Grützmacher. This is also the edition that I am going to perform in my lecture recital. He merged Boccherini's Ninth Cello Concerto with other Boccherini Cello Concertos in order to fit the style of a Romantic virtuoso concerto. In Grützmacher's edition, there are two extensive cuts in the outer movements. In the second movement, he decided to replace the original with the second movement of Boccherini's Cello Concerto No. 7 in G Major. The Fourth Cello Concerto in C Major, G.477 makes an appearance in bars 40 to 46 of the first movement, in bars 85 to 96, and 151 to 163 of the Rondo, borrowing from the respective movements. The arpeggios of the Fifth Cello Concerto in D Major, G.478's first movement are featured in their minor form in bars 47 to 53. The cadenzas are also written by Grützmacher. Despite all the changes, this Concerto holds up as one of Boccherini's best-known works.

3. Literature Review

As a virtuosic literature in cello, Luigi Boccherini's Cello Concerto No. 9 in B-flat Major has been considered as one of the most

documented works. Many scholars and pedagogues have discussed useful ways to learn it. In the dissertation "'Precisely Marked in the Tradition of the Composer': The Performing Editions of Friedrich Grützmacher." by Kate Bennett Wadsworth, Wadsworth precisely acknowledges the styles of Grützmacher's music editing, and includes many music examples to show Grützmacher's music interpretation as a cellist. Since Grützmacher edited the whole Boccherini's Cello Concerto No. 9, it is essential to learn Grützmacher's interpretation before playing this piece.

Suzuki also included this piece in one of his teaching books. For people who do not know the Suzuki Pedagogy Method, Kara Eubanks's dissertation "Essays in the Theory and Practice of the Suzuki Method" provides a thorough understanding of the Suzuki Philosophy and how it fits into the string-pedagogical practice. Also, in the book *Nurtured by Love*, written by Shinichi Suzuki, Suzuki's philosophy about teaching is summarized by the quote "Every child develops. Everything depends upon how they are fostered." Talent can be developed, and students should repeat practicing something until it is easy. There are also many books about teaching that are valuable to include, such as the book *Teaching from the Balance Point*.

4. Methodology

Dr. Suzuki not only includes the full Boccherini Concerto score in his *Suzuki Cello School*, Vol. 10, but he also provided many useful ways to help improve challenging techniques in Boccherini's Cello Concerto.

In the first exercise, he brought an old song from book one, transposed it into a new key, which is the key of the Boccherini Concerto, in order to work on tonalization in B flat major. While playing an old tune, students practiced the key of B flat and improved the quality of their sound naturally and comfortably.

Another example of Dr. Suzuki applying the old material to help students practice thumb position was using the tune of "French Folk Song" from book 1, in this way, students will get to know thumb position and the B flat major key before getting into the real piece, since there are lots of thumb positions in the Boccherini Cello Concerto No. 9.

Another supplementary material to help with playing this Concerto is David Popper's etude book, the "High School of Cello Playing," and especially the Etude No. 35.

In the Boccherini Concerto, there are many parts that have rapid string crossings containing some notes with open strings. Similar things occur in the etude number 35 of the "High School of Cello Playing." Therefore, practicing the etude number 35 by Popper will help tremendously before playing the Boccherini Cello Concerto.

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Music Education Should be on Guard Against the Negative Effects of the Education Concept of Neoliberalism - Based on the Value of Music Education Body of Papers

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Abstract: The education concept of neoliberalism is the conceptual product of neoliberalism in the field of education. Since 1970s, under the influence of the worldwide popularity of the education concept of neoliberalism, music education has gradually shown a tendency of “de-aestheticization” and “utilitarianism”. This paper, re-interprets the value of music education through the critical reflection on the education concept of neoliberalism, hoping that people will acquire a clearer understanding.

Keywords: Music education; Neoliberalism; Negative effects; Value orientation

Neoliberalism, following classical liberalism and modern liberalism, became popular in western countries in the 1970s. The concept of neoliberalism advocates “privatization” and “marketization”, believing that all decisions concerning politics, education and society should serve the “free market” to ensure the maximization of economic benefits. The education concept of neoliberalism, as the product of neoliberalism thought, has exerted a strong influence on music education, but meanwhile, it produces many problems. Analyzing the negative effects of these problems is helpful for us to seek the value of music education and provide reference for the development of music education in China.

1. A bird’s-eye view of the education concept of neoliberalism

The education concept of neoliberalism is the reflection of neoliberalism in the field of education. As Michael W. Apple said, “There are two main viewpoints of neoliberalism on education reform: one is to promote the relationship between education and economy; and the other is to give schools direct access to the market.^[1]” According to neoliberalism, the value of education lies in enabling the educated to better adapt to the future career so as to contribute to the development of global business. The education concept of “serving the market” has been deeply recognized by western capitalist countries represented by Britain and the United States, and has rapidly spread to the world, constantly affecting all fields of education. The main characteristics of the education concept of neoliberalism are shown in the following three aspects:

1.1 Market-oriented education

Neoliberalism trumpets the decisive role of markets in allocating resources and the globalization of capital. Based on this, western capitalist countries led by Britain and the United States vigorously promote the reform of education system, introducing economic factors and market factors into school management. Neoliberals believe that “the criterion for judging the value of all knowledge is ‘market’, and whatever is beneficial to the market must be beneficial to society. Therefore, knowledge with a market is valuable and useful, while knowledge without a market, no matter how scientific, is useless. In the knowledge economy, all knowledge must accept the test of the market.^[2]” Driven by “market orientation”, parents become “consumers” and education is “commodity” and parents can choose more suitable education for their children based on their own ability. On the other hand, neoliberals consider that ordinary schools must also be market-oriented and constantly demonstrate their competitive advantages to attract parents to pay for their “educational products”.

1.2 Privatization of education

Neoliberals are not optimistic about government-led public education, because they think that the over-centralized education system is not conducive to the competition between schools, not to mention the improvement of education level, and may lead to the abuse of education funds and the low awareness of competition among students. Neoliberals stress that education can only be made efficient by introducing competition from private schools. As a result, neoliberals have been pressing the government to reduce or stop spending on public areas such as education and advocating the establishment of private schools as an option for parents. At the same time, private schools can select students according to their own needs to ensure efficient output.

2. Music education under neoliberalism

The education concept of neoliberalism that advocates “education serves the market” regards education as a tool for capitalists to make profits. In the field of music education, the influence of the education concept of neoliberalism can be seen everywhere, such as the tendency of specialization, hierarchy and standardization presented by music education.

2.1 Specialization tendency

In order to enable students to be better accepted by the “free market”, the education concept of neoliberalism weakens the educational function of music education and instead emphasizes the professional music learning. This tendency of education specialization takes music education as the teaching of musical skills while ignoring the humanistic effect of music, and regards the level of students’ “singing and playing” as the only criterion to test the achievement of music learning. In short, professional music education treats students as containers and inculcates them with various abstract music concepts, making music learning a boring training for students in listening, music recognition, skills, ear training and other aspects.

2.2 Stratification tendency

For some people at the bottom of the social ladder, their limited economic ability will result in their lack of the right to study music. In addition, in western capitalist countries represented by Britain and the United States, due to the widespread phenomenon of multi-immigrants, multi-races and various groups interwoven together, the stratification tendency of education is particularly obvious, and exclusion often occurs among different groups. As Ryan asserts, “exclusion not only happens in schools and communities, but also happens to everyone, who, to varying degrees, has suffered rejection from our current social, economic systems.” The phenomenon of stratification has become a normal state of music education under the influence of neoliberalism.

2.3 Standardization tendency

Neoliberals consider that the task of schools is to provide high-quality “output” in line with the needs of the market by using standardized education models. In the field of music education, standardized “output” emphasizes the completion of the necessary skill training in accordance with the prescribed teaching content within the prescribed time. This education model ignores the formation of students’ personality, character and ethics in music education, and pays little attention to the development of students’ individuality. And the music works taught under this education model do not pay attention to the interests of students. In terms of teaching inspection and evaluation, this education model often measure students’ musical achievements superficially through standardized written tests on music theory, or through students’ performance on several assigned pieces of music.

3. Reinterpretation of the value of music education

Music and education, as important parts of human culture, are closely linked because they are both committed to the overall prosperity of human beings, laying emphasis on individual development, advocating fairness and justice, and promoting learners’ correct outlook on life and values. Therefore, music education cannot be equated with the pure technical training, the market commodity. The primary concern of music education is “people”, and the core is to pay attention to the development of people’s subjectivity and promote people’s individual socialization. Music teaching should promote the cultivation of humanity.” Consequently, first of all, the value of music education rests with entrusting rights to students, so that students can experience happiness in the process of music learning, and master the ability to express themselves and change themselves through music; secondly, music education helps to inherit the traditional culture of the nation, understand the excellent culture of each nation, and establish the world outlook of equality, inclusiveness and sharing; finally, music education requires students to form correct ethical values by guiding them to learn excellent music works.

4. Conclusion

As for the value orientation of music education, the most common mistake we make is the lack of thinking about its essence. As a result, music education is often influenced by philosophical thoughts that are not from music education itself, and therefore goes astray. For the study on the value of music education, we should avoid attaching ourselves to a certain educational theory without thinking, and regard it as a creed. The famous music educator David.J.Elliott said, “Those educational theories that are not for the purpose of music education are not enough to explain students’ personal, phenomenal and emotional music experience from the reasons, contents and methods.”

There is no end to exploring the value of music education. The significance of studying the value of music education is not to eliminate the existing viewpoints, but to reach the general consensus that “music education should stick to ethics and take education as the foundation” in the continuous combination of theory and practice, and to gain insights into the advantages and disadvantages of various educational theories.

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Research on the Cultivation of College Students' Scientific Research and Innovation Ability

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Abstract: The cultivation of innovative talents in secondary colleges and universities is one of the core tasks of the current reform and development of our society and country. The training of innovative ability plays a vital role in the cultivation of students' innovative thinking consciousness and practical ability. It plays an obvious role in promoting the educational concept, training mode, innovative atmosphere, improving the guiding role of relevant instructors, and establishing an efficient student scientific research team.

Keywords: Two universities of scientific research and innovation

At present, the first class courses for students in the two colleges and universities are mainly divided into relevant general education courses, basic courses, professional basic courses, professional education courses, etc. each course is also divided into courses of different nature. Different courses have different nature, and different majors and colleges have specific and different requirements for the credits occupied by various types of courses, Generally, the total credits are required to reach 170 points to complete the relevant training objectives.^[1]

1. Set up relevant second class courses

In the process of constructing the curriculum system, there are no specific and unified requirements for cultivating students' relevant scientific research and innovation ability in professional basic courses and public basic courses. It is mainly based on the basic courses of students' professional learning. Among the relevant public elective courses, the elective courses of humanities generally have a practical course of humanities competition; In the setting of elective courses of self heating science, there is generally a course such as natural subject competition. As shown in Table 1

Table 1. Curriculum category and credit requirements

Course category	Course nature	Credit requirement
General education Curriculum	Freshman seminar course	4
General basic Courses	Public basic courses General basic courses	≤2
Professional teaching courses	Professional compulsory courses Professional elective courses	Credits required by Colleges
Open elective courses	Public elective courses Interdisciplinary elective courses	Credits required by Colleges
	total	160

In the process of constructing the second classroom system, college students should pay attention to the characteristics of students and meet their characteristics, and set up some relatively novel courses. The purpose is to further develop relevant students' knowledge and enrich their spiritual world, so that students can have a more relaxed and free environment to stimulate their potential and cultivate their own innovative consciousness and spirit. For their own professional elective courses, the situation of each school and each college is different, but there are relatively few scientific research methods in the course. We should cultivate the current curriculum system of students' basic professional ability and students' thinking. Therefore, in the curriculum plan of College Students' innovation and entrepreneurship training, the credits in innovation should be included in their own curriculum credits, so as to encourage and encourage them to complete the curriculum and cultivate their own ability.^[2]

2. Strengthen student credit management

In order to strengthen the cultivation of students' practice and innovation ability and their comprehensive quality, and encourage their students in various majors to actively participate in discipline competitions and innovation competitions with their own professional characteristics, general regulations on the recognition of undergraduate innovation and entrepreneurship credits should be promulgated. In the regulations, the fundamental purpose must be to cultivate students' innovation and practice ability, The innovation credits are the corresponding credits obtained by undergraduate students participating in their own professional discipline competitions and recognized by the students themselves, secondary colleges and departments and educational administration departments.^[3]

Table 2. Curriculum category and credit requirements

Course category	Course nature	Corresponding score (points)
National discipline competition	Grand Prize	100
	First prize	97
	Second prize	95
	Third prize	90
Provincial discipline competition	Grand Prize	95
	First prize	90
	Second prize	91
	Third prize	92
National innovation and entrepreneurship training program for College Students	Excellent	95
	Qualified	85
Provincial College Students' innovation and entrepreneurship training program	Excellent	85
	Qualified	84
Published in core or provincial journals	Core 1 or provincial 2	91
Follow up research materials of academic reports	Reviewed and Approved	90

At present, the scope of innovation and entrepreneurship credit determined by each school is distributed in various disciplines, especially the Internet plus, innovation and entrepreneurship, Challenge Cup, and academic papers published in domestic and foreign publications. The corresponding elective credits should be calculated into the school level public elective courses and their own professional elective courses. It is best that the accumulated innovation and entrepreneurship credits should not exceed a certain score. In addition, in each major project, it should also specify the different award levels for students and the relevant course scores that students can obtain, ranging from 80 to 100, as shown in Table 2.

3. Strengthen the cultivation of students in scientific research and innovation practice.

When selecting topics for graduation of relevant undergraduate majors, students themselves should first guide them to choose topics in line with the characteristics of the times from the school level. Of course, they should combine their own interests and hobbies. Only in this way can they mobilize the enthusiasm and initiative of all students to participate in innovation and Entrepreneurship, encourage and guide students to read more foreign literature, Strengthen their ability in literature retrieval and cultivate their ability to cultivate and analyze relevant academic problems. Many students of the second university mainly focus on their own scientific research and learning methods, such as learning under the guidance of teachers in class, self-study after class, and guidance of their own instructors, With the help of a series of instruments and other equipment provided by the school to meet their own needs for innovation and entrepreneurship.

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Optimization Measures of Educational Management in Vocational Colleges Under the Integration of Industry and Education

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Abstract: With the adjustment of China's industrial structure, if vocational colleges want to cultivate high-quality talents needed by the society, they should follow the school running mode of industry education integration, adjust the talent training mode, and improve the level and effect of education management under the in-depth cooperation with enterprises. Based on this, this paper studies the optimization measures of educational management in vocational colleges under the integration of industry and education, and puts forward some targeted strategies for reference.

Keywords: Integration of industry and education; Vocational colleges; Education management; Optimization

Introduction

As the general trend of the development of vocational colleges, the integration of industry and education is a school running mode determined in combination with the current economic development of our country and the social demand for professional talents. The integration of industry and education not only promotes the reform and innovation of talent training in vocational colleges, but also has a great impact on the educational management of vocational colleges. Under the traditional talent training mode, the education management of vocational colleges can achieve good results, but this traditional education management is not well applicable to the production education integration education mode. Therefore, it is necessary to optimize and adjust the education management of vocational colleges under the background of production education integration, so as to provide support for the talent training of vocational colleges.

1. Analysis on the current situation of educational management in vocational colleges

1.1 The existing teaching system not matching the integration of industry and education

At present, there are still many problems in the teaching system of vocational colleges, which are mainly reflected in the teaching content and professional curriculum construction. In terms of teaching content, vocational colleges have not adjusted the existing teaching content in combination with the integration of industry and education, which also makes the existing teaching content deviate from the requirements of enterprises, and finally leads to the inconsistency between the trained talents and the needs of enterprises. In terms of professional curriculum construction, vocational colleges do not set up majors in combination with the form of regional economic development or their own advantages in professional curriculum construction. The purpose of many professional curriculum is to expand the enrollment scale and influence, which also makes the majors of vocational colleges not prominent enough, the effective distribution of educational resources can not be realized, and there are many problems in the construction of curriculum system.

1.2 Traditional education management having not been changed in time

Under the background of industry education integration, the education management of vocational colleges no longer only considers how to carry out teaching management, but also needs to further consider how to carry out in-depth cooperation with enterprises and how to promote the smooth progress of industry education integration. However, at present, many vocational colleges rarely consider the integration of industry and education or the in-depth cooperation of enterprises, and still focus on their own education management.

1.3 Teachers in vocational colleges having poor practical teaching ability

The purpose of industry education integration is to cultivate talents with high practical operation ability. However, although teachers in vocational colleges have a solid professional theoretical foundation, they do not have too much enterprise practical experience and experience, so their practical teaching ability is also relatively poor. In addition, many teachers do not understand what is the integration of industry and education, and still adopt the previous teaching form in teaching. There is a big gap between this teaching form and the requirements of enterprises.

2. Optimization measures of educational management in vocational colleges under the integration of industry and education

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2.1 Determining the major in combination with the needs of social development and school characteristics

At present, the vacancy of social applied talents is expanding. Under the development of the integration of industry and education, vocational colleges should determine their majors in combination with the needs of social development for talents and school characteristics. Only in this way can vocational colleges adapt to the society and achieve better development, cultivate more applied talents for the society, and bring more possibilities for vocational colleges and enterprises to cooperate in education.

Before determining the major, vocational colleges need to conduct a comprehensive survey of the social demand for the selected professional talents and the future development of relevant industries, so that the education management can follow the pace of national development. We can continuously narrow the scope of specialty selection according to talent demand and industry development, so that we can choose a specialty more suitable for vocational colleges. In the investigation process, we can start from these aspects: first, the vacancy of professionals in the society; second, the future development direction of the major; third, the current salary situation of industries related to the major; fourth, the policies promulgated by the state for the industry; and fifth, the development of the major in the region where vocational colleges are located, and whether it can be combined with the industrial development of the region. At the same time, vocational colleges should analyze the existing majors and focus on developing and cultivating majors with good development prospects, so as to realize the effective distribution of educational resources. The strength of teachers and the conditions for the development of practical teaching are also issues that vocational colleges need to consider.

After determining the major, vocational colleges should also strengthen the training of teachers in educational management, and constantly improve the theoretical basis and practical technical ability of teachers. Cooperate with enterprises under the integration of industry and education, and regularly organize teachers to carry out on-the-job training in enterprises, which can not only improve teachers' practical technical ability, but also ensure that the practical technology mastered by teachers is consistent with the needs of enterprises. Vocational colleges and universities shall have certain conditions for the development of practical teaching, and cooperate with enterprises to improve the practical teaching venues.^[1]

2.2 Optimizing the curriculum system

The construction of curriculum system has always been an important content of educational management in vocational colleges. Under the background of the integration of industry and education, if vocational colleges want to carry out in-depth cooperation with enterprises, they must optimize the current curriculum system. Firstly, vocational colleges should change their teaching management ideas and deeply analyze the integration of industry and education, so as to lay a good foundation for the optimization and reform of curriculum system. Secondly, vocational colleges should integrate the backward and deviated courses in the curriculum system in combination with the mode of industry education integration, and adjust the curriculum teaching objectives, teaching contents, teaching evaluation and so on according to the needs of industry education integration. Finally, we should reasonably adjust the proportion of theoretical teaching and practical teaching, make the effective combination of theoretical teaching and practical teaching, and lay a good foundation for improving students' practical operation ability.

3.3 Enhancing the depth of cooperation with enterprises

In the context of the integration of industry and education, vocational colleges should also enhance the depth of cooperation with enterprises. Before that, vocational colleges should choose high-quality enterprise partners, so as to improve the training quality of industry education integration talents. Vocational colleges should give priority to some large enterprises based on the comprehensive consideration of enterprises' projects, comprehensive strength, social status and social image, so as to provide students with more professional and broad learning opportunities in the in-depth cooperation with enterprises.^[2] Of course, vocational colleges should communicate with enterprises on education management to ensure that enterprises pay enough attention to talent training, so as to build a stable cooperative relationship.

4. Conclusion

In the context of the integration of industry and education, the education management of vocational colleges should optimize and adjust the areas inconsistent with the integration of industry and education in education management in combination with the social demand for talents and their own reality, and strengthen cooperation with enterprises, so that their own education management can better promote the integration of industry and education and improve the quality of talent training, and cultivate more applied talents for the society.

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Research on the Methods of Enhancing the Internal Cultivation of Student Cadres

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Abstract: By analyzing the ideological characteristics and growth background of young college student cadres, dissecting their inner growth process, this paper puts forward that we should improve their personal cultivation from the aspects of establishing a diversified curriculum system in student management, enriching the ideological and moral construction of student cadres, enriching the ideological and moral construction of student cadres and so on.

Keywords: Student Cadres enhance self-cultivation management

At present, college student cadres grow up in the new era and have no direct experience of the hard struggle process of our country. In order for them to better serve the students around them, they must understand the party history and national conditions, practice their internal skills and improve their self-cultivation in essence.

1. Establish a diversified curriculum system

At present, the curriculum system commonly used in the stage of university education is a curriculum system dominated by compulsory professional subjects and supplemented by minor majors. This lack of innovative system makes the evaluation standards for student cadres unified, the development of student cadres lack their own personality, and the innovative thinking is suppressed. Therefore, in order to improve its quality education, it is necessary to establish a diversified quality system in university education. National and local courses are incorporated into the curriculum system as an important way to form a three-level curriculum system of national curriculum, local curriculum and school-based curriculum.^[1]

Actively explore appropriate courses to improve the internal cultivation of student cadres. Based on the objectives of adapting to students' development, stimulating students' enthusiasm and expanding students' thinking, explore new curriculum settings, and further improve the all-round development of students' morality, intelligence, physique, art and labor through unique courses. For example, setting up Sinology education courses is particularly important to strengthen the traditional culture education of student cadres in the era of inheriting Chinese excellent culture and telling good stories, While understanding traditional culture, students should gradually enhance their cultural self-confidence and improve their internal cultivation. Set up science and technology and other related courses, improve the scientific and technological innovation consciousness of student cadres, develop the thinking of student cadres, and help student cadres grow into relevant talents who help high-quality development. Set up a series of relevant innovative courses to cultivate the creative ability of student cadres and explore more opportunities and possibilities in the cultivation of innovative thinking of student cadres. By offering tie dyeing, clay sculpture and other handicrafts courses, we not only learned Chinese traditional skills from student cadres, but also developed the creative ability of student cadres, strengthened aesthetic education and improved their self-cultivation.^[2]

The ideological and moral construction of student cadres is a complex systematic project. To build the ideological, moral and quality of student cadres, we need to carry out a comprehensive education on the humanistic quality of student cadres, and cultivate their spirit of not giving up, fighting bravely, unity and cooperation, and striving to be better; It is necessary to re identify and cultivate the historical literacy of student cadres. Only by understanding the 5000 year history of our country and the nearly 100 year struggle history of contemporary development in China, can we sublimate the sense of historical responsibility and mission as a Chinese and a college student cadre; We should pay more attention to cultivating the artistic cultivation of student cadres, strengthen the art education and Cultivation in Colleges and universities, cultivate the pursuit of beauty and self-improvement, improve the personal temperament of student cadres, and improve the level of humanistic cultivation and art appreciation. The ideology and morality of student cadres is not only one aspect, but a whole composed of many interrelated aspects. As college teachers, we should pay attention to cultivating students, especially the cultivation of student cadres, and cultivate students and student cadres to become high-quality, self-contained and rich young talents.^[3]

2. Enrich the ideological and moral construction of student cadres

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Colleges and universities must integrate ideological and moral education into all links of the first topic and the second classroom. Ideological and moral education is not the only task of moral education teachers, nor can it be improved only through the first classroom such as ideological and moral class, but the common obligation and responsibility of all teachers, including the first classroom and the second classroom. Infiltrating the ideological and cultural education of college students into the daily teaching activities of the first classroom not only focuses on the teaching effect of professional courses and cultural courses, but also needs to discipline students and student cadres in the first classroom, listen attentively, respect their teachers, and show dedication and integrity for student cadres. It is a basic moral character that a person should have. As a teacher in Colleges and universities, we should teach students not only to do things, but also to be a person.

From the perspective of student training, moral education and internal cultivation should not be mechanically copied, but should be combined with the cultivation of student cadre combination ability. Establish the basic concept that everyone can contribute to social construction and everyone can become a talent for students and student cadres. Every university student and student cadre is full of personality and hidden potential great ability. As college teachers, they should be patient, use their years of experience in teaching and educating people, encourage students and student cadres, help them gradually cultivate a life attitude of self-confidence, self-improvement and self love, pay attention to cultivating the personality ability and charm of student cadres, and further "develop strengths and avoid weaknesses" according to the characteristics of student cadres, Fully develop the specific possible future of each student and student cadre.

The social practice outside the school should effectively expand the training and improvement of student cadres. Social practice is one of the important teaching links to deepen the knowledge of college students and student cadres and improve their comprehensive ability. However, in the implementation of College Students' social practice, there is a problem that the off campus social practice can not be effectively combined with school related education. In addition, some student cadres do not pay enough attention to social practice, their enthusiasm for participation is not high, and the most important thing is that they have no effect.

If the role of student cadres in social practice can not be effectively brought into play. The development of College Students' social practice activities will lack continuity in a certain period of time. College Students' social practice time, teachers and places can not be carried out normally and stably. The most important is that the social practice activities carried out by the school are sometimes not combined with the first classroom education in the school, which has the characteristics of randomness and randomness. At present, many colleges and universities lack relatively professional guidance for the organization of College Students' social practice content, and lack professional teachers to carry out necessary practical guidance and training, resulting in that students and student cadres cannot participate in social practice according to the existing standardized plans and relevant activity processes, resulting in that college students do not get a lot of enlightenment and education after participating in social practice, What's more, we can't learn the ability to deal with affairs in social practice, resulting in the low operability and repetition of some social practices.

In short, university student cadres should be guided by improving their ideology and morality, professional awareness, personal ideals, establish a healthy and correct outlook on employment, entrepreneurship and career education, live in harmony with the people around them and live in harmony with society and nature. The quality education of student cadres is not only "skill" education and simple skill education, but also to cultivate the essential quality education of "people", and finally improve the overall quality and internal cultivation of student cadre education.

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A Study on the Current Situation of English Education for Preschool Children in Non-native Language Context

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Abstract : The state hopes to further improve the comprehensive quality of the young talents in learning English for preschool children in a non-native language environment, so as to meet the requirements of the state reform in the future development, the English teaching of Social Forces, and even the English teaching of Preschool Children, has already met the basic conditions for development under the guidance of the state policy and relevant policies, but there are still some problems during this period, therefore, the study of this topic is in line with the needs of the development of English Education for Preschool children today, and in the face of the voices from all walks of life who question preschool children's English learning, through this research, the teaching team can improve their teaching methods to achieve the goal of efficient classroom.

Keywords: Non-native language situation; Preschool Children; English Education; Current Situation Research

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preschool children refer to "children who have not yet reached school age. " From a worldwide perspective, regulations on children's school age vary from country to country. The current school age in China is six and a half years old, so preschoolers include both newborns and preschoolers, and many people might think it's ridiculous to require preschoolers to learn English, because preschoolers themselves do not have the knowledge reserve, it is natural to think that they do not have the ability to learn English, therefore, the current situation of English Education for Preschool Children in non-mother-tongue situation includes some problems caused by the above-mentioned or other factors.

1. The current situation of preschool children's English learning in non-native language situation

The situation of English education of Preschool Children in non-native language context is influenced by the character, mental characteristics and English learning quality of Contemporary Preschool Children, from these two aspects: On the one hand, preschool children are in the early stages of life development, full of life development for the unknown world and English learning, they are full of curiosity about the unknown things in the world and English learning, but at the same time, they are easy to get into bad habits such as "being distracted, not caring about English learning and playing" Furthermore, English teaching for Preschool children requires teachers to have the flexibility to communicate with children in other aspects besides teaching quality, many preschool teachers can not integrate into the world of preschool children simply because they do not understand the character characteristics of students, thus resulting in a lack of harmonious and close teacher-student relationship between students and teachers, they are naturally not interested in the knowledge of English that is taught by the teachers.

Moreover, it is precisely because of the younger age of Preschool Children today that parents do not attach enough importance to English learning and face the increasingly fierce social competition, although parents also set out from the perspective of training students to develop in an all-round way, but most of them pay attention to the cultivation of pre-school children's basic interest in music, painting and other extracurricular activities. They believe that at this age children can not have a good command of English knowledge, naturally, they don't work as hard on English as other subjects, and most parents don't know how to tutor their students in English, even the parents who face the preschool children's English knowledge mostly from the countryside to the city do not have the English knowledge of the preschool children themselves, so they can not teach the children anything.

2. The significance of preschool children s English education in non-native language context

Through this research, teachers can clearly understand the causes of the current situation of English Education for Preschool Children in non-native language situations, on this basis, the author finds out the problems in the past or the problems in the overall

direction of education, which can provide some references for teachers to study this aspect. The mother tongue situation can provide a good application environment for preschool children in learning English, but this does not mean that they can not learn English or fail to learn English well in non-mother tongue situations, even if you can't form the most idiomatic English accent or habit, it is enough for preschoolers to cope with the learning and challenges in primary school, preschool children should not be required to attain a super high level of English after learning English during this period, and their English level should be improved continuously through step-by-step accumulation and efforts, this is in line with the trend of student development and educational development.

3. Measures to improve the current situation of English Education for Preschool Children

3.1 Paying attention to the characteristics of children and using sound teaching skillfully

For example, for preschoolers, hearing develops earlier than other senses, and learning English starts with the Basic English alphabet, well, the well-known study of the 26 English letters and the sound related is the Alphabet Song. After teachers have infiltrated the importance of English learning for parents and students, english alphabet songs can be played to help students learn English, so that children can remember how to read and write English letters under the cheerful, dynamic melody and rhythm, according to research, preschoolers are more sensitive to sounds than pictures and words at the same time. The reason why preschoolers are not interested in learning English today is because they don't attach importance to it and the classroom is boring, this shows that English teaching for Preschool Children in non-native language situations needs teachers to take relevant measures to increase classroom vitality, and perhaps the use of voice-related teaching forms can achieve the effect of improving the classroom situation, even in non-native language situations, we can find out the characteristics of preschoolers' mind and personality by looking up materials, on-the-spot investigation, observing the real feedback of class students, etc. , then finish the English teaching under the requirement of the English teaching progress.

3.2 Game Teaching

English teaching for Preschool Children in non-mother-tongue situation needs to take into account the characteristics of children's age and the requirements of English teaching, it can take good care of students' natural inclination to play at this stage, and it can also help students to understand and remember English knowledge in a way that is easy for students to accept.

For example, in today's pre-school education system, there are many games that are suitable for teaching and learning. Teachers can infiltrate English teaching between Games so as not to make students feel boring, it can also help students to deepen their understanding and impression of English knowledge. And there is competition in the process of playing games. Teachers can also stimulate the enthusiasm of preschool children in learning English by setting up competitive knowledge contests, give them a sense of achievement and confidence the next time they learn English. This will help them to improve their inattention in class. At the same time, we can also make use of the rapid development of modern internet technology and make use of Internet resources to find English animations suitable for preschool children to assist in teaching, the students will form a natural memory when they look at the pictures and animations, it can also improve the current situation of English teaching for Preschool Children in non-native language environment.

As we all know, learning any language is in order to be able to use it in the future, so English Education for Preschool Children in non-native language situations is not enough to meet the needs of daily frequent use, but by exposing them to English in Games and learning English, they can finally fall in love with English.

[Conclusion] Teaching preschool children English in a non-native language setting helps to improve their language acceptance and expression, they can also develop their open-minded thinking and a broad sense of being open to new things. For Educational Groups, English Education for pre-school children in non-mother-tongue situations can enable teachers to improve their teaching ability, to enable preschool children to really remember and master English knowledge, to improve the situation of our country's young children having less contact with English, and to speed up the process of children's learning English, more and more preschool children can learn English in non-native language situations, and create a mother-tongue-like atmosphere in non-native language situations.

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A Study on the Thought of the Community of Shared Future for Mankind from the Perspective of Historical Materialism

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Abstract: China's proposal to build a community with a shared future for mankind is a great concept based on the basic viewpoint of historical materialism, and it is the only way for human society to enter a "true community". The idea of a community with a shared future for mankind inherits and develops the basic viewpoints of the Marxist world history view; upholds the people-centered idea of the Marxist mass history view; provides "Chinese wisdom" for the establishment of a new international order and solving international problems.

Keywords: Historical materialism; Community of shared future for mankind; World history; Mass history; Chinese wisdom

1. The idea of a community with a shared future for mankind: Inheritance and development of the Marxist view of world history

The idea of a community with a shared future for mankind inherited the core viewpoints of Marxist world history on the one hand, and on the other hand, it further developed the Marxist world history outlook while grasping the unseen changes in the world in a century, and scientifically reflected the new characteristics of world history.

1.1 The connotation of Marxist view of world history

The "world history" mentioned in the Marxist view of world history is world history belonging to the category of philosophy, which cannot be compared with the connotation of "world history" mentioned in history. First of all, the Marxist theory of world history is the use of historical materialism to reveal the law of the evolution of history to world history. Secondly, the process of human society from national history to world history is concrete and historical. Third, the realization of communism and human freedom and comprehensive development is the value goal of Marxist world history. The world history of the capitalist era is not the end of world history, but the primary stage of world history. The free and comprehensive development of man provides material conditions.

1.2 The thought of a community with a shared future for mankind inherits the Marxist view of world history

The idea of a community with a shared future for mankind is guided by the Marxist view of world history, and is unfolding in a new historical position. First, the inheritance of the holistic theory. In the process of world integration, China actively promotes the development and progress of world history, proposes to build a community with a shared future for mankind, and guides all countries in the world to establish a community of political equality, peace and stability, mutual benefit and win-win results, exchanges of civilizations, and ecological beauty. Secondly, it is built on the basis of historical materialism. Human society has entered the 21st century, the trend of economic globalization and social informatization is irreversible, and the destiny of all countries in the world is shared. On the basis of historical materialism, the Communist Party of China grasps new historical development trends, deeply analyzes the complex international social interest relations, creatively proposes to build a community with a shared future for mankind, and provides a Chinese solution for "what kind of world to build". Third, the value goal is to realize communism. The value ideal for building a community of shared future for mankind is to realize a "community of free people", with the purpose of "cooperation, win-win and common development" to deal with global development problems and deal with international relations.

2. People-centered: the value position of a community with a shared future for mankind

The theory of a community with a shared future for mankind adheres to the Marxist mass history concept and the people-centered ideology. It takes safeguarding the common fundamental interests of the people of the world as the starting point and goal, and relies on the strength of the people of all countries to promote the development and advancement of human society.

2.1 The connotation of Marxist mass conception of history

The young Hegelians represented by Powell believe that history is created by the "self-consciousness" of heroes, rather than people in real society, and that the masses of people are "negative material forces" in the development of social history. Marx criticized the "heroic view of history" advocated by the young Hegelians, and "critically criticized" that they too elevated their status in history and devalued the role of the people in the development of human society and history. , And proposed that "historical activities are the

cause of the masses, and with the deepening of historical activities, the masses will inevitably expand." The mass history concept put forward by Marxism insists that the masses are the creators of social history, stimulates the awakening of mass consciousness, calls on the masses to unite against oppression, and provides theoretical guidance for the realization of "human liberation."

2.2 The main body of building a community with a shared future for mankind: the people of the world

Building a community with a shared future for mankind adheres to the people-centered ideology, which is highly consistent with the value standpoint of Marxist mass history. First of all, "The Communist Party of China is a party that seeks happiness for the Chinese people and is also a political party that strives for the cause of human progress. The Communist Party of China has always made new and greater contributions to mankind its mission." China's proposal of building a community with a shared future for mankind is a great concept based on safeguarding the fundamental interests of the people of the world. Second, building a community with a shared future for mankind adheres to the principles of symbiosis, commonality, consensus, co-construction, and sharing. In today's era, with the increasing development of communication tools and transportation, the social relations between the people of the world are becoming more and more complex, and the ties are becoming closer and closer. The concept of a community with a shared future for mankind is based on safeguarding the fundamental interests of the people of the world, with the goal of pursuing the common development and common prosperity of all countries in the world. Therefore, it is necessary for the people of the world to participate in it and bring together the strength of the broadest masses of people to achieve win-win cooperation.

3. A Community with a Shared Future for Mankind: Chinese Wisdom in Global Governance

"Peace" and "development" are the themes of the world today, peace is the consensus of the people of the world, and development is a task that all countries in the world must face.

3.1 Proposing to build the "Belt and Road" initiative

China's proposal to build the "One Belt and One Road" initiative is not only to seek its own development, but also to promote economic globalization, and to achieve common development with neighboring countries; to propose a new strategy for cooperation and win-win cooperation between countries in the new historical period. . The "Belt and Road" initiative was put forward as a national strategy. So far, it has won the support and participation of many neighboring countries, and has worked together to build a cooperation platform of "consultation," "co-construction," and "sharing" to promote the "Belt and Road" initiative. The "One Road" construction can more effectively put forward feasible suggestions and plans for the common development of related countries, and enjoy the development dividends it brings. Building the "Belt and Road" China has always adhered to the "five links" concept, giving full play to the advantages of various countries, learning from each other's strengths, and promoting the prosperity and development of countries along the route.

The "Belt and Road" initiative is a bridge and a great practice to build a community with a shared future for mankind. It will provide a new round of economic globalization and promote the world to win-win cooperation and provide Chinese wisdom that can withstand the test of practice.

3.2 To create a new type of international relations featuring win-win cooperation

In the 21st century, the world has entered an era of intelligence and information, which has created unprecedented development opportunities for the development of the world, while also bringing new threats and challenges. Countries in the world "should build a new type of international relations centered on win-win cooperation and build a community with a shared future for mankind." China has always adhered to the path of peaceful development and has never walked the path of hegemonism, colonialism, or predatoryism. The countries of the world are in a universally connected whole, and all mankind lives in a community of shared destiny in which I am in you and you are in me.

4. Concluding remarks

The Common Destiny of Mankind is guided by the theoretical guidance of Marxist historical materialism and combined with the era background of "great changes in the world unseen in a century." It inherits and develops the Marxist view of world history and is based on the law of human social development. , To promote the great practice of mankind towards a "true community"; adhere to the people-centered thinking, the people mentioned here are not only the Chinese people, but also the people of the world; advocate the construction of a political equality, universal security, economic development, The "community of destiny" of cultural prosperity and ecological civilization provides Chinese wisdom for solving world governance problems.

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Guidance and Research on the Career Planning Views of Freshmen in Colleges and Universities in the New Era——Based on the Perspective of Self-efficacy Theory

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Abstract: The concept of career planning is related to the development of students and is an important part of the values of college students. Therefore, career planning guidance is an important part of ideological and political education. Based on the theory of self-efficacy and based on the theory of self-efficacy, this article uses the course of “College Students’ Career Planning” as the main carrier to explore the guidance of college students’ career planning concepts. From the perspectives of freshmen’s mental health, it puts forward suggestions for college students’ career planning perspectives and corresponding course teaching.

Keywords: Self-efficacy; Career Plan; Freshman

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With the development of education, taking the cultivation of curriculum core literacy as the vane means that students' non-intellectual factors are getting more and more attention. In the structure of non-intellectual factors, the factor that most affects students' learning is learning motivation. American psychologist Bandura pointed out that the stronger the self-efficacy, the stronger the learning motivation and the better the learning behavior of students. Career planning guidance is an important part of ideological and political education. To sum up, under the guidance of the theory of self-efficacy, this article probes into the guidance of the freshmen's career planning outlook in order to gain enlightenment. And make some meaningful suggestions for the cultivation of correct positive values (career planning concept) and ideological and political education for students.

1. The major problems that need to be solved in the career planning of college students and their courses

Career planning is often set in the first-year courses of university. The teaching objectives have made precise instructions on the three levels of attitude, knowledge and skills. The goals expected to be achieved are: one is to establish students' career and professional awareness; the other is to strengthen students' career development planning ability; the third is to improve students' employability; the fourth is to provide students with job-hunting guidance; the fifth is to provide students with entrepreneurial education, etc.

1.1 The course evaluation system is not perfect

The concept of career planning curriculum is based on Western career planning ideas. Its theoretical basis is mainly based on the conclusions of foreign research. The test tools in the course are also mostly Western-style. There are too many elements of westernization, but they lack the combination with the characteristics of localization, my country's professional environment and talent cultivation environment. At present, the evaluation method of this course is relatively simple, mainly in the form of completing the examination questions at the end of the term or writing a career planning book. The traditional way of evaluation is difficult to grasp the true emotional attitude, career planning literacy and psychological status of students.

1.2 The function of course teaching evaluation has not been fully utilized

Career planning is a highly applied course. However, the traditional classroom and evaluation are not enough to perform all its functions. Teaching evaluation needs to give full play to more abilities, more embodying humanistic care and dynamic evaluation.

Teaching evaluation should highlight the core value orientation of student-oriented and literacy-oriented in the whole learning process. It should help promote individual self-cognition, professional cognition, career planning ability and professional competitiveness, and promote the cultivation of the core literacy of students' career planning.

2. Working process and working methods

2.1 The importance of self-efficacy to academics

Learning self-efficacy contains two important contents in self-cognition: one is learning ability and the other is learning behavior. The self-efficacy of learning ability refers to the individual's self-confidence and judgment in their own academic ability. This is also whether students recognize their own abilities and assistance from the bottom of their hearts-"Can I do it". A positive sense of learning ability and efficacy ensures that students complete their studies smoothly and get good grades. Self-efficacy of learning behavior refers to the individual's evaluation and belief in their own learning behavior-"Is I doing well?" Positive learning behavior and self-efficacy ensure that students choose effective ways to complete learning tasks and achieve academic goals.

2.2 Investigation on Self-efficacy of College Students' Career Planning Course

There is an important tool for measuring self-efficacy: curriculum learning self-efficacy scale. The content of the table covers two major aspects, namely, the sense of basic cognitive ability in curriculum learning and the sense of control ability in curriculum learning.

3. This research proposes the following suggestions for teaching evaluation

(1) Use teaching evaluation skillfully to promote students' academic self-efficacy. Freshmen need to form a certain knowledge system of career planning knowledge, and at the same time they should cultivate self-inquiry and generative career core literacy. Therefore, for teachers, more time should be spent to explore the construction of teaching evaluation that is more effective to promote students' sense of self-efficacy. For example, in a normal class, it may only start from watching the video or the content of the teaching material, and there is no evaluation or record after the class. The "Engagement-Exploration-Explanation-Elaboration-Evaluation" 5E teaching model advocated by Li Cong and others can be used for classroom design and dynamic teaching evaluation. Through a series of curriculum and evaluation design, it helps students generate curriculum core literacy independently and efficiently. Students have gained, and their sense of efficacy will be stronger.

(2) The coordinated development of learning and psychology, the simultaneous improvement of literacy and health. The survey data shows that most of the students in this class do not have enough self-confidence and are under great psychological pressure. Analyzing from the perspective of students, they found that the difficulty and pressure of learning are unusual when they just went to college, so that their mentality is out of balance. This requires the lecturer to pay attention to both teaching and psychological construction. Students' healthy psychology can be cultivated through peer assistance, systematic study, training and exercise. Only in this way can the individual be fully healthy and talented. Furthermore, teaching evaluation should have continuity characteristics. We can't just rely on an exam at the end of the term to evaluate, but we should observe and consider the overall performance and trends of students over a period of time.

(3) Help correct attribution and help students understand themselves. Freshman students are experiencing a period of emotional change in post-adolescence, etc. Students in this period are relatively junior in both study and life. Teachers should help students develop correct attribution abilities and attribution methods. In most cases, the resistance to moving forward comes more from the students' insufficient understanding of themselves. As long as you untie the knot in your happiness, you can break through the shackles you have set for yourself. For example, students may find it difficult to assess the course at the beginning, but this does not tell everything. Behind the learning evaluation, it is more important to analyze the important factors such as the learning status, learning rules, and learning habits of the period. This research believes that promoting outstanding psychological quality of students will help students perform better in future studies.

4. The effect of educating people and its reflection

By investigating career planning curriculum data and main theories, this research focuses on students' mental health, and correct values (career planning concept), and avoids the phenomenon that traditional teaching evaluation pays too much attention to the function of distinguishing and selecting students. It is suggested that teaching evaluation should pay more attention to the psychological state, attitude and emotional factors of students regarding learning. Teaching evaluation based on self-efficacy can really help motivate students to learn independently, promote the "people-oriented" teaching reform, and really promote the core qualities of students' career planning.

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Research on Human Resource Management of Science and Technology Enterprises

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Abstract: In the era of modern knowledge economy, the competition of scientific and technological enterprises is essentially the competition of talents, and human resources are the most important enterprise resources. Science and technology enterprises are facing various competitions. In order to survive in the fierce market competition, they must be good at improving the utilization rate of various resources, especially human resources, as the most important and key resource for enterprise development, strengthen the ability and efficiency of human resources management, and orderly carry out talent recruitment, training and Performance appraisal and salary management enable the talents of the enterprise to perform their duties, give full play to their talents, give full play to the dynamic role of employees and be people-oriented.

Keywords: Human resource management talent mechanism of science and technology enterprises

1. Current situation of human resource management in science and technology enterprises

There is still a considerable distance between the development of human resource management in China's science and technology enterprises and the advanced management level and systematic management system in western countries. Most science and technology enterprises lack human resource planning and relevant policies. At present, the human resource management of most science and technology enterprises in China often focuses on the specific operation of the company, such as recruitment, employee contract management, attendance, performance evaluation, salary management, transfer and training, but ignores the connection with the enterprise strategy, pays no attention to the connection with terminal consumers, consumer demand, market changes and enterprise business strategy. Human resource management strategy consistent with market environment.

2. Problems in human resource management of science and technology enterprises

2.1 Selection

What kind of people an enterprise needs and what standards it uses to measure the talents useful to the enterprise are the most important problems that an enterprise must first solve. Whether the talent recruitment is appropriate or not is directly related to the development of the enterprise. Many enterprises only wait until there is a vacancy or recruitment before they begin to consider recruitment. At the same time, they think that recruitment is simply collecting resumes, screening resumes, interviewing and arranging personnel to the employing department.

2.2 Employment

Employment mechanism is the key to the development and growth of enterprises, and it is an important link of human resource management. The employment mechanism lacks transparency, openness and fairness. The employment of personnel is mainly determined by the recommendation of the competent leader, the investigation of the personnel department and the organization of discussion. The method of full openness, transparency and competition has not been implemented. The principle of energy level correspondence in talent allocation is not fully implemented, which makes the original talent shortage of some enterprises more serious, and a large number of talents are wasted because of unreasonable talent allocation.

2.3 Education

Educating people is the basic means to maintain and improve the competitiveness of enterprises. If enterprises want to be invincible in the competition and obtain the ability of sustainable development, they must constantly develop and train employees. As the carrier of enterprise human resources, employees are the most active factor of the enterprise. Training is the best way to improve the quality and ability of employees, make employees give full play to their work efficiency, and finally improve the competitiveness of the enterprise in the market.

2.4 Retention

Retaining talents is the guarantee for the development and growth of enterprises. There is no one. How many resources are useless for enterprises. Resources need talents to be utilized and reasonably allocated in order to give full play to the effectiveness of resources.

In some enterprises, the talent evaluation system is not transparent, open and fair, and has not established a scientific and effective performance appraisal system, which has seriously affected the work enthusiasm of employees, especially excellent talents, and it is difficult to retain excellent talents. Even if excellent talents are recruited, they will leave and lose excellent talents.

3. Countermeasures to improve human resource management in scientific and technological enterprises

3.1 Constructing human resources strategic planning

Scientific and technological enterprises should put human resource management in a strategic position, position human resource management from the strategic level, implement strategic human resource management, establish the concept of "people-oriented", and emphasize a dynamic, psychological and conscious regulation and development. Human resource planning requires that under the guidance of the enterprise's long-term objectives and strategic planning, focus on exploring the potential of human resources, seek to improve the personnel structure and personnel quality, correct the imbalance between personnel supply and demand, and reduce the waste or shortage of human resources, so as to promote the realization of organizational objectives.

3.2 Establish scientific work analysis

Job analysis is the core of human resources management. Only through scientific job analysis can we clarify the short-term and long-term objectives of the job, master the static and dynamic characteristics of the job, select appropriate work processes and methods, clarify the skills, knowledge and psychological conditions required for the job, and recruit according to the required conditions. Ensure that we can recruit the talents needed for the right position, which is conducive to giving full play to the talents, giving full play to the talents of employees, mobilizing work enthusiasm and skill level to the greatest extent, and making employees give full play to their talents in a more suitable position.

3.3 Establish a scientific enterprise employment mechanism

To establish a flexible enterprise employment mechanism, we should first strengthen the investigation of employees' comprehensive job design and job analysis, and establish a scientific employee job design. Secondly, in terms of assessment, 360 degree assessment system is adopted for employee assessment, and the design of assessment indicators is strengthened to comprehensively evaluate the work achievements of employees. The 360 degree assessment system can make the assessment of employees more objective, fair, comprehensive and in-depth understanding of employees' performance at work.

3.4 Establish a systematic staff training and development system

Employees are the human resources of enterprises. Effective training for employees is an important guarantee for enterprises to improve performance. The improvement of enterprise performance is based on the realization of employees' personal performance. Only when employees continuously improve and innovate themselves can enterprises maintain continuous development and innovation. Therefore, enterprises must carry out effective pre job training and on-the-job development for employees in order to enhance their innovation ability and maintain sustainable development.

3.5 Establish a scientific, fair and just performance appraisal system and salary management system

For enterprises, the performance appraisal system can effectively detect and diagnose the implementation of various management policies, and also lead the work orientation of employees. Scientific performance appraisal can fully affirm employees' work performance, increase employees' sense of satisfaction and achievement at work, and provide a basis for our standardization of human resource management.

To establish a competitive salary management system, we must first ensure that our salary design follows the principle of fairness and justice. In the same position, make the same performance and get the same salary and benefits. Employees will agree with salary management. Secondly, in order to obtain truly excellent talents, we must establish a salary system that is attractive to talents and competitive in the industry.

With the development of global economic integration, the competition among enterprises is becoming more and more fierce. If science and technology enterprises want to survive and develop under the condition of fierce market economic competition, they must speed up the reform of modern enterprise system, introduce, absorb and make use of modern human resource management theory, and formulate enterprise human resource management strategy around enterprise development strategy. To optimize the business process of human resource management, improve work efficiency, and greatly improve the basic work efficiency of human resources, so that human resource managers can focus on strategic human resources. And continuously deepen the reform in the selection, employment, education, retention and other aspects of enterprises, and gradually establish a modern enterprise human resource management mechanism suitable for the actual situation of enterprises. Only in this way can scientific and technological enterprises gain a firm foothold and further develop and grow.

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Exploration on the Construction of College Students' Innovation Practice Base Under the Background of "Collaborative Education"

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Abstract: College education will have an important impact on social development and students' personal development. As an important training base for social professionals, college education needs to think about how to effectively ensure the professionalism of talents. Through the development of college education, students can invest in social practice faster and better after receiving education. It is very necessary to reduce the time cost and energy cost for students to integrate into society after graduation. This article also carries out corresponding analysis and Research on the construction of College Students' innovation practice base under the background of collaborative education, and analyzes the construction methods of College Students' innovation practice base, from the construction objectives, construction schemes Operation mode, management mechanism and so on.

Keywords: Higher education; Innovation practice base; Collaborative education; Countermeasures

The social orientation of higher education is relatively strong. In order to cultivate talents with high professional quality and professional ability for the society and promote economic development and students' personal development, students need to have high practical operation ability, so that students can effectively solve various problems in the process of practical work after officially entering the corresponding job, Therefore, it is very necessary to build an innovation practice base. Based on the educational orientation and educational objectives of university education, the construction of innovation practice base in Colleges and universities can be carried out from the following points.

1. Clear construction objectives

In order to effectively build an innovation practice base for college students, first of all, we need to clarify the main objectives of the construction of innovation practice base and the benefits to be achieved, so as to provide more guidance and help for the construction of innovation practice base and make the construction of innovation practice base give full play to its benefits and influence. Based on this, colleges and universities need to start from their own educational orientation, In combination with the future development needs of students of different majors, clarify the construction objectives of innovation practice base. In addition, to achieve the goal of collaborative education, it is not enough to start only from colleges and universities. It is also necessary to introduce relevant enterprises to make students' Professional Literacy and professional ability more meet the needs of practical work through the drive of enterprises, At the same time, it can also better understand the benefits and impact to be achieved in the construction of innovation practice base. Therefore, college leaders need to strengthen communication and communication with relevant enterprises, understand the standards and demands of enterprises for staff in the process of work implementation, as well as the ideas and attitudes of enterprises in the process of employment and selection, Based on practical needs, this paper discusses how to effectively build college students' innovation practice base from multiple angles and directions, ensure that the construction of innovation practice base has high scientificity and rationality, and cultivate more professional talents who meet the needs of work practice for the society. In addition, colleges and universities also need to realize that the society is developing continuously and the market competition will become more and more intense. ^[1]

2. Improve the construction scheme

The improvement of the construction plan needs to start from the following points. First, relevant colleges and universities need to further improve the management system. Because of the relatively high complexity of the innovation practice base, a systematic construction plan needs to be formed. To promote the practice in a sustainable way, corresponding optimization and improvement need to be made in the organization management system, Ensure that the construction of practice base is carried out in an orderly manner, and provide macro guidance for the construction of innovation practice base in Colleges and universities. In general, the optimization of the organization and management system of innovation practice base in Colleges and universities can be optimized and improved from the perspectives of daily management, practice teaching organization, management and assessment. Secondly, we should innovate the practical teaching mode, analyze the discipline characteristics and the future development direction of students

of different majors in combination with the two-way development and needs of campus and enterprises, and optimize the teaching mode and teaching scheme with practice and innovation as the important guiding ideology. Thirdly, we need to establish a sharing mechanism, and colleges and universities can provide more professional talents for enterprises, Enterprises can provide more practical technology and experience for colleges and universities, realize two-way development and achieve win-win results through resource sharing, and finally need to build corresponding teachers.^[2]

3. Optimize management mode

Under the concept of collaborative education, if teachers want to give better play to the advantages and specialties of campus and enterprises and cultivate more innovative and practical talents, they need to effectively optimize the operation mode of innovation practice base, which can be analyzed from four perspectives: innovation experiment mode, discipline competition activity mode, practice training mode and scientific research mode. Firstly, From the perspective of innovative experiment mode, the place of the experiment is not limited to the campus, but also can complete innovative experiments in enterprises. Students choose the corresponding experimental projects through independent selection, optimize and improve the production methods and technologies of enterprises, and carry out innovative activities through the platform of practice base, Cultivate students' innovative spirit and creative spirit. The experimental results can be applied to campus education and enterprise practice. Secondly, from the perspective of discipline competition activity mode, the school can carry out corresponding competition activities according to the educational needs and educational contents of various disciplines, make use of the practice base platform to carry out selection in the school and participate in provincial and municipal design competitions, Under the joint guidance of teachers and relevant enterprise engineers, cultivate students' innovative consciousness and spirit, and enable students to have the courage and confidence to overcome difficulties. Thirdly, from the perspective of internship and training mode, students can enter the corresponding posts through post internship, and better understand the main work contents of each work in the process of practice Work direction and adopted work technology, find the main work problems of various technologies and effectively optimize the work problems, which can help and affect the improvement of enterprise production efficiency and enterprise brand efficiency, and students' professional ability and professional quality will also be improved through practical work. Finally, from the perspective of scientific research mode, By means of school enterprise cooperation, we can understand the difficulties of enterprises in the process of practical work at this stage. Through scientific research projects, teachers, enterprise engineers and students jointly study and analyze the projects, fully demonstrate and find out corresponding solutions, cultivate students' innovative ability and spirit in the process of project scientific research, and strengthen the cultivation of applied talents, It not only solves the production dilemma of enterprises, but also improves the literacy of students and teachers.^[3]

4. Conclusion

The effective construction of innovation practice base in Colleges and universities can play a high help and influence on the development of college students and enterprises, which needs attention and attention. In the process of practical teaching, the innovation practice base is effectively implemented in college practical teaching through four ways: goal determination, construction scheme optimization, management mode optimization and management mechanism optimization, Give full play to the benefits and influence of the innovation practice base.

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Book Review: Pragmatic Identity: How to Do Things with Words of Identity

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Abstract: Pragmatic Identity: How to Do Things with Words of Identity firstly defined identity as pragmatic identity in the field of pragmatics by Chinese scholar Chen Xinren, and systematically constructs the mechanism of pragmatic identity. It is an innovative attempt by Chinese scholars to construct a native pragmatic theoretical framework, which can provide a more appropriate theoretical basis and research path for identity research in the context of Chinese language.

Keywords: Pragmatic Identity; Monologue; Book review

Published in 2018, *Pragmatic Identity: How to Do Things with Words of Identity* is a compensatory and innovative book, giving a clear definition of identity in pragmatics, which is neglected in existing pragmatic research. Although some scholars have realized the influence of identity on language, 'identity' has always been a common word but not a theory in the field of pragmatics. In order to make it a pragmatic term like face, politeness and adaptation, Chen advanced a new theory named pragmatic identity theory. It proposes that words can not only help construct identity, but can also be constructed through the resource of identity. Therefore, this book mainly discusses two topics: (1) How to use words to construct pragmatic identity? (2) How to use identity resource for practice? Based on this, the book is composed of ten chapters, and then I will briefly introduce the main content of each chapter.

Chapter 1 provides a regular and lucid introduction of the research. Besides noting the feasibility of the research, the editor also indicates that, with corpus collected through six different ways (daily conversation, television show/series, newspaper, website, corpus of CCL, academic literature), all identities presented in natural communication are the research objects. Furthermore, Chen puts forward five questions and five corresponding research paths, which constitute five separate chapters in the second topic. The five questions are about pragmatic meaning, resource attributes, identified/identifying analysis, causes analysis and critical pragmatic analysis of identity. Finally, he shows us the framework of this monograph. In addition to this introductory chapter and the conclusion chapter (chapter 10), the second and the ninth chapter are the main content of this research, which can be divided into two parts. The first part includes chapter 2 to 4, where pragmatic identity is systematically defined. The second part is consisted of chapter 5 to 9, elaborating on the five research paths mentioned above in detail. Chapter 2 deals with relevant concepts and theory. Distinguishing from the inherent, static social identity, pragmatic identity is defined as a contextual, dynamic identity in communication by reviewing identity in other fields. Chen also states various ways of classifying pragmatic identity^{[1]26}, and four attributes of pragmatic identity, which are communicative dependence, dynamic selectivity, discourse constructiveness and communicative resource. Chapter 3 focuses on how words construct identity in a dynamic context. It elaborates on the choice of pragmatic identity, including pragmatic identity construction at the macro-discourse level (code, style, textual features, discourse content, way of speaking) and the micro-discourse level (speech act, address, grammar, vocabulary, phonetics, paralinguistic features). Chapter 4 mainly talks about how speaker and hearer choose their identity in communicating, and forms a principle of choosing pragmatic identity. It is worth noted that Chen claims pragmatic identity characterizes both synchronic and diachronic.

Chapter 5 to 9 are concerning about the five paths of the research. Chapter 5 views pragmatic identity as an interpretive resource. It deals with how pragmatic identity influences the word meaning, illocutionary meaning and interpersonal meaning. Chapter 6 views pragmatic identity as an illocutionary resource, focusing on how identity serves specific communicative purposes and satisfies communicative needs. Chapter 7 views pragmatic identity as an interpersonal resource, because interpersonal relation is the same important as other factors while communicating. Identifying is a suggested strategy in conveying special interpersonal meaning. Chapter 8 views pragmatic identity as an explanatory resource, aiming to find out contributing factors of specific discourse from external aspect. Chapter 9 keeps probing into the matter discussed in chapter 8, pointing out that the reason why pragmatic identity can be an explanatory resource for analysts lies in the appropriateness of the choice of identity in a given context. Therefore, both speaker and hearer can evaluate each other's identity choice in the process of communication. Finally, chapter 10 summarizes the findings of previous chapters, and points out the deficiency of the research, then puts forward the application research of this theory in the future.

As a novel theory in pragmatics, Chen has done a lot in defining the concept of pragmatic identity, generalizing the mechanism of

choosing pragmatic identity, and explaining the five research paths. In chapter 2, Chen firstly defined pragmatic identity as one or more social identities that accompany a specific utterance in the field of linguistics^{[1]25}. Once people enter communication, they must choose pragmatic identity. Specifically speaking, in order to meet the needs of communication, communicators should choose pragmatic identity with appropriate utterances based on various contextual factors. Also, the choice of identity and the corresponding discourse will affect communication effects^{[1]93}. From chapter 5 to 9, Chen introduces the five research paths in detail, each of which is explained by two case studies. To regard pragmatic identity as an interpretive resource, one must first regard identity as a kind of context. To this end, Chen carried out two case studies, respectively, involving the tongue-in-cheek and respectful language. The study shows that neither the speaker nor the hearer should be interpreted in the literal sense, but the complicated interpersonal meaning can be better understood by accepting the temporary pragmatic identity constructed by the other. After explaining how to use identity resources to understand the meaning of discourse, Chen further points out the importance of identity for acting. In chapter 6, he puts forward five pragmatic identity strategies, including foregrounding strategy^{[1]121}, shadowing strategy^{[1]125}, identifying strategy^{[1]128}, deviating strategy^{[1]130}, and switching strategy^{[1]132}. Besides using identity as an illocutionary resource, the speaker can also use identity to get close to or alienate the hearer. The research shows that, in various public management spaces, the relevant departments are more and more inclined to construct a more personal identity, which partly reflects the pro-people trend of social management discourse. Pragmatic identity can not only help people understand the meaning of discourse, guide discourse practice, enhance interpersonal communication, but also explain the formation of specific discourse. Taking the passive sentence in Chinese News as an example, Chen points out that the reason why the passive sentence is deliberately used in some media is to construct a specific pragmatic identity in an implicit way. However, why can pragmatic identity explain the formation of a particular discourse? It turns out that identity owns appropriateness and felicity in a particular context.

To conclude, the book not only enriches the theoretical exploration of pragmatics, but also provides feasible suggestions for the study of identity from the perspective of pragmatics. I highly recommend this book to anyone who wants to do a pragmatic or identity study, because it not only lays the theoretical foundation for you, but also broadens your mind through different case studies. However, I think there are still a lot of things that have not been explained clearly in the monograph. First of all, it is a matter of Corpus. In Chapter 1, the author points out that there are six sources of Corpus in the book. However, a lot of the first kind of Corpus is presented by the author's memory, and I think it is difficult to guarantee the authenticity and objectivity of the Corpus. Second, I don't think the author has gone far enough in Chapter 9. Chapter 9, for example, states that the present utterance is considered appropriate if the speaker's pragmatic identity corresponds to the present act. For example, the Civil Affairs Bureau staff's remarks during the marriage ceremony can be considered appropriate because they correspond to their identity in the current context. But if a divorce-related remark is made in front of the newlyweds, the remark is deemed inappropriate. However, in some contexts, even if the speaker has an identity and is acting in that identity and the utterance is appropriate, sometimes the pragmatic identity they construct may not be valid. Take doctors, for example, who construct expert identities to communicate with patients in specific contexts. When a doctor informs a patient about a treatment by applying the words of an expert and following professional guidelines, the patient still does not understand and does not trust the doctor. In such cases, the construction of the doctor's expert identity is invalid, but Chapter 9 does not discuss this situation.

I think this is a great step forward for Chinese scholars in their theoretical exploration. Despite these limitations, I still suggest those who are interested in pragmatics to buy it and read it over and over again to find out the research gaps and enrich the theory of pragmatic identity.

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On the Scientific Nature and Exploratory Implementation of Physics Teaching

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Abstract: Progress is possible only when man sees himself not as a tool but as a citizen of independent will. This is especially true of teachers for education." The existing education emphasizes subjective initiative and self-construction theory, so the process of physics education should pay more attention to its science and inquiry.

Keywords: Physics teaching; Teaching methods; Curriculum reform

1. Introduction

In recent years, although high school physics teaching has been in continuous change, continuous improvement, from our basic textbook teaching more practice demonstration teaching, laboratory teaching, etc. It has been trying a variety of teaching forms and methods while students' learning method and teachers' teaching method being constantly explored and improved. "We should not only study the psychological law of students, but also study the teaching behavior of teachers." Based on educational psychology, we are constantly looking for a physical teaching model suitable for students' physical and mental development and can achieve the maximum teaching effect. With the continuous adjustment and improvement of the education system, we gradually realize the importance of "applying knowledge to practice", which emphasizes the practical life and self-innovation of knowledge. For teachers, it is also a higher expectation for applied teaching. Teachers are required to get close to life in the teaching process and inspire students' main body initiative to make them interested and consciously study and explore.

But at present, students who finish secondary school only have a superficial knowledge of physics, as well as other science related knowledge, and are not able to idealize the connection between science and technology.^[1] The teaching of physics course bears the task of imparting the basic physical science knowledge to students, and is responsible for the task of cultivating students' practical application skills. But at present, many schools deviate from the goal of training students by placing too much emphasis on the inculcation of theoretical knowledge and neglecting the cultivation of practical application ability of knowledge. Especially for basic subjects like physics, students often feel that the knowledge they have learned is not useful in the learning process, so it is difficult to master it and the teaching effect is not good.

2. Based on it, We'll find something thoughtful

In the process of physics learning, students need to discover and explore from life and scientific phenomenon in order to truly understand its essence.^[2] In fact, the inner mechanism of students is particularly crucial when solving practical problems in physics education. In order to help and guide students to carry out inquiry study in life in the classroom with limited time and resources, it requires us teachers to create problem situation. Effective problem situation creation is very necessary and key for physics inquiry teaching.

In our daily physical education and teaching process, we can consider from two aspects of teaching content and teaching methods: (1) Introduce to students the new development, achievements and achievements of science and technology and the knowledge and technology closely related to industry, agriculture and medicine according to the teaching objectives and combined with the teaching content. Such as the acquisition and application of superconductors; Effects of electromagnetic field on crop growth. (2) Guide students to explore based on their original knowledge and life experience by combining a series of practical problems raised by students' daily life and industrial and agricultural production, and finally solve the practical problems raised. (3) In the teaching process, try as much as possible to provide students with brain, hands-on opportunities, so that students through their own design of experimental programs, experimental operations to solve a practical problem. (4) Encourage students to participate in the research of major social problems, such as environmental protection, energy crisis, noise pollution, etc., encourage students to use their physics knowledge to try to solve these practical problems.

3. The methods we can use in physics teaching are

3.1 Inquiry-based education and teaching, as the name implies, is an educational and teaching activity based on inquiry

And what is inquiry, that is, on the basis of existing knowledge, to think more deeply about the status quo, that is, to the existing conclusions are not satisfied, so as to form a certain height, new goals, the gap between the goal and the status quo and then become contradictions and difficulties, and then to find ways to further solve the conflict and difficulties. So is the education teaching as a teacher, we in the whole process of physical education, on the thinking and logic to certain guidance to help students, make students subjectively produce are not satisfied with the status quo, for does not meet the existing knowledge, also is to have a certain interest to deep thinking, to form a certain contradiction to ask questions. Curriculum reform requires "teachers in the teaching process should interact with students actively and common development, to correctly handle the relationship between imparting knowledge and cultivating ability, pay attention to cultivate the students' independence and autonomy, guide students to question, investigate, explore, learn in practice, promote the students actively, rich individual character under teacher's guidance to learn". That is to say, in the process of physics teaching, teachers are required to develop and improve the teaching method to the direction of interaction and guidance, change the previous spoon-feeding or infusing teaching mode, and pay more attention to guiding students to think and learn by themselves. So in the process of physics teaching, teachers are required to depict abstract knowledge points in physics with rich image teaching means as far as possible, ask questions from the technical level, let students contact reality, explore learning, not only can greatly mobilize students' interest, but also can guide students to think and construct themselves.

3.2 Problem situation creation

Problem situation is an objective psychological state based on real society and subjective emotion. Due to the existence of this state, students will appear cognitive conflict to a certain extent, curiosity and thirst for knowledge will make students have great interest in a certain phenomenon, so as to take the initiative to ask questions, that is, to complete the primary task of inquiry teaching -- to ask questions. For example, in the teaching of "Several factors affecting buoyancy", we have mastered the simple meaning of buoyancy and understood the reason why a ship can float on the sea because water produces buoyancy for the ship. So now we put an egg in a glass of water, and we see the egg sink, and we keep adding salt to the water and we stir it, and slowly, we see the egg magically come up. The students for this "first sink and float" phenomenon of wonder and curiosity, this phenomenon was new, unknown for them, then they will think, in this kind of problem situation, when they found themselves for their existing knowledge don't meet won't solve the present cognitive conflict, they will ask "why?" In this way, we can help to put forward new knowledge points, so that they adapt to the new knowledge to understand the problem, and finally master the new knowledge. "Questions are the starting point of inquiry teaching. There can be no inquiry without questions." Inquiry teaching starts with problems, combines existing knowledge, analyzes and thinks to further draw deeper conclusions. So how can let the student produce question, raise question? We know the problem stems from a curious psychology, then as a teacher, we need to do is to arouse the students' curiosity for the unknown knowledge and curiosity, this requests us to guide to help students achieve a "targeted but don't know how to achieve psychological difficulties" state, which would require to carry out the creation of problem situation. That is, based on social phenomena, to ask questions, to think, combined with existing technology or hypothesis, scientific learning. Students need to acquire new knowledge on the basis of existing knowledge and life experience through inquiry and thinking. We must consider the acceptability of students when creating problem situations, and avoid "teaching new knowledge with new knowledge", which will not only fail to arouse students' interest, but also make them more confused. Therefore, when creating problem situations, we should try to select some simple situations close to life, with students as the main body to choose the creation.

4. Epilogue

Rapid development of modern science and technology today, we need to further perfect in scientific education teaching method and content, as far as possible, conform to the requirements of the new standard, in the usual in physics teaching in science, technology and society, that is, from the perspective of the social environment, and guide students to question assumptions, and integrated into the existing or default, the technology of finishing the study of science. The learner-centered teaching of physics in senior high school is carried out from the standpoint of students' learning, which circulates in the whole teaching process through activating old knowledge, self-construction, transferring application and integrating reflection. "All knowledge begins with the senses," said The Czech educator Comenius. Therefore, arousing curiosity and thirst for knowledge is the basis of acquiring knowledge. Our teaching can no longer be the so-called "knowledge indoctrination", but more to guide students to have the desire for knowledge emotionally, encourage students to divergent thinking and independent thinking, and emphasize the "subjectivity" and "initiative" of students in physics study. It is of great significance for effective teaching and efficient learning to pay attention to students' learning, learn actively and learn with individuality. The rapid development of economy needs science and technology, so in the process of basic physical science learning, we will link society and technology application, so that students can learn physics in society and application, and understand that science and technology is to serve the development of social production and the improvement of life quality.

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Construction of College Students' Innovation and Entrepreneurship Training System Under the Background of Educational Informatization

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Abstract: College Students' innovation and entrepreneurship education is the main direction of modern higher education and a key step to promote local education. Combined with the main characteristics of university education, this paper reviews the problems related to innovation and entrepreneurship, and puts forward the rapid development based on educational informatization, so as to develop an innovation and entrepreneurship training system, increase students' innovative spirit in the University, and lay a good foundation for university innovation and entrepreneurship education.

Keywords: Educational informatization; College student; Innovation and Entrepreneurship

Because of the gradual growth of social economy and the development of science and technology, China's industrial structure has undergone the best changes, and China has developed into a free and powerful country. Information technology is increasingly integrated into all aspects of our daily life. Only by improving the understanding and contact of modern information technology, Internet and cloud computing can we continuously promote the development of social production performance. Promote students' entrepreneurship through the application of information technology, highlight higher education, introduce innovative development, increase students' innovative spirit, stimulate students within the framework of educational venues, timely discuss innovation hotspots, and give some appropriate instructions on issues related to innovation and entrepreneurship education.

1. Characteristics of College Students' innovation and Entrepreneurship Education

Its further development has completely changed the modernization process of the education system, improved the road of traditional innovation and entrepreneurship education, widened the road of innovation and entrepreneurship, and enriched and developed the students' ability by expanding communication. Advances in the field of educational information technology enable people to better understand society and make complex and arduous courses simple and scientific.^[1]

The goal of innovation and entrepreneurship training students is to meet the requirements of their own development, fully apply the knowledge, experience and skills obtained through information technology, recognize the direction of social development, innovate and actively implement. Therefore, universities should make full use of the development benefits brought by modern education and training to improve the information of innovation and entrepreneurship education and students' innovation consciousness.

2. Existing shortcomings of College Students' innovation and Entrepreneurship Education under the background of educational informatization

2.1 The design of innovation and entrepreneurship education is unscientific and the management is unorganized

The innovation and entrepreneurship education and training system of most graduates is insufficient and fails to combine the actual mechanism of schools and specific things with the innovation education system. The supervision system of innovation and entrepreneurship education is largely based on the relatively mature school model. These supervision systems completely learn from other schools, resulting in backwardness due to the introduction of bad systems.

2.2 Lack of educational standards and few opportunities for social practice

In the past decade, China's higher education has attached great importance to innovation and entrepreneurship education, and some universities have integrated the innovation and entrepreneurship education system into various fields. Generally speaking, although the university will develop in the student innovative training program, the corresponding innovative courses have been relatively established and the teaching will be relatively perfect. Many students are not satisfied with the innovative practice, and the development of students' innovative spirit and entrepreneurial ability is very disadvantageous. In terms of innovation training, the number of students involved is limited. University education for students is based on innovation. Social practice needs a platform, but

this platform is still relatively backward. Innovative education allows students to learn more relevant theoretical knowledge in their study, and there is no way to practice, so their sense of innovation is not strong.^[2]

2.3 Backward information education platform

If universities introduce innovation and entrepreneurship training, it is necessary to make more use of information technology in education. Many schools are slowly rising in practice. The quality of innovative education is limited by many factors, resulting in a serious disconnection between practice and theory. In fact, most universities are trained in the form of innovative entrepreneurship training mode. Many teachers have no practical benchmark and practical experience, but only let students understand the theoretical knowledge in the field of creative entrepreneurship. Modern information education has less support for students' innovation and entrepreneurship training practice. Many universities do not provide students with specific venue resources for innovation and entrepreneurship practice, such as laboratories, halls, training centers, innovation activity centers specializing in innovation activities, and lounges for related projects. Although some universities have set up practical venues complementary to the courses, the scale is relatively small, and the number of students receiving innovation and entrepreneurship education is limited, which can not meet the practical operation of most students.

3. Strategies for constructing the cultivation system of College Students' innovative and entrepreneurial ability

3.1 Improve design and system

Local normal universities should improve the founding criteria of College Students' innovation and entrepreneurship education, improve the internal operation mechanism of innovation and entrepreneurship education, and stimulate the enthusiasm of teachers and students to participate in innovation and entrepreneurship education. First, establish a sound management system, improve the top-level design of entrepreneurship education innovation school, and implement and improve the obligations and responsibilities of both parties. Second, the leaders of the college should strive to guide students to actively participate in entrepreneurship education innovation, establish a double incentive cooperation system, actively guide colleges at all levels, and deeply integrate entrepreneurship education and innovation education, Incorporate the contents of innovation and entrepreneurship education into the talent training programs in various professional fields.

3.2 Focus on establishing a training platform for innovative courses

Deepening innovation in the field of education means that local teaching institutions must respond to the growth and development of students, apply local advantages to accelerate the development of digital schools, improve innovative information and education systems, improve the performance of the network in the field of educational content, and improve the position of information and education services. At this stage, colleges and universities have no practice close to students. Based on innovative projects, they practice in the teaching of cooperative innovation experimental projects, develop practical and innovative projects, and improve students' ability to innovate and start businesses. Teaching activities must give full play to their potential, promote the innovation of innovative higher education courses, improve the institutional framework, and establish a scientific, reasonable and complete system.^[3]

4. Conclusion

The Internet plus era provides students with opportunities to diversify jobs. In this regard, the government, companies and universities must coordinate their efforts to create proactive and alternative framework conditions for promoting students' entrepreneurship, and improve the direction of education and practical training, so as to promote students' autonomy and entrepreneurship in the new era of the birth of the most innovative people. As starting point Internet plus individual disciplines, universities should promote the development of innovative talents, and promote the development of employment opportunities for Undergraduates Based on technology development and market demand, and the development opportunities and interests of Internet plus background. At the same time, we will encourage creativity and creative talents to promote the development of the "Chinese dream" with the "dream of innovation".

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Exploration on the Construction Path of Interdisciplinary About Digital-intelligence Financial Major Under the Background of Digitalization Reform

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Abstract: Based on the education orientation and existing resources of Application-oriented colleges and universities, it adopts the mode of major cultivation, Direction + Specialty to reconstruct the training program of intelligent financial talents. It develops intelligent financial courses through independent research and development, course co-construction and other ways, and independently cultivates and creates intelligent teachers. It has accumulated certain experience in professional construction and reform. It has important strategic significance and popularization value for the development of economics and management in applied universities.

Keywords: Intelligent finance; Specialty construction; Interdisciplinary; Independent innovation

1. In the era of digitalization, the construction of interdisciplinary intelligent financial major is imminent

At present, China's economic development has entered the era of digitalization and intelligence. As Xi Jinping pointed out in 2019, AI is an important driving force for the new round of scientific and technological revolution and industrial transformation. It is profoundly changing the way people work, live and learn, and ushering in an intelligent era of human-machine collaboration, cross-border integration, and co-creation and sharing. "The market plays a decisive role in the allocation of resources". The innovation and development of Digital-intelligence enterprises inevitably requires colleges and universities to timely adjust their professional construction and talent training programs according to the changes of business environment and talent market demands, break the original disciplinary boundaries, and carry out interdisciplinary reconstruction and optimization. Intelligent finance is a "intelligent finance" of "Artificial Intelligence + Internet of Everything" in the intelligent era, that is, a financial and accounting management system to meet the needs of economic and management data analysis and decision-making assistance that is based on the basis of "industry and finance integration", with "financial sharing" as the core and "algorithm engine" as the support. (Wang,2020)^[1]. At present, application universities and colleges are in a critical period of characteristic and transformation development, and the cultivation of students majoring in economics and management determines the overall professional quality of national economic management workers in the future, plays a pivotal role in economic development, and is also the external embodiment of scientific economic development(Lai,2021;Zhang et al.,2021)^{[2][3]}

2. Intelligent finance major construction scheme design

2.1 Interdisciplinary reconstruction of intelligent financial personnel training program

Refactoring intelligent accounting talent training scheme, the emphasis is on the the changes of the enterprise principle of management, strategic positioning, operation mode, business process that the companies Digital-Intelligent revolution brought, New quality and ability requirements are put forward for enterprise Digital-Intelligent talents, namely according to the characteristics of the positioning and development of applied undergraduate colleges and universities, is committed to cultivate several intellectualization application talents(Mei et al.,2020)^[4].

2.2 Develop intelligent financial course system

By breaking the original disciplinary boundaries,rebuilding the curriculum structure, introduction series of courses to the development of several Digital-Intelligent thinking and skills in the general education courses, professional basic course, professional core courses, practice course to improve the students in different business scenarios, applications for Digital-Intelligent technology for data analysis, such as auxiliary intelligent decision-making vocational ability.

2.3 To create intelligent financial teachers

The construction of courses and professional construction cannot be separated from the equipping and support of the teaching

staff. On the basis of the existing teaching staff, how to improve the teachers' Digital-Intelligent concept and teaching skills in the most economical and effective way, so as to match the construction of the curriculum system.

3. Innovation path for the construction of intelligent finance specialty

3.1 Reconstruct the talent training scheme by adopting the mode of major cultivation and Direction+Specialty

Proposed by selection+will at the same time, the two-way choice set up smart financial experimental classes, breaking the original boundaries of subjects, the categories of training mode, the first and second grade common study general courses and professional basic course, fully embody the big data, artificial intelligence, block chain, raises the student basic number of Digital-Intelligent and application skills of thinking, In the third and fourth grades, professional extension practical curriculum system will be set in the direction+major .

3.2 Interdisciplinary integration and innovation, research and development of intelligent accounting curriculum system

Mainly through independent research and development, course construction and other ways to provide students with multi-channel high-quality course resources. The first is to cooperate with the School of Information Science and Technology, in which computer science teachers are responsible for teaching database foundation and Python language in general education courses. The second is to share resources by co-constructing courses with cooperative universities and enterprises. Complete the extended courses of Financial Technologies, Financial Innovation, Big data analysis, Intelligent Financial Analysis Visualization and Audit Data Analysis.

Third, with the help of the integration of industry and education, to achieve a practical teaching platform to meet the requirements of intelligent financial courses.

3.3 Independent training of intelligent teachers

One is to cultivate the teaching ability of Digital-Intelligent professional courses of the existing teaching staff through short-term visiting and further study. Second, through multi-channel independent learning, groups to conquer the knowledge and skills required by intelligent courses. Third, to learn cutting-edge courses and practical skills and strive to obtain the corresponding lecturer qualification by participating in 1+X financial sharing, industry-finance integration and other vocational skills teacher training.

4. Initial achievements have been made in professional construction, and the quality of talents has been optimized and improved

4.1 Highlights of innovation in specialty construction

Explore the mode of major reform based on the educational orientation of local schools and the actual situation of colleges. Under the premise of not declaring the new major, the reform of intelligent financial major was carried out by establishing the experimental class mode. Under the circumstance that the resources of all colleges and universities are given priority to the construction units of national first-class majors and master programs, the cooperative colleges and educational enterprises are mainly relied on to realize the co-construction and sharing of curriculum and textbook resources, and open source software is mainly used for curriculum development and practical teaching platform. Completed the preliminary work of the construction of intelligent finance major in the most economical and effective way.

4.2 The quality of talents has steadily improved

To meet the new requirements for the construction of new business specialty and personnel training put forward by the Digital-Intelligent revolution of enterprises under the background of the big intelligent shift of cloud and material area, break the original disciplinary boundaries and realize the cross reconstruction of economic management discipline and information technology. Develop intelligent finance, train students' Digital-Intelligent literacy and skills, provide much-needed talents for enterprises' Digital-Intelligent transformation and business innovation, promoting the realization of high-quality employment. and help local economic and social development.

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Gender Differences In Language Use On Weblogs

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Abstract: Blog writing is not totally the same as that in books and newspapers. It is a language form between speech and writing as bloggers are having a kind of conversation with their online friends through their posts. This is a brief research into gendered language features of blog writing which will tell something more than previous studies on speech and writing.

Keywords: Gender features; Weblogs; Choice of themes

1. Introduction

Since men are from Mars while women from Venus, the two genders are supposed to have great differences from each other in all aspects, of which language use has been paid more attention to in the past few decades.

It seems to be consensus now that men and women speak different languages because of their different social status. As Coates (1993)^① believes, Linguistic differences are merely a reflection of social differences, and as long as society views women and men as different-and unequal-then differences in the language of women and men will persist.

2. Literature Review

More researches have been done ever since Lakoff's assumptions about women's language were published. According to Lakoff (1975)^②, women tend to use more tag questions, empty adjectives, they would like to hedge and they lack a sense of humor. But her assumptions are regarded as empirical by most language researchers.

Tannen (1990)^③ summarizes male and female language use in a series of contrasts, which are: status/ support, independence/ intimacy, advice/ understanding, information/ feelings, orders/ proposals and conflict/ compromise. The second of each contrast is supposed to be women characteristic.

Chambers (1992)^④ believes that women's speech reflects standard phonological, lexical, and grammatical patterns more than men's does.

Heylighen and Dewaele's (2002)^⑤ statistically measured formality/ contextuality of blog writing, finding that the writing in women's blogs was significantly less formal than in men's blogs.

On reviewing the literature, it's easy to find that nearly all those researches were done into speech and gender. I believe lots of distinct gendered features will just disappear in written texts. However, they can still help investigate on gender difference in writing.

3. Methodology

I am going to take a look at some of the personal diary-style weblogs, or 'blogs' as they are more commonly known and trying to find out whether the language differences between man and woman are reduced in written forms as Simkins-bullock and Wildman (1991)^⑥ suggested and if not, what differences exist there? Are they the same as Lakoff (1975)^② claimed about gendered speech in her book?

In order not to make any assumptions without analysis and to get an external idea of whether men and women write differently, I read the posts without seeing the authors' detailed information (especially their gender). I copied all the writings to a separate document and read them through. It was an interesting part of work, and I could easily figure out which of the posts were written by men and which by women according to the knowledge I have about gendered linguistic features. Then I went back to the original weblog documents to check my guess; to my surprise, I got all of them right. Now I can say that there do exist differences in weblog writing between genders.

Weblogs, as we know, include all kinds of writings, from personal diaries to academic posts. Traditionally, genres of writing are associated more closely with one gender than the other. My focus of study is on the same genre of diary blogs by males and females.

However, even in the same genre of writing, males and females show great variation in the choice of themes and topics. In most of these posts I read, there is a tendency that men wrote about things and women wrote about feelings, which is consistent with the view of Tannen (1990)^③ on the contrast of information and feelings.

It's not hard to find that all the female authors I have here were writing about their own feelings towards personal experiences. And most of them were using strong words to express their anger, disappointment, and maybe happiness towards things, while only one of the male writings was about his own experiences (4th July Tool Purchases). But it still seems that there were less strong-feeling

words in his post than in others by female authors.

It seems quite the same in writing contexts that men and women have totally different ideas of what they talk about. Women have been shown to talk more in private with female friends about topics often considered trivial and unimportant by men,

Due to their preference in different topics, the use of first-person pronouns may vary as mentioned above. It is not that women are self-worshipping, but they are expressing their own feelings and often include themselves in the writing, while men are usually talking about others, usually excluding their own feelings. Tannen (1990)^③ notes that women typically write in an “involved” style, trying to forge a more intimate connection with the reader, which leads to more pronoun use. While the male authors used obviously less first-person pronouns, the females used about 30 first-person pronouns. Thus we can see that the use of pronouns is in some way related to the topics and styles of writing; to be exact, pronouns are more often found in “involved” writings than “informational”.

4. Conclusion

The above analysis reveals that men and women do write differently, and some of the gendered writing features are consistent with those spotted. Females wanted to talk about relationship, family, personal feelings and other trivial things in general; males wanted to talk about job, politics and traveling besides personal things. And the preference to different topics produced a difference in male and female writing styles. In the 8 posts I analyzed, females tended to write in an involved way and men in an informational style. Concerning their contents of writing, female bloggers used more pronouns, especially first-person pronouns in singular form, which is partly related to their preference to involved writing. Males would sometimes employ lots of first-person pronouns when they were writing about their experiences as well.

Anyway, it is seen from the above study into blog writing that males and females do have differences in language use. With the knowledge of this, more researches can be conducted into gender language in weblog use, for example, how men and women reflect and construct their gender in a virtual world? And I’m sure the answers will soon be found.

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Analysis of Negative Sentence in English Teaching and Learning

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Abstract: A grammatical category—negative sentence was identified in the article; It explained why it is problematic for my EFL/ESL students, in terms of form, meaning and use and finally discussed its pedagogic implications in the EFL/ESL class.

Keywords: Negative sentence; EFL/ESL learners; Pedagogy

1. Introduction

Negative sentence belongs to the field of negation in English grammar, which is to the means of constructing negative rather than affirmative simple English sentences. Since negative sentence is a very frequently and widely used grammatical category in English, it is one of the beginning grammatical phenomena for the EFL/ESL learners. Yet due to the different linguistic knowledge of the learners' L1, negative sentence may present much of a problem to non-native speakers. Many of the Chinese L1 students will find syntactic negation difficult, especially at beginning level. In fact, without sufficient contextual knowledge and practice of the target language, even some intermediate or advanced learners may find difficulty in keeping accurate and appropriate when using negative sentences. The greatest difficulty lies in handling the inter-connectedness between its syntactic patterns, semantics and pragmatics.

2. What makes the negative sentence problematic?

The analysis is based on Larsen-Freeman's three dimensions' framework^[1] (Larsen-Freeman 2003&2001), in which grammar entails three dimensions: form, meaning and use interacting with each other. (see figure 1)

2.1 Form

Not is the main sentence-level negator. It is usually placed after the auxiliary verbs and the *be* copula. Yet due to the reason different languages tend to place their negative particle in different positions in the sentence^[2] (Larsen-Freeman & Celce-Murcia 1999). The EFL/ESL learners may find difficulty in placing *not* in the right place. Take mandarin as an example, the negator '不' (bu) is usually put before the verbs, which is contrary to English. The Chinese L1 learners, especially at the beginning level sometimes may write a sentence like 'I not am a student'. When *not* is used with other main verbs other than *be* and there is no other operator in a negative sentence, the auxiliary verb *do* will be inserted to perform the function of operator, to carry the tense and permit the negative to attach to it. This may be another challenge for Chinese L1 learners. The reason is in mandarin there is no such a rule to introduce an auxiliary verb to form a negative sentence. When a negative sentence is formed, the word '不' (bu) or '没' (mei) is enough to function as the negator. Therefore, Chinese students may sometimes forget to insert the auxiliary verb *do* before *not*.

2.2 Meaning

There are two meanings of negation in English: rejection and denial (Larsen-Freeman & Celce-Murcia 1999), which are quite similar in Chinese. Most of the Chinese students find no problems understanding them. Yet the difficulty lies in handling the relationship between form and meaning. Sometimes the same surface structure has two meanings; to distinguish one from the other depends on the scope and focus of negation. For example, the sentence "I didn't leave home because I was afraid of my father." may either mean "Because I was afraid of my father, I didn't leave home." or "I left home, but it wasn't because I was afraid of my father that I did so." However, the way we understand the scope and focus of the sentence may be determined by some other factors such as the speaker's intonation and even the specific context. For most of the Chinese students, who may usually learn the sentence isolated from the context, may sometimes find the meaning of negative sentence confused. Thus, being able to use grammar structure does not only

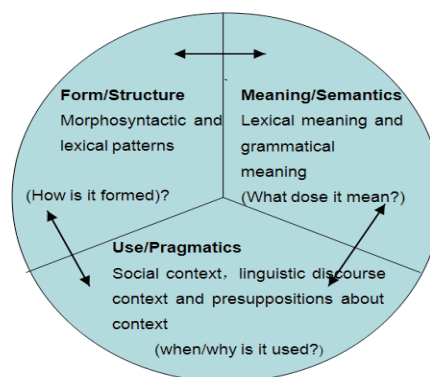


Figure 1 Three Dimensions Grammar

mean using the forms accurately; it means using them meaningfully, which cannot be independent from the context in which it is used.

2.3 Use

In Larsen-Freeman's framework^[3] (2001), use means the study of those relations between language and context that are grammaticalized, or encoded in the structure of a language. In addition, the context can be either linguistic discourse or social.

2.3.1 Linguistic discourse context

While affirmatives are standardly used to introduce proposition, the chief use of negatives is directed at a proposition already in the discourse (Horn 1989). This means the negative sentence is used more to respond than to initiate. Moreover, the grammatical structure can indicate the register of discourse, for example, the level of formality^[4] (Cameron 2007). Take *not* contraction as an example, when *not* is contracted in form; it may not only imply a negative meaning but also an informal text (e.g. a casual talk or note); whereas it may refer to a formal text, if it is not contracted (Larsen-Freeman & Celce-Murcia 1999). Hence, the challenge for the students, especially for the intermediate and advanced students, is they should not only use the grammar structure accurately and meaningfully but also appropriately, according to certain discourse contexts.

2.3.2 Social context

In social interaction, a negative assertion can be a contrary, denying speech act^[5] (Givon 1993). Thereby, we might expect its use varies with different relationships of social interlocutors; and when and why to use a negative sentence is, to some extent, influenced by the social relationships. Therefore, when a subordinate-status speaker attempts to show a negative attitude, he/she may not use the negative sentence but other means of disagreement, such as "perhaps you may wish to consider an alternative." As Larsen-Freeman (2003) claims knowing a structure in language involves knowing both when to use it and when not to. This may be the most difficult part for the EFL/ESL learners. Due to the long-term form-oriented grammar-translation approach in Chinese English teaching, the learners may lack the contextual and socio-cultural knowledge of using the grammar appropriately. Different social context may also affect the form, meaning and use of the grammar. Take the pair of sentences in the following as an example.

- i) You didn't understand it. ii) You did not understand it.

From the form, one is contracted and the other is not. But if this is the feedback from a language teacher; the *not* contraction may not only imply the register of the text, but also indicate a different meaning and use. In ii), when *did* is not contracted with *not*, it may indicate an emphasis. For example, the teacher may feel surprised to find the student failed to understand it again or it could be a warning that the student should have known it before. However, compared with ii), i) may not have the same meaning. Therefore, understanding the social context of the language used may play an important role for the advanced learners in deciding how, when and why to use the grammar.

3. Pedagogic implications

3.1 For the beginners

According to the errors most of the beginners make, form may be the greatest challenge for them to learn negative sentence. Hence, meaningful repetition is useful. The teacher can firstly provide some examples of negative sentences, in which students are guided to pay attention to particular aspects of the target language—the form. Then students can practice contradicting when other students deliberately make statements about members of the class that are not true. For example:

Student A: Tom comes from China; Student B: No, he doesn't. He comes from U.S.A This activity may give them ample opportunities to use the form of negative sentence: *not* placement, *not* contraction, etc. It also helps bind form and meaning together. Moreover, these simple dialogues may be suitable for the beginners who lack sufficient vocabulary.

3.2 For the intermediate and advanced level learners

For the intermediate or advanced level learners, when and why to use the negative sentence may be difficult. The challenge for them is they need not only the knowledge of the form and meaning but also to make a choice. The teacher can firstly find out the use of negative sentence in different situations. With adequate explanation of the context, s/he may facilitate the learner to notice how the negative sentence is appropriately used. Then a productive practice can be used, for example, asking students to role-play some different situations, in which negative sentences are used. Role plays are ideal for working on pragmatics because the variables in role plays can be altered to help learners see and practice how context and interlocutor variable affect choice of form (Larsen-Freeman 2003).

4. Conclusion

Grammar teaching and learning should integrate form, meaning and use in order to reach the main purpose of language learning – communicating in the target language.

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Research on Blended Teaching Cultivation for International Students

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Abstract: The outbreak of global epidemic has promoted the development of blended teaching model. Relying on the Internet, artificial intelligence and other new technologies, online and offline blended teaching is booming. As the largest destination country of international students in Asia, China's education for international students should also follow the developmental direction of the world's education and innovate educational and teaching models. Based on this, this paper studies the blended teaching and training mode for international students to create "First-class courses", improve the quality of education and teaching, attract more foreigners to study in China, cultivate more friendly people who "know China, befriend China and love China" and provide more support for the internationalized development of "the Belt and Road" initiative.

Keywords: International students; Blended teaching; Research

"Traditional classroom teaching and the online teaching with modern information technology will coexist for a long time and make a deep integration. This integration will turn from physical reaction to chemical reaction, and give birth to new educational forms such as online and offline blended teaching and new talent training paradigm". (Wu Yan, Director of Higher Education Department, Ministry of Education)

In view of the above, Zibo Vocational institute has also carried out the exploration and practice of online and offline hybrid teaching and training reform.

1. Main contents of the research

1.1 Period arrangement

1.1.1 Online teaching

Provide high-quality MOOC+SPOC resources, high-quality live lectures and ensure high-quality teaching progress through big data tracking. General students arrange their own spare time asynchronous learning, live classes arrange synchronous learning, 2 hours a week.

1.1.2 Offline teaching

Face-to-face teaching in regular classes at fixed times each week. Generally 8 class hours per week.

1.2 Major problems to be solved

1.2.1 Online teaching problems

At students' level, there are problems such as poor adaptability to online learning, poor self-discipline, and some students, especially foreign students, are stuck on the Internet. At the level of teachers, there are some problems, such as poor adaptability of online teaching, urgent improvement of informatization teaching ability and improvement of comprehensive literacy.

1.2.2 Connection between online and offline teaching

Focus on how to deal with the problems of synchronous and asynchronous connection, such as MOOC/SPOC asynchronous viewing, offline teaching to realize the reversal of classroom teaching, live class synchronous teaching, SPOC synchronous interaction, etc., how to effectively connect, improve the effectiveness of teaching, is an urgent problem to be solved.

2. Research methods and approaches

2.1 Making full use of network teaching resources to build and update the TCFL resource database

(1) Organize discussions on resource construction, learn from the experience and lessons of low resource utilization and serious waste of online courses such as high-quality courses and video-sharing courses, integrate offline teaching resources according to the characteristics of online education, and avoid copying offline teaching content and mode to the Internet.

(2) Build and update the "learner-centered" international Chinese teaching resource database. The construction of the resource library is aimed at providing self-service learning convenience for students. After entering the course resource platform such as course platform of Zibo Vocational College or related learning platform, students can independently choose the course content suitable for personalized learning according to their own learning ability and needs. For example, students at different levels of A, B and C are

provided with self-made micro-class videos of introductory grammar, accelerated Chinese grammar, HSK grammar and other learning resources of different levels, which are conducive to students' independent learning and personalized development. The constantly updated international Chinese teaching resource base consists of two parts: vocational ability courses and cultural literacy courses.

(3) Build a teaching depository of Chinese culture. In order to practice the initiative of "One Belt and One Road" and teaching philosophy of "national travel, language first", spread the Chinese language and Chinese culture, cultivating foreign students to become friends of "knowing China, befriending China and loving China". We particularly added the Chinese culture teaching resources in the construction of repository, trying to "tell good Chinese stories," spread excellent traditional Chinese culture and better contribute to the construction of "The Belt and Road".

The construction of cultural teaching repository serves for the mixed teaching and training of foreign students in China, and constructs the "3-3 system" teaching mode of Chinese culture course with "1/3 theory course+1/3 practice course+1/3 experience course". Through learning and experiencing Chinese culture, international students can not only exercise their basic Chinese language skills, improve their preliminary communicative competence, but also deepen their understanding of the connotation of Chinese culture, and realize the integration of language application ability and intercultural communication ability.

2.2 Building a hybrid teaching mode of "MOOC/SPOC+face-to-face classroom teaching+synchronous asynchronous online interaction"

By optimizing online teaching content and teaching process, it integrates MOOC/SPOC courses, independent learning, in-class teaching, online class, after-class Q&A, evaluation and feedback. Combined with the reality of hybrid teaching for international students, the reform plan of international Chinese teaching is designed and formulated, and the concise construction of online and offline synchronous and asynchronous teaching mode of international Chinese is completed synchronously, and the application design and practice are carried out in classroom teaching.

2.3 Building a "Trinity" multi-level and all-round comprehensive assessment and evaluation system

Make full use of the advantages of online courses, strengthen the automatic process assessment feedback, combine students' online check-in, synchronous and asynchronous Q&A, offline daily learning performance, etc., implement multidimensional evaluation; Expand the subject category of curriculum evaluation, establish a "trinity" comprehensive evaluation system including teacher evaluation, student self-evaluation, third-party evaluation (such as HSK certificate).

2.4 Paying attention to teachers' comprehensive cultivation and development of under the "new normal"

Under the "new normal", we should pay attention to the construction and training of Chinese teachers as a foreign language. First, teachers themselves should adjust their personal role changes in time to adapt to the change of the new education model and keep up with the pace of development. Second, strengthen the sense of scientific research, cultivate the sense of teamwork in the course construction and resource library construction, improve the overall quality of the team. The third is to participate in teacher training to build a team of teachers with "high quality, broad vision and deep feelings" to "tell China's stories well and spread China's voice well".

3. The effect of blended teaching and training mode for international students

Through the blended training, the effect of "three increases and three improvements" has been achieved.

The "three increases" are: students increased learning methods through the combination of online learning after class and in-class learning; increased self-learning time for MOOC/SPOC courses; the construction of cultural resource bank and the setting of different cultural topics have increased the experience content of Chinese culture.

The "three improvements" are as follows: students improved the one-time pass rate of HSK 4; teachers improve the teaching effect and level with the help of MOOC+SPOC courses; the proportion of process evaluation in assessment has been reformed and the fairness of assessment has been improved.

4. Conclusion

This essay studies how to carry out blended teaching training for international students, discusses how to implement high-quality teaching in the context of "normal" epidemic situation, better explore new ways of education and teaching for international students, and further enhance the status and strength of online education. In order to ensure the continuity and effect of Chinese language teaching, the blended teaching and cultivation mode of "MOOC/SPOC resources+face-to-face classroom teaching+synchronous asynchronous interaction" is constructed under the "normal" background. A systematic study on how to carry out online and offline teaching and its connection, as well as how to ensure high-quality learning, and the formation of a replicable and scalable blended teaching and training model for international students will greatly promote the expansion and promotion of international Chinese educational market, and provide effective materials and reliable basis for subsequent relevant research. In this study, the content of "Telling Good Chinese stories" is integrated into the blended teaching and training of international students in order to better help the construction of "the Belt and Road".

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The Exploration on the Path of Improving the Quality of Innovation and Entrepreneurship Education through the Integration of Industry and Education in Higher Vocational Medical Majors under the New Media Environment

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Abstract: In higher vocational medical majors, it is of great practical significance to pay attention to and improve the quality of innovation and entrepreneurship education. On the one hand, it can promote the smooth employment of higher vocational students. On the other hand, the overall construction of higher vocational medical majors can be strengthened to promote the development of various departments in higher vocational colleges. This article mainly carries out discussion around “the importance of improving the quality of innovation and entrepreneurship education of higher vocational medical majors”, “the path of improving the quality of innovation and entrepreneurship education through the integration of production and education in higher vocational medical majors under the new media environment”, focuses on combining with the new media environment, and analyzes how to improve the quality of innovation and entrepreneurship education of higher vocational medical majors under the background of industry-education integration, hoping to export outstanding talents for enterprises and society through high-quality innovation and entrepreneurship education system.

Keywords: New Media; Medical Major; Integration of Industry-education; Innovation and Entrepreneurship; Effective path

In order to better carry out innovation and entrepreneurship education, many higher vocational colleges are cooperating with enterprises to build a mode of industry-education integration, hoping to develop a more scientific innovation and entrepreneurship education system by means of industry-education integration, and continue to deploy innovation and entrepreneurship education. But in the actual situation, it is not easy to construct the mode of industry-education integration, which requires both general direction and specific measures. With the gradual maturing of new media environment, new media technology and platform begin to play an important role. Based on the new media environment, the integration of industry and education in higher vocational medical majors is more specific and diversified, which can truly demonstrate the advanced nature of the integration of industry and education and drive the innovation and entrepreneurship education in higher vocational colleges. As medical teachers in higher vocational colleges, they should look, listen and study more, and seek for the correlation between the new media environment and the integration of industry and education in medical majors in higher vocational colleges.

1. The importance of improving the quality of innovation and entrepreneurship education in higher Vocational medical majors

1.1 Promote the smooth employment of vocational college students

Higher vocational medical majors pay attention to the quality of innovation and entrepreneurship education, which can promote the smooth employment of higher vocational students. Specifically, in the innovation and entrepreneurship education system of higher vocational medical majors, teachers will convey some very practical workplace skills, for example, how students should choose enterprises, how to establish positions, how to get along with colleagues, how to communicate with leaders. Mastering these basic workplace skills is beneficial for vocational college students to adapt to the workplace environment and keep a rational and peaceful work mentality. In addition, the innovation and entrepreneurship education system emphasize the encouragement and assistance to the student group, giving the student group confidence and foundation for entrepreneurship. When medical students really enter the society, in addition to choosing to “find a job”, they can also choose to “start their own business” according to their interests and resources. One more choice means one more opportunity, which is conducive to vocational students to quickly find their own career direction and realize their personal value^[1].

1.2 Strengthen the construction of medical majors in higher vocational colleges

With the improvement of the quality of innovation and entrepreneurship education of medical majors in higher vocational colleges, the overall major construction will be improved. On the one hand, new ideas will be introduced. The construction and

progress of medical majors in higher vocational colleges cannot be separated from the new idea of advancing with the time. In the implementation of innovation and entrepreneurship education, students can express their personalized ideas, and school leaders can convey their new requirements and standards at the first time. Whether students' ideas, or the requirements and standards of school leaders, will form a new concept, which will inspire teachers' thinking, assist higher vocational teachers to carry out professional construction, construct a new medical major; On the other hand, the practice opportunities will be increased. The construction plan of medical majors in higher vocational colleges should not always follow the principle of "armchair strategist", but should come from real practice. In the innovation and entrepreneurship education program, a lot of social practice is involved. These social practices are beneficial for students and teaching teams to contact the real workplace and real social life.

2. The path of improving the quality of innovation and entrepreneurship education through the integration of industry and education in higher Vocational medical majors under the new media environment

2.1 Build a new media resource base based on integration industry and education, and enrich educational resources for innovation and entrepreneurship

In the context of new media, higher vocational colleges can create "new media resource base based on integration industry and education" to better optimize the innovation and entrepreneurship education of medical majors from the resource level. Specifically, under the mode of industry-education integration, the teaching team of medical majors in higher vocational colleges can regularly carry out "research on new media resources", screen and integrate effective resources together with the medical industry, and integrate them into the resource system of industry-education integration, providing more new updated resources for the innovation and entrepreneurship education of medical majors. In addition, in the integration mode of higher vocational medical major education, the school can be combined with a number of medical industries, jointly operate "Douyin for innovation and entrepreneurship education of medical majors", "medical major innovation and entrepreneurship education headlines", "medical major innovation and entrepreneurship education video. With the new media platform as the link, resource exchange, resource sharing and resource innovation are carried out to reform the resource structure of innovation and entrepreneurship education for medical majors in higher vocational colleges.^[2]

2.2 Establish a new media education platform of integration industry and education, and reform the form of innovation and entrepreneurship education

After the establishment of the "new media education platform for the integration of industry and education", the innovation and entrepreneurship education reform of medical majors in higher vocational colleges can be better promoted. On the one hand, set up new media short video courses. Taking "Douyin platform" as an example, it features short video creation. It is one of the mainstream platforms in the field of new media and gathers huge page views. Higher vocational colleges can cooperate with medical institutions to set up "Douyin short video courses for medical majors" in different periods of time to provide a new extracurricular learning channel for students and stimulate their interest in innovation and entrepreneurship education. On the other hand, set up new media live courses. In addition to short video courses, the medical major teaching team can also join hands with the medical staff representative team to participate in the new media live broadcast, presenting the professional "medical professional Douyin live course" for students, so that students can listen to the stories of excellent teachers and medical staff in class.

3. Conclusion

To sum up, in the new media environment, the integration of industry and education in higher vocational medical major can achieve more breakthroughs, focus more energy on innovation and entrepreneurship education, promote the scientific transformation of innovation and entrepreneurship education in higher vocational colleges, and achieve greater progress. In the future, in order to better combine with the new media environment, higher vocational medical teaching team should dare to think, dare to do, and make unremitting efforts for innovation and entrepreneurship education. To be specific : (1) Create a new media resource base integrating industry and education to enrich educational resources for innovation and entrepreneurship; (2) Establish a new media education platform integrating industry and education, reform the form of innovation and entrepreneurship education; (3) Plan innovation and entrepreneurship education activities with the help of new media publicity channels integrating industry and education. In addition, higher vocational colleges can also set up "teaching team internal competition mechanism" to encourage teachers to compete with each other, forming a benign competition atmosphere.

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Research on Gender Factors Related to Career Development in Hospitality Management in China

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Abstract: Owing to the continuous development of China's market-oriented economy, the service industry has become a dominant industry in China. As the pillar sector of the service industry, hotels have also flourished unprecedentedly. Human resources are the key for hotels to maintain sustainable development, and to be in an invincible position amongst fierce competition. According to statistics, female managers accounted for two thirds of the total managers in hotel industry in China. The study found that social culture affects people's perception on women managers' ability and the glass ceiling effect affects women's career development in hotel industry in China. The findings suggest that there is room for China's hotel industry to review the effect of barriers on women's career development.

Keywords: Hotel industry; Human resource; Women managers; Gender stereotyping; Glass ceiling.

1. Background Information

Female status in China is of increasing political and practical importance as China moves toward a more market-oriented economy. The political, social and financial status of female managers has risen steadily over the past decades, as illustrated in the famous Chinese proverb that "women hold half of the sky." Nevertheless, women are still severely underrepresented in top positions in corporations, governments, and in academia. Although the hospitality industry has no shortage of women entering the business, vertical and horizontal sex segregation has been shown to exist in the hotel industry. Senior managers are predominantly male; women middle managers are in housekeeping, front desk, personnel and training and conference and banqueting, whereas male managers are in finance and control, property and security and purchasing the latter more likely to lead to the general manager's job. However, in managerial positions, the gender ratio for hotel managers is 3:2 male to female in China. In Hong Kong, the proportion of women in management in the hotel industry rose from 25.9% in 1989 to 33.7% in 1999^[1]. Although the proportions have improved over time, it still remains low and gender discrimination still exists.

In response, there has been growing political and social pressure to promote gender parity in top positions via explicit or implicit gender quotas. For example, the Law of the People's Republic of China on the protection of rights and interests of women in 2005 states that equal pay for equal work shall be applied to men and women alike; women shall enjoy equal rights with men in contracted management of land, and in the distribution of the earnings of the collective economic organisations.

The focus of this article, as far as possible, is to answer why the hotel sector is lack of female managers and to find the reasons for the existing barriers to women's advancement, or to analyse if the barriers are really there. It will be helpful for future studies which take the challenge to find solutions, ways and means to break the barriers and improve the situation in China.

2. Glass ceiling effect

Gender stereotyping of the managerial position fosters bias against women in managerial selection, placement, promotion, and training decisions. These obstacles that lead to the under-representation of women in leadership and upper level management positions are commonly described in scholarly works and the media as glass ceilings^[2]. The glass ceiling constitutes an invisible barrier for women and minority groups, preventing them from moving up the corporate ladder. However, as demonstrated in the labour market statistics described above, gender appears to be affecting the advancement of women in a detrimental fashion. Theories and models accounting for the emergence of gender-related behaviours in organizations, and thus the creation of a glass ceiling, fall into three categories: Biological explanations, socialisation explanations and structural/cultural explanations.

Researchers conducted interviews which reveal that the perception of glass ceiling barriers faced by women differed depending on where they were in their career cycle. They were revealed as the "long hours" culture, hiring practices and geographical mobility. These significantly influenced women's work-life balance, and personal-life choices^[3].

High position managers tend to display gender-specific strength-and-weakness stereotype. The higher women rise in organisations, the larger the gender gap becomes, while the pay gap remains one of the most persistent forms of gender inequality. This opinion is examined by many researchers.

Studies show that the gender wage gap was increasing throughout the wage distribution and accelerating at the top, indicating the

glass ceiling effect. Using data for European countries, researchers find that glass ceiling effect for highly educated women, and a sticky floor effect for primary and secondary educated women in Spain, Britain, Netherlands, and this effect to a scarcity of senior women in high-skilled, white-collar occupations, the majority of the gender gap is attributed to differences in rewards to the labour market characteristics of male and female workers in^[3].

3. Glass ceiling effect in China

Furthermore, Lin and Gunderson (2014) discuss the glass ceiling in the context of the gender pay-gap in China. They find female managers receive much lower pay than male managers in China by investigating the sticky floor effects (large pay gaps at the bottom of the pay distribution) in China, and some limited and weaker evidence of the glass ceiling (large pay gaps at the top of the distribution). In the meantime, they also find, apart from China, Western countries are also affected by the glass ceiling effect. A larger portion of the gender earnings gap can be attributed to firm-level characteristics than individual characteristics. Female managers tend to have fewer firm-level characteristics that are associated with higher pay, and when they do, they tend to receive a smaller pay premium for those characteristics. This is especially the case for the firm size variable where female managers are less likely to be employed in higher paying large firms, and when they are, they receive a smaller firm-size premium. Researchers also find that two important driving forces behind the glass ceiling effect are: women are less likely to be at higher ranks of the organisation; and the female education level is lower compared to their male counterparts in those higher ranks^[4].

4. Obstacles to career development

209 questionnaires were therefore distributed in three cities in China. At the time of the survey there were five hotels being surveyed comprising three three-star hotels, one four-star hotel and one five-star hotel. The HR manager assistants were asked to be the coordinator of data collection, and emails with questionnaires were sent to the staff in managerial positions.

To assess the difference in perceptions of career success factors and obstacle by gender, the author compared the average score of each question from males and females.

Female and male managers in the hotel industry in China had different opinion about what are the main obstacles to their career development. The scale in the part two of questionnaire was from 1, totally disagree, to 5, totally agree. They had agreement on three of the top four major obstacles: lack of support system at work, lack of equity in promotion and inadequate job knowledge. In terms of the lack of equity in promotion, women showed higher average score 3.63 to men accounting for 3.26. It indicates women were not confident enough and more sensitive on the equity of promotion and they believed their careers would be blocked if it really happened. They had agreement of the two least obstacle as being married and sexual harassment with very similar scores. It was on the middle range factors that the female and male managers had disagreement. Women also highlight lack of equity in pay as the major obstacle that ranked it fourth. While men ranked it seventh. To the rest obstacles, women managers ranked the factors as 'lack of mentoring', 'childcare responsibility', 'conflict with family activities', 'difficulty in establishing credibility', 'old boys information network', 'job characteristics', 'lack of role model' and 'lack of equality in training'. Male managers ranked the factors as 'difficulty in establishing credibility', 'lack of equality in training', 'lack of equity in pay', 'lack of role model', 'job characteristics', 'old boys information network', 'conflict with family activities' and 'childcare responsibility'. In terms of 'childcare responsibility' and 'conflict with family activities', men and women had a very big difference as men ranked them twelfth and eleventh with average scores of 2.18 and 2.26, while women ranked them sixth and seventh with average scores of 2.97 and 2.85. This difference indicates that men were less influenced by childcare and family activities. On the other hand, women managers had more responsibility with children and family. And they also awarded this stress might cause obstacles to their career development.

5. Conclusions

5.1. Social culture affects people's perception on women managers' ability.

With reviewing the literature previously, traditional cultures have tended to be based on a sexual division of labour reflecting traditional views about appropriate male and female roles. China is categorised to countries with high masculinity index by previous researchers would exhibit a higher degree of traditional male values, which means China is a country with gender inequality. And with its Confucianism, and origins in an agrarian culture, Chinese culture is about reverence for the elderly, rule by men of virtue and a convention for steadiness. The roles of male and female tend to be hierarchical, with strong degrees of role distance and expected deference between high- and low-status jobs. In this circumstance, women are difficult to climb up to higher positions and it is more difficult for women than for men.

The transformation of gender-cultures is likely to result only after women have firmly established themselves within organisations at all levels. In the meantime, women should make use of the current forces which are favourable to equality work, precisely because they require a customer focus and effective communication.

5.2 Women manager have work-family conflict.

With the culture issues towards women managers discussed above, it is easy to understand that the pervasive awareness of women have responsibilities on childcare and domestic affairs. While the barriers related to women managers' career progression, they were also a significant influence on women's work-life balance, and their personal-life choices. It is also showed on the findings of last chapter that female managers ranked childcare responsibilities and conflicts with family activities much higher than male managers. Also the average scores were much higher than men. It becomes a negative factor for women with young children, as in the majority of cases; women remain the primary caregiver with the added responsibility of household organisation. Any attempts by women to reduce hours of work or to work flexibly in senior professional occupations in order to deal with domestic responsibilities are usually perceived, in contrast to men who have a higher chance of promotion by remaining within their existing organisation.

5.3 Glass ceiling effect affects women's career development in hotel industry in China.

Gender stereotyping of the managerial position fosters bias against women in managerial selection, placement, promotion, and training decisions. Through the previous literature review, these obstacles that lead to the under-representation of women in leadership and upper level management positions attribute to glass ceiling phenomenon. It is showed on the findings of the obstacles to career development that female managers ranked on the equity of promotion and lack of equity in pay as two of the top four obstacles. And the average score were higher than men. The two obstacles are also highlighted in the literature review. Many researchers have already examined that the wage gap was increasing throughout the wage distribution and accelerating at the top, which means higher women rise in organisations, the larger the gender gap becomes. While the pay gap remains one of the most persistent forms of gender inequality.

6. Summary

The findings of this research also indicate that not all women experienced the barriers to career progression however. Both female and male managers showed their preference on supervising female subordinates. Previous researchers find that the higher the level of women, the higher the possibility of the employee leaves his post, means that the female career development in the hospitality industry resistance is bigger.

In terms of career development, hotels should provide more opportunities for female staff. The equality of men and women is one of the basic national policies to promote the social development in China. Therefore, in order to keep the top position of female employees, the hotel must provide more opportunities for career advancement reduce the happening of the glass ceiling phenomenon, strive to eliminate all kinds of human gender segregation in women's career development. Break the gender segregation of each position within the hotel that women employees can be added to the currently male-dominated engineering department, security and other jobs. In addition, the society and organisations to actively create a good cultural atmosphere and the policy environment, ease housework burden of women in family life, women have more time and energy into work.

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Evaluation model of anti sandstorm effect of Saihan dam based on TOPSIS good and bad solution distance method

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Abstract: This paper starts from the conditions of sandstorm formation, collected the relevant data of Beijing's air quality, strong wind weather, precipitation and other indicators in recent years, strong wind, dust volume, air state, water content, vegetation abundance, and environmental damage degree in surrounding areas were selected as the judging indexes, after data preprocessing, a factor analysis model was established to extract three comprehensive indicators: strong wind weather, air quality and dust volume, the comprehensive index was added into TOPSIS model to calculate the score. Finally, by comparing the score, the effect of the ecological environment restoration of Saihan dam on the sand storm resistance in Beijing was quantitatively obtained.

Keywords: TOPSIS; Saihan dam; Anti sandstorm; Function evaluation

1. Problem background

We put resources saving, protecting the environment, and restoring nature first, and firmly implemented sustainable development strategies. At present, with the help of government, the sahan dam stand has recovered from the desert to become an ecofriendly green farm with stable sand prevention functions.

The founders forested 1.12 million mu and planted more than 400 million trees on a plateau wasteland 400 km north of Beijing, creating it as the world's largest plantation. But the back of the honorary mission also ushered in new questions, and the goal of continuing development higher was to restore ecology.

2. Model assumptions

(1) It was assumed that the eco-environmental changes were not affected by the outbreak

Reason: the impact of the outbreak on the recovery of the ecological environment is only temporary, so the establishment of the model still has application value.

(2) It is assumed that the impacts of Sehan dam eco-environmental improvement on dust resistance in Beijing are evenly distributed

Reasons: climate conditions, precipitation, and air quality differ less among regions within Beijing, and may be negligible when discussing the effect of Sehan dam on the resistance to dust storms in Beijing.

3. Evaluate the role model of Saihanba in anti-sandstorm in Beijing

For resisting dust storms in Beijing of sihanba region ecological environment restoration quantitative evaluation of the problem, this article from the conditions of formation of sand-dust storm, gathered in Beijing's air quality in recent years, the strong wind weather, multiple indexes such as the related data, and preliminary selected multiple judgment index, after data preprocessing, setting up a comprehensive factor analysis model to extract the three indicators: Strong wind weather, air quality and dust amount were positively integrated into TOPSIS model to calculate the scores. Finally, by comparing the scores, the effect of the ecological environment restoration of Saihanba on the anti-sandstorm of Beijing was quantitatively obtained.

4. Index selection and data preprocessing

The topic requires to evaluate the role of Saihan dam in Beijing's anti sandstorm, and the indexes can be selected from the conditions of forming sandstorm. strong wind, amount of dust, air state, water content, vegetation abundance and degree of environmental damage in surrounding areas are preliminarily selected as judgment indicators.

4.1 Extract main indicators by factor analysis

4.1.1 Determine whether the original variables are suitable for factor analysis

This paper uses kmo and Bartlett's test to test the original data to judge whether the original data is suitable for factor analysis. After testing, the kmo value of the original data is 0.932 and the result of Barrett test is 0.204. The results show that the original data is suitable for factor analysis.

4.1.2 Construction factor variable

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Construct the relationship between each index and common factors to obtain the following determinant:

$$x_1 = u_1 + a_{11}f_1 + a_{12}f_2 + \dots + a_{1m}f_m + q_1 \quad x_2 = u_2 + a_{21}f_1 + a_{22}f_2 + \dots + a_{2m}f_m + q_2$$

...

$$x_3 = u_3 + a_{31}f_1 + a_{32}f_2 + \dots + a_{3m}f_m + q_3 \quad \#(1)$$

The sum of squares of row elements and column elements is

$$l_i^2 = \sum_{j=1}^m a_{ij}^2, \quad r_i^2 = \sum_{i=1}^p a_{ij}^2 \quad \#(2)$$

4.1.3 Using rotation makes factor variables more interpretable

Since the factor load matrix is not unique, the factor load matrix should be rotated. The purpose is to make each variable have relatively high load on as few factors as possible, so that the load of a variable on a factor tends to 1 and the load on other factors tends to 0. That is, the square value of each column or row of the load matrix is polarized to 0 and 1.

4.1.4 Determining factor score

In this paper, through the turning point of the gravel map and the cumulative contribution rate of the variance interpretation table, the cumulative variance contribution rates of the three common factors are 82.835%, 10.127% and 4.327% respectively. The cumulative variance contribution rate of the first three common factors has reached 97.289%, that is, the first three common factors can contain 97.289% of the information of the original index, Therefore, the first three common factors are selected to reflect the data of the overall index.

4.1.5 Calculate the score of the factor variable

Factor analysis is to express variables as a linear combination of common factors and special factors. In this paper, the common factors can be inversely expressed as a linear combination of original variables to obtain factor scores. The generated component score coefficient matrix is shown in the table.

Table 1. Component score coefficient matrix

Influence factor	Component		
	1	2	3
I_1	0.389	0.658	-0.298
I_2	0.576	0.183	0.482
I_3	-0.125	-0.356	0.197

5. Evaluation model of Saihan dam in Beijing's anti dust storm based on TOPSIS good and bad solution distance method

Through the above factor analysis, three main indicators are obtained, namely, strong wind, dust volume and air state. Next, this paper quantitatively evaluates the role of Saihan dam in Beijing's anti dust storm through TOPSIS good and bad solution distance method.

5.1 Forward processing

Since the number of strong winds and the amount of sand and dust are very small indicators, they are first positively treated and transformed into very large indicators. The formula for transforming very small indicators into very large indicators is as follows:

$$\tilde{x}_i = \max - x \quad \#(3)$$

Where, \tilde{x}_i is the indicator data after the forward conversion of very small indicators, x is the original data, and \max is the largest value among similar indicators.

5.2 Matrix standardization

The forward matrix is: $X = \begin{bmatrix} x_{11} & \dots & x_{1m} \\ \vdots & \ddots & \vdots \\ x_{n1} & \dots & x_{nm} \end{bmatrix} \quad \#(4)$

The standardized matrix is marked as Z , the standardized matrix Z can be obtained.

5.3 Calculate the score and normalize it

Finally, the score is calculated and normalized, and the maximum value is defined as:

$$z^+ = (z_1^+, z_2^+, \dots, z_m^+) = (\max\{z_{11}, z_{21}, \dots, z_{n1}\}, \dots, \max\{z_{1m}, z_{2m}, \dots, z_{nm}\})$$

Define the distance between the I ($I = 1, 2, \dots, n$) evaluation object and the maximum and minimum values as follows:

$$D_i^- = \sqrt{\sum_{j=1}^m w_j (z_j^- - z_{ij})^2}, \quad D_i^+ = \sqrt{\sum_{j=1}^m w_j (z_j^+ - z_{ij})^2} \quad \#(5)$$

The TOPSIS score of Saihan dam in Beijing's anti sandstorm is: $S_i = \frac{D_i^-}{D_i^+ + D_i^-} \quad \#(6)$

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Determination of Areas in China that Need to Establish Ecological Reserves Based on Entropy Weight Method

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Abstract: Starting with the factors affecting the ecological environment, this paper selects six factors that have a great impact on the ecological environment, such as the annual average temperature in various regions, the vegetation abundance in various regions of China, and takes 34 provincial administrative regions of China as the research object, and establishes an evaluation model based on Entropy weight method.

Keyword: Entropy weight method; Establish ecological reserves

1. Selection of indicators and data preprocessing

1.1 Selection of indicators

It is required to evaluate which geographical locations in China need to establish saihanba ecological protection model ecological areas, so indicators can be selected from the factors that can reflect the ecological environment of a region. Through literature review and data collection, this paper selected five initial indicators of vegetation abundance, land utilization rate, desert area, annual average precipitation and air quality in each region of China to evaluate each geographical location in China.

1.2 Indicator Description

China regional vegetation abundance: the greater the vegetation abundance in a region, the more complex its structure and the better its ecological stability. Therefore, this index can reflect the ecological stability of a certain area to a certain extent.

Land use efficiency: The higher the land use efficiency of a region, the better the ecological environment of the region. Therefore, this index can reflect the quality of the ecological environment of a region to some extent.

Regional desert area: The larger the desert area of a region is, the more desolate the region is and the worse the ecological environment. Consequently, the index of desert area can reflect the ecological environment of a region to a certain extent.

Regional average precipitation: precipitation can also reflect the quality of the ecological environment of a region to a certain extent. Therefore, this index can reflect the quality of the ecological environment of a certain area to a certain extent.

Air quality: The worse an area is ecologically, the worse its air quality. To a certain extent, air quality can also reflect the quality of the ecological environment in a certain area.

2. Based on the entropy weight method, the evaluation model of the geographical location of ecological protected areas needs to be established in China

Entropy weight method is a comprehensive evaluation method that can be applied to multiple objects and indicators. Its evaluation results are mainly based on objective data, almost not affected by subjective factors, and can avoid the interference of human factors to a large extent.

Subject to evaluating Chinese geographical location which need to create ecological reserves and establish the evaluation model based on entropy weight method, with China as evaluation object, 34 provincial administrative areas in the above the five to rate the specific data to establish the matrix, and finally select a score lower region, is the need to establish ecological reserve of geographic location.

2.1 Establish the evaluation system and construct the index horizontal matrix R

In order to reasonably simplify the model and eliminate some cities with good environment in recent years, 7 regions with poor or fragile ecological environment are selected for analysis, namely Inner Mongolia, Xinjiang, Shanxi, Shaanxi, Gansu, Tibet and Ningxia.

Matrix R has M (7) evaluation objects and N (5) evaluation indexes.

$$R = \begin{bmatrix} r_{11} & \cdots & r_{1n} \\ \vdots & \ddots & \vdots \\ r_{m1} & \cdots & r_{mn} \end{bmatrix}$$

2.2 Standardize the evaluation matrix to obtain the matrix $R' = (r_{ij})_{m \times n}$

The relative deviation method is used to standardize the judgment matrix and eliminate the dimension of each index measure value. Calculate the standardized measure value according to the formula r_{ij}

$$\text{J is a positive indicator: } r_{ij} = 0.998 + \frac{r_{ij} - \min\{x_{1j}, x_{2j}, \dots, x_{nj}\}}{\max\{x_{1j}, x_{2j}, \dots, x_{nj}\} - \min\{x_{1j}, x_{2j}, \dots, x_{nj}\}} + 0.002$$

$$\text{J is the backward indicator: } r_{ij} = 0.998 + \frac{\max\{x_{1j}, x_{2j}, \dots, x_{nj}\} - r_{ij}}{\max\{x_{1j}, x_{2j}, \dots, x_{nj}\} - \min\{x_{1j}, x_{2j}, \dots, x_{nj}\}} + 0.002 \quad (1)$$

The forward indicator refers to the higher the value of this indicator is, the better the expression effect is, which is called the forward indicator; otherwise, the reverse indicator refers to the lower the value of this indicator, the worse the expression effect is, which is called the reverse indicator. In this case, vegetation classification, land utilization rate, air quality and precipitation in each region are positive indicators, while desert area in each region is backward indicators.

Table 1. Index horizontal matrix

area	α_1	α_2	α_3	α_4	α_5	α_6
β_1	0.5010	0.6673	0.6673	0.0020	0.6673	1
β_2	0.0020	0.6673	1	0.0020	0.6673	0.6673
β_3	0.2515	1	0.6673	0.3347	0.0020	0.3347
β_4	0.7505	0.0020	0.3347	1	0.3347	0.6673
β_5	1	1	0.3347	0.0020	0.6673	0.0020
β_6	1	0.0020	0.0020	0.6673	0.3347	0.6673
β_7	0.7505	1	0.6673	0.0020	1	0.6673

2.3 Calculate the entropy of evaluation index H_j

$$H_j = -k \sum_{i=1}^m f_{ij} * \ln f_{ij} \quad (2)$$

f_{ij} represents the proportion of the i th sample in the J TH index.

2.4 Calculate the entropy weight of the evaluation index

The larger the entropy of an index is, the smaller the entropy weight is, and the less important the index is. And meet

$$0 \leq w_i \leq 1 \text{ and } \sum_{j=1}^n w_j = 1.$$

$$w_i = \frac{1 - H_j}{n - \sum_{j=1}^n H_j} \quad (3)$$

Table 2. Entropy

	1	2	3	4	5	6
1	0.8815	0.8211	0.8862	0.5343	0.8862	0.9003

$(1-H)$ is the difference coefficient of the J TH index, that

is, the smaller the entropy value of the J TH index, the greater the degree of variation of the index.

Entropy weight is not the importance coefficient in practical sense but the relative intensity coefficient of each index in the sense of competition. When the evaluation object is determined, the evaluation index can be adjusted, increased or decreased according to the entropy weight, so as to make more accurate and reliable evaluation. At the same time, the entropy weight can be used to adjust the accuracy of some indexes, and the average value and accuracy can be re-determined if necessary.

2.5 Calculate the comprehensive score

$$F = \sum_{j=1}^n l_j w_j \quad (4)$$

According to F , the evaluation objects are sorted from large to small. The area with a higher score indicates a better ecological environment, while the area with a lower score indicates the need to establish ecological protection areas.

Table 3. Comprehensive scores of different regions

	1	2	3	4	5	6	7
1	0.3955	0.3456	0.4348	0.6399	0.3783	0.4902	0.4815

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Evaluation Model of Ecological Environment of Saihan Dam

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Abstract: Aiming at the evaluation of the impact of Saihan dam on ecological environment construction, this paper selects several representative indicators to evaluate the ecological environment through the ECCI evaluation system, and judges the impact degree of Saihan dam by establishing the relevant model of the impact of Saihan dam on ecological environment construction. Based on the existing evaluation system of ecological civilization construction in China, by collecting various data and consulting relevant literature, three categories and seven indicators with great correlation before and after the restoration of Saihan dam are selected, and the judgment matrix is constructed by analytic hierarchy process, so as to obtain the weight value of each index. The factor analysis is carried out by constructing the matrix, and the vector is normalized, The consistency is used to test the indicators, and then the data before and after the restoration of Saihan dam are substituted for comparative analysis.

Keywords: Saihan dam ecological environment; Analytic hierarchy process; Evaluation model

1. Problem restatement

1.1 Problem background

With the help of the Chinese government and after more than half a century of struggle, the world's largest artificial forest has been built on the land of Saihan dam. China's Saihan dam forest farm has been restored from the desert and has become an eco-friendly green farm with stable sand prevention function. The builders have been working hard for many years on the plateau wasteland 400 kilometers north of Beijing, creating a green ocean.

1.2 Problems to be solved

Saihan dam plays an important role in resisting wind and fixing sand, protecting environment and maintaining ecological balance and stability. In order to quantitatively evaluate the impact of Saihan dam on the environment after restoration, please select appropriate indicators, collect relevant data, and establish an evaluation model for the impact of Saihan dam on the ecological environment, that is, to compare and analyze the environmental conditions before and after the restoration of Saihan dam.

2. Problem analysis

For the problem, it is mainly to understand the existing relatively sound evaluation system for the construction of ecological civilization, establish an appropriate evaluation system for the ecological environment of Saihan dam, select appropriate evaluation indicators, and compare and analyze the environmental conditions before and after the restoration of Saihan dam. Through literature review, we found the existing Provincial Ecological Civilization Construction System (ECCI) in China. After collecting relevant data and combined with the standards of ecological civilization construction system, we selected 7 appropriate evaluation indexes. Using analytic hierarchy process, the corresponding judgment matrix is established, and the corresponding values are obtained by calculating the factors. Further, the consistency of the calculation matrix is checked, and the data before and after the restoration of Saihan dam are substituted for solution and comparative analysis.

3. Basic assumptions of the model

3.1 It is assumed that the data collected are true and valid

3.2 It is assumed that the interaction between the indicators for evaluating the ecological environment is ignored

4. Definition symbol description

A_{ij} , B_{ij}	Score of factor I over factor j
M, N	Judgment matrix
CR, CI, RI	Consistency inspection index

5. Model establishment and solution

Based on the above analysis and preparation, we will gradually establish the following mathematical model to further elaborate the establishment and solution process of the model.

Firstly, based on the analysis of the ecological civilization construction system (ECCI) and the collected relevant data, seven

appropriate indicators are selected from the three aspects of ecological vitality, environmental quality and social development, including forest coverage rate, vegetation coverage index, biodiversity types, water conservation, carbon dioxide absorption, oxygen release and per capita GDP. The correlation of 7 types of data is analyzed by analytic hierarchy process.

Construct the judgment matrix, determine the appropriate scale through the pairwise comparison between various factors, and fill the values a_{ij} obtained by the pairwise comparison of different factors (factor I and factor j) into the positions of row I and column J of matrix M.

Then the judgment matrix is

$$M = \begin{pmatrix} A_{11} & A_{12} & \dots & A_{17} \\ A_{21} & A_{22} & \dots & A_{27} \\ \vdots & \vdots & \dots & \vdots \\ A_{71} & A_{72} & \dots & A_{77} \end{pmatrix}$$

According to the selected indicators, the evaluation system of Saihan dam's impact on ecological environment is constructed, and the eigenvalue obtained from the above judgment matrix is the weight of each indicator.

Table 2 Evaluation index and weight of Saihan dam's impact on ecological environment

Evaluation of Saihanba's impact on ecological environment	Ecological vitality	forest coverage	0.208
		area	0.208
		Biodiversity species	0.146
	environmental quality	Water conservation	0.12
		Carbon dioxide absorption	0.12
		Oxygen release	0.099
	social development	Per capita GDP	0.099

Table 3 Evaluation grade and classification of ecological construction development level of Saihan dam

Scoring criteria	A	B	C	D	E
Evaluation score	>80	70< £80	60< £70	30< £60	<30
Evaluation classification	Beet	Good	Middle	Common	Poor

Calculation factor

The matrix is constructed for factor analysis, the vector is normalized, and the index formula is adjusted by consistency:

$$CR = \frac{CI}{RI}$$

Through inspection, the calculated Cr is $0.093 < 0.1$, which is within the acceptable range, so the matrix passed the consistency test.

Analyze the data and score range, and establish the scoring standard of 5 grades

According to the above scoring criteria, the grade score of ecological civilization construction before and after the restoration of Saihan dam is obtained. The score of ecological civilization construction of Saihan dam in the 1970s is 10.68. After the efforts of Saihan dam people for more than half a century, the Saihan dam in the 21st century has taken on a new look. By 2020, the score of ecological civilization construction of Saihan dam has reached 89.58 points. It can be seen that the great changes before and after the restoration of Saihan dam have led to the rapid progress of ecological civilization.

The following is the change curve drawn by collecting relevant data and various data of ecological environment in Saihan dam area from 1962 to 2021

6. Evaluation and improvement of the model

The construction idea is simple and easy to understand. The relationship size can be obtained through the weight size. The higher the weight, the higher the importance. Analytic hierarchy process, entropy method and other methods are used to calculate the weight. The data of each province are more objective and comprehensive.

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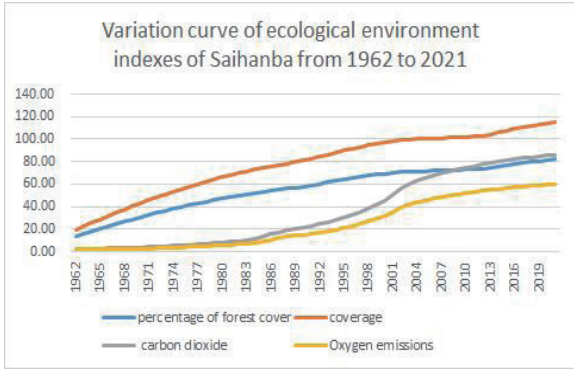


Figure Variation curve of ecological environment indexes of Saihan dam from 1962 to 2021

Research on Confucian Cultural Tourism Development under the Background of Cultural and Tourism Integration

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Abstract: Qufu, as the birthplace of Confucius, is the origin of Confucian culture and has rich cultural tourism resources. However, the development of Qufu's tourism industry is still limited to the sightseeing tour, and its unique cultural advantages have not been substantiated and three-dimensionally explored. This article sorts out the problems in the development of Confucius cultural tourism, and discusses the materialization of intangible cultural heritage. The theme product development, festival activity development and other tourism development models promote the protection and inheritance of Confucius culture and improve the quality of Qufu cultural tourism products.

Keywords: Cultural and tourism integration; Confucius culture; Tourism development

1. Research background

There is a natural connection between culture and tourism. Culture is the soul and stamina of tourism products, and tourism products are the manifestations of culture. What tourism products give tourists is a process of experiencing different cultures, and tourist destinations without cultural connotation will lack long-term vitality. Embedding intangible culture into material attractions, and organically combining heritage protection and tourism development, and forming an atmosphere and promoting the unique cultural resources of the region through tourism are not only conducive to the sustainable development of regional tourism, but also conducive to the sustainable development of regional tourism. Inheritance and protection of culture.

Qufu, the "Holy City of the East", is the birthplace of Confucius, as well as the place where Confucius gave lectures, buried and sacrificed for descendants. There are countless cultural monuments and unparalleled cultural resources. It is irreplaceable and unique. As a traditional tourist destination, Qufu has also experienced problems in recent years, such as product aging, single form, and shortened staying time of tourists. These phenomena have restricted the development of Qufu's tourism industry.

2. Problems in the development of Confucius cultural resources

2.1 The construction of cultural landscape focuses on external expansion and lacks cultural connotation

In the tourism development of Confucius culture, a number of cultural landscapes such as the Six Arts City of Confucius, the Hometown Garden of Confucius, and the Analects of Confucius Stele Garden were built^[3]. In terms of development, it pays attention to the extensional style and the growth of the number of Confucius cultural resources, while ignoring the exploration of the connotation. The cultural products are single, mostly static and ornamental products, and lack participatory and conceptual derivative products. The cultural sensibility conveyed to people is very great. Limited, unable to meet market demand.

2.2 Emphasize cultural heritage and ignore folk culture

Qufu has a long history and rich cultural heritage, which provides a good development foundation for the development of tourism. Cultural heritages such as Sankong and Yanmiao can be used directly as cultural landscapes and have been well protected and developed. However, the Kong family culture and folk customs, which have been formed under the influence of Confucian culture for a long time, have been paid attention to, resulting in the disadvantages of low cultural taste of tourism products, poor overall tourism environment, and inconsistent with the development trend of tourists' high-level cultural experience needs.

2.3 The market specificity of special tourism products is not strong

Confucian culture has a very broad market influence, but due to the different strengths of relevance of cultural concepts around the world, there are differences in the market segments of the "Three Confucian" tourism. For example, special tours such as Confucius's hometown study tour and Confucius's hometown tour were initially launched for the international market, but due to the lack of obvious content characteristics of the activity arrangement and the weak pertinence of different source markets, they did not clearly reflect Confucian Confucianism and Confucianism. The difference between the cultures of the source area makes the product less attractive.

2.4 Participatory and performance projects lack norms

In recent years, in order to change the passive situation of the past "three holes" tourism static appreciation and enrich tourists' travel experience, Qufu City has actively explored the development of performing arts activities, and has achieved more significant results. At

present, it has formed a big play a day in the apricot altar sacred dream, two ceremonies a week to open the city, four sacrificial offerings to Confucian dance and ancient Lu music in January, two annual celebrations, such as the School Tourism Festival and the Confucius Cultural Festival^[1], etc. The series of deductive projects attracted many Chinese and foreign guests. Although the development of this series of performance projects helps to change the situation of static viewing in the past, the performance methods are relatively similar, the performance content and the Confucianism to be expressed are somewhat disconnected, and the similarities between the projects are not formed. A complete series of Confucian performance products. At the same time, the Confucius Cultural Festival, the Confucian Memorial Ceremony, and other festivals are too politically colored, and marketing and public participation are insufficient. The choreography and production of performance projects such as adult ceremonies, the sacred dream of the apricot, and the ancient music of Lu are not high. Participation needs to be awaited. strengthen.

2.5 Cultural artistic conception is destroyed

As a world cultural heritage site, cultural artistic conception is precious, and it is also the reason why the holy city has become a holy city. The cultural artistic conception of "three holes" is facing the erosion of modern business. Any scenic spot has a guiding space for brewing feelings, which is an important part of the scenic spot. However, many commercial houses and booths that are incompatible with the solemn and solemn atmosphere have been built on both sides of the "three holes", which destroys the overall artistic conception of the "three holes". Many restored historical districts often create a scene of a commercial street, which is extremely disproportionate to the old city of the Ming Dynasty. Culture is the soul of Qufu tourism, and the erosion and destruction of cultural atmosphere will be fatal.

3. Thoughts on Confucius Cultural Tourism Development

The cultural resources of Confucius are extensive and profound, and the cultural value is great. Through the intervention of tourism activities, high-quality and attractive tourism products can be formed, and the development level of Qufu's tourism industry can be improved. This article analyzes the development of Confucius cultural tourism from the three aspects of resources, market and products, following the principles of protection, authenticity, experience, participation, and puts forward the following ideas for the development of Confucius cultural tourism.

3.1 Joint development with tangible cultural heritage

Qufu has rich cultural relics, among which Confucian Temple, Confucian Mansion and Confucian Forest, collectively referred to as "Three Confucianism", are must-visit attractions for tourists.^[2] At present, three-hole tourism is still dominated by static sightseeing. Therefore, it needs to be organically integrated with the profound Confucian culture, and use specific objects or a dynamic process to show tourists the broad spirit of Confucian culture and enrich the "three-hole" tourism. Content, enhance attractiveness and market competitiveness. In the process of tourism development in the "Three Kongs" heritage sites, distinct tourism themes should be created according to their specific cultural connotations.

3.1.1 Pilgrimage

In the development of Confucian cultural tourism, the Confucian Temple is used as the carrier to display the sacrificial culture, so that the entire Confucian Temple tour is carried out around the core purpose of paying homage to Confucius, offering sacrifices to Confucius, and experiencing the thousand-year-old Confucian culture. Perform Confucian music and dance on a regular basis, allowing visitors to participate in Confucian worship activities, learn sacrificial etiquette, and jointly create a solemn and far-reaching sacrificial environment.

3.1.2 "Kong Fu" Life Tour

Relying on Confucius Mansion, develop the etiquette culture and Confucian food culture of Confucius culture. First of all, reproduce the life scenes of Confucian Mansion, including the ancient official culture and the life of feudal aristocrats. Secondly, dig out the etiquette culture in life, such as welcome ceremony, reception etiquette, dressing, dining etiquette, etc., through the gestures of tour guides and other service personnel, so that visitors can experience a heavy etiquette culture. Finally, the food culture of Confucian Mansion is displayed with utensils, books, inheritors and other carriers. Introduce tourists with different banquet specifications and levels through utensils, invite inheritors of Confucian cuisine to make famous dishes and cakes of Confucian cuisine on-site, design tourists to participate in the production and tasting projects, and form a series of food products.

3.1.3 Root-seeking tour to worship ancestors

The descendants of Confucius, no matter how poor or low, are buried in the family cemetery after death, have never been interrupted for many years, reflecting the profound concept of clan. Relying on the tombs of Confucius, Han tombs, Ming tombs, Kong Shangren's tomb, Yu's archway, etc. It highlights the clan culture of the Kong clan. At the same time, Confucian worship activities are held in Konglin on Qingming Festival to explore the sacrificial culture of the Kong clan. Finally, relying on legendary stories such as Confucian disciples guarding the tomb, burning books to pit Confucianism, Yu's memorial to increase the interest of Confucianism.

3.2 Thematic product development

Through the creation of three themed tourism routes of Confucius Root Seeking Tour, Confucius Spring and Autumn Experience Tour, Confucius National Tour and Confucius Old Age Tour, the thematic development of it. Qufu's existing theme parks include the Six Arts City of Confucius, the Hometown of Confucius and the Analects of Confucius Stele Garden. Due to the in-depth exploration of the connotation of Confucius culture, the tourism products are still mainly sightseeing. Compared with the "three holes", the attraction is weak and very few people care. This article aims to further explore the cultural connotation of Confucius, break through the bottleneck of static display, develop participatory and experiential projects, and improve the market competitiveness of theme parks.

3.3 Development of festival activities

The development of festival activities can take two forms, one of which is to use traditional festivals, and folklore activities to develop sightseeing and participatory festivals. The other is to develop different cultural themed activities based on regional cultural

characteristics^[4]While highlighting the participatory and cultural characteristics,a series of festival activities were launched with the clues of time and space.

3.4 Development of real stage play

Real-life stage play,with natural real landscape as the stage or background,with national folk culture,history,legend as the theme,music,dance,costume,performance and landscape are usually integrated into a theatrical performance repertoire,the effect is magnificent and shocking.In the process of Confucian cultural development,relying on the natural and cultural landscape of Qufu,using modern sound,light,and electrical technology,using a variety of expression methods,to create a series of Confucian performances consistent with the cultural connotation of Confucius.

3.5 Exhibition of traditional skills and development of tourism products

Through the display of the physical products and the production process,the traditional handicrafts in Qufu’s intangible culture are reflected.Handicraft workshops set up in the characteristic block of the Minggu city of Qufu,such as Confucian House Wine Workshop,Kai Wood Carving Workshop,Nishan Inkstone Workshop,Qufu Pancake Workshop,etc.,in addition to showing the production process and craftsmanship,develop experience projects to allow tourists to participate in the production Process to enhance the experience and deepen the feeling.

Tourismshopping is a weak link in the development of Qufu’s tourism industry.Tourists’knowledge of Qufu’s characteristic tourist products is relatively scattered,and the highest Kaidiao is only recognized by tourists,and some tourists have no impression of the tourist products sold in Qufu.Therefore,according to market demand,integrating Confucian cultural elements,meticulous production,design and packaging will transform traditional handicraft products into characteristic tourist products.

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The Infiltration Path of Aesthetic Education in Vocal Music Teaching of Preschool Education Major in Higher Vocational Colleges

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Abstract: Vocal music teaching is an important part of aesthetic education. In preschool education of higher vocational colleges, vocal music teaching should be carried out in aesthetic appreciation and aesthetic education should be infiltrated into vocal music teaching, which is in line with the requirements of current teaching reform of higher vocational colleges and can also promote all-round education. Combining with the significance of aesthetic education in vocal music teaching in higher vocational preschool education, this paper probes into the infiltration path of aesthetic education in vocal music teaching.

Keywords: Preschool education; Vocal music teaching; Aesthetic education infiltration

Vocal music course is an important part in the teaching of preschool education in higher vocational colleges. It can improve students' singing ability and artistic accomplishment to carry out vocal music course for students and guide them to master singing skills, rhythm and other musical theory knowledge. With the continuous advancement of quality education, aesthetic education is required to penetrate into teaching in higher vocational colleges to guide students to feel the beauty of music and enhance their interest in vocal music learning, thus laying a foundation for the subsequent early childhood education to guide children to feel and understand the beauty. However, in the concrete implementation of aesthetic education, it is necessary to combine the characteristics and reality of vocal music teaching to formulate feasible infiltration strategies of aesthetic education.

1. The significance of integrating aesthetic education into vocal music teaching

Aesthetic education is the content of aesthetic education, which plays an important role in improving students' aesthetic concept and artistic accomplishment, and can also subtly change students' ideological understanding, emotion and thoughts. It is of great significance to infiltrate aesthetic education in vocal music teaching of preschool majors in higher vocational colleges.

1.1 It is helpful to improve students' vocal music performance

Combining vocal music teaching with aesthetic education, students can deeply understand the connotation of musical works and discover their artistic beauty. The connotation of vocal music works needs to be perceived and understood by students themselves under the guidance of teachers, and they can put their own life and emotional experience into the works, combined with their own cognitive level, so as to obtain richer aesthetic experience. Moreover, the aesthetic experience will become more profound with the accumulation of time, so that students can better express the cultural heritage of the work in the subsequent singing, guide students to master the "beauty" of the work as soon as possible, and improve the vocal singing level.

1.2 It is helpful for students to assist children to feel beauty

Only with their own high aesthetic ability can preschool education students better guide children to experience beauty. The kindergarten teacher plays an important role in the elementary music education, which requires the correct demonstration and guidance of the kindergarten teacher to transfer the beauty of music and to convey the beauty and feel the beauty to the children in an intuitive way.

1.3 It is helpful to improve students' ideological and moral level

Students majoring in preschool education graduate for young children. The student's own ideological and moral cultivation and behavior will have a great influence on children. Integrating aesthetic education into vocal music teaching can improve the cultural accomplishment of students, play a positive role in the formation of students' noble character, and improve students' ideological and moral level as a whole.

2. The discussion on the infiltration path of aesthetic education in vocal music teaching of preschool education majors in higher vocational colleges

Vocal music teaching is an important course in the preschool education of higher vocational education, but analyzing the current teaching situation, students' learning enthusiasm is low, the selection of teaching content does not meet the professional requirements and other problems, which affect the effect of vocal music teaching. Therefore, it is necessary to find a suitable way to integrate aesthetic education into vocal music teaching and improve the vocal music learning effect of preschool education students.

2.1 Reasonably select vocal music works

Vocal music works mainly express thoughts and feelings through lyrics. Therefore, teaching should teach students singing skills according to the internal requirements of songs, help students understand the thoughts and feelings of songs, discover the beauty of songs and inspire students to establish positive thoughts and feelings through beautiful works and melody. Songs such as “Xiuhongqi” and so on, show the love to the party. There are also some patriotic songs and so on. These excellent vocal music works, which contains the profound cultural connotation and artistic beauty. When the works are sung, it is necessary to guide the student to feel the patriotic emotion and mental state, guide the student to form the noble character and set up the lofty ideal faith under the infection of outstanding works.

2.2 Integrate aesthetic education into vocal music skill training

In the training of vocal music skills, it is necessary to guide students to master the correct skills, shape the beautiful voice, and improve the ability of voice judgment. For example, some uncontrollable noises and stiff breath will occur in students’ voice practice, which will affect students’ facial expressions and lack aesthetic feeling. This is also related to teachers’ excessive emphasis on skills in teaching, which focuses on voice practice while ignoring the artistic beauty of singing. Therefore, teachers should adopt scientific practice methods, guide students to learn to explore and discover problems in sound practice, learn to show the beauty of timbre in different vocal music works with different states and emotions, and improve their own musical perception. In the repeated training, it can improve the quality of students’ vocal music and aesthetic ability, and students can learn to use beautiful vocal music expression. For example, in ballads and folk songs singing, teachers should guide students to sound smooth and sing clearly to show the beauty of the artistic conception of folk songs; In the singing of red revolutionary songs, students are required to have a high breath, and their timbre should be three-dimensional and impassioned to show the majestic beauty.^[1]

2.3 Aesthetic education is permeated in vocal music demonstration singing

In the teaching of preschool education of higher vocational colleges, while explaining vocal theory knowledge and skills to students, but also transfer the correct ideas and values, can initiatively show the beauty of singing to students through the demonstration of singing penetrating in aesthetic education. Students can observe the expression, movement, pronunciation and voice control of the teacher when singing, and learn the way of the teacher to express the song. Teachers play a model leading role to guide the student to feel and appreciate beauty, to inspire students’ emotional resonance, enable the student to think in the observation. According to their own understanding and teachers’ demonstration, students can master singing skills of music works. Besides, students can try to recreate songs, learn to appreciate beauty and discover beauty in this process, and better deliver beauty in the follow-up work of teaching children.

2.4 Aesthetic education is permeated through concert practice learning

In order to achieve good results in vocal music teaching of preschool education majors in higher vocational colleges, diversified teaching methods are needed. Through observe vocal music concert, students can better feel and contact wonderful voice. In the concert of excellent singers, every movement and phrase processing are carefully prepared, which can bring students beautiful experience and students can comprehend vocal music through watching and learning. Students majoring in preschool education are mainly trained to be preschool teachers. Only when students have good singing and acting ability, can they better convey beauty to children. In view of the problems such as stage fright and lack of confidence in some students’ singing, students can also study and watch music concerts to exert a positive influence on students, establish their confidence in singing, find their own stage singing way, and lay a foundation for the follow-up children’s vocal music education.^[2]

3. Concluding remarks

To sum up, in the vocal music course in the major of higher vocational preschool education, aesthetic education is an important component. Through music practice, it is helpful to cultivate student’s aesthetic idea, improve the aesthetic ability of appreciating and creating beauty, therefore, teachers should infiltrate aesthetic education into the vocal music teaching, mine the aesthetic factors in teaching and combine the vocal music skills with aesthetic education and quality education to improve the level of music art of students to train more outstanding talents for early childhood education.

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Design and Analysis of Transmission System of Pure Electric Vehicle

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Abstract: The number of internal combustion vehicles continues to rise, which not only brings energy crisis, but also tail gas brings great environmental harm. At present, the new energy vehicle represented by pure electric has attracted the attention of all sectors of society. It not only effectively solves the problem of energy shortage, but also reduces the harm to the environment. This paper will briefly introduce the transmission system of pure electric vehicle, and analyze its evaluation indexes and design parameters, which is of great significance to establish the technology transformation strategy of pure electric drive.

Keywords: Pure Electric Vehicle; Transmission System; Design Calculation and Analysis; Technology Transformation

1. Introduction

Climate warming, oil shortage and environmental pollution are the common challenges faced by the global automobile industry. Governments and the automobile industry have put forward their own development strategies to actively deal with them, so as to ensure the benign and sustainable development of the automobile industry chain and improve the international and market competitiveness in the future. Pure electric vehicle has become a hot spot in the development of automobile industry in the 21st century. Great wall, BYD, BAIC and other auto companies have launched pure electric vehicles one after another. Therefore, the research and analysis of pure electric vehicle transmission system design has important social significance.

2. Design and analysis of transmission system of pure electric vehicle

As the core drive system of pure electric vehicle, motor drive system is mainly composed of on-board battery module, control module and auxiliary module. The quality of motor drive system determines the power performance of pure electric vehicle.^[1] At present, in the development of pure electric vehicle technology, the problems of high manufacturing cost, short service life and insufficient mileage of transmission system need to be solved urgently. Therefore, when optimizing the transmission system of pure electric vehicle, the following evaluation indexes should be met first:

2.1 Motor parameter design

In the motor parameter design, the main parameters considered include maximum speed and rated speed, rated voltage, rated power and peak power, maximum torque, etc.

2.1.1 Maximum speed and rated speed of motor

The maximum speed shall be designed according to the design requirements of the maximum driving speed of pure electric vehicle. The relationship between the maximum driving speed of electric vehicle and the maximum speed of motor is

$$n_{\max} = \frac{v_{\max} \Sigma i}{0.377r}$$

n_{\max} is the maximum speed of motor (R / min); v_{\max} is the maximum speed of electric vehicle (km/ h); i is the transmission ratio of transmission and main reducer; r is the wheel radius (m).

The rated speed shall take into account the stable operation performance of the vehicle and the size of the power converter. The rated speed of the motor is

$$n = \frac{n_{\max}}{\beta}$$

n is the rated speed of the motor (R / min); n_{\max} is the maximum speed of the motor (R / min); β is the expanded constant power coefficient of the motor, which is generally 2- 4.

2.1.2 Rated voltage of motor

The rated voltage of the motor is directly proportional to its rated power. The greater the rated power, the greater the rated voltage. The selection of rated voltage of motor is related to the voltage of battery pack of the whole vehicle. Therefore, it is necessary to select the appropriate battery pack current and voltage to meet the needs of the whole vehicle.^[2]

2.1.3 Maximum torque of motor

The selection of the maximum torque of the motor needs to consider the maximum transmission ratio of the transmission system, which is determined according to the maximum climbing angle and starting torque of the vehicle.

$$T_{\max} \geq \frac{g (f \cos \alpha + \sin \alpha) r}{\eta i_{\max}}$$

i_{\max} is the maximum transmission ratio.

3. Transmission ratio design of transmission system

When the motor output characteristics are constant, the transmission ratio of the transmission system depends on the dynamic indexes such as the maximum climbing slope, acceleration capacity and the maximum expected speed of the pure electric vehicle.^[3]

3.1 Lower limit of transmission ratio of transmission system

The lower limit of the transmission ratio of the transmission system is determined by the driving resistance corresponding to the maximum climbing gradient and the maximum output torque of the motor

$$i_{\max 2} \geq \frac{r}{\eta T_{\max}} (mgf \cos \alpha + g \sin \alpha + \frac{C_D A^2}{2 \cdot 5})$$

The lower limit of the transmission ratio of the transmission system is determined by the driving resistance corresponding to the maximum driving speed and the output torque corresponding to the maximum speed of the motor

$$i_{\max 1} \geq \frac{r}{\eta T_{v \max}} (mgf + \frac{C_D A^2}{2 \cdot 5})$$

T_{\max} is the maximum output torque ($N \cdot m$) of the motor; $T_{v \max}$ is the output torque ($N \cdot m$) corresponding to the maximum speed of the motor.

The lower limit of the transmission ratio of the transmission system is determined by the maximum value of the above method.

$$\sum_{\max} i \geq \max(i_{\max 1}, i_{\max 2})$$

3.2 Upper limit of transmission ratio of transmission system

The upper limit of the transmission ratio of the transmission system is determined according to the maximum driving speed and the maximum speed of the motor.

$$\sum_{\min} i \leq \frac{0.377 n_{\max} r}{v}$$

4. Summary

To sum up, in order to reduce the harmful gases produced by fuel vehicles and improve the climate warming caused by energy consumption, pure electric vehicles are bound to become a development trend. As an important part of pure electric vehicle, the performance of transmission system is related to the overall performance of pure electric vehicle. Therefore, we should constantly apply new structures, new materials and new technologies to improve the transmission system of pure electric vehicles, optimize the transmission system structure and transmission efficiency on the basis of improving its service life and performance, and further promote the development of electric vehicle technology.

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In the “Post-epidemic” Era, the Idea of the Construction of an International Chinese Online Platform

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Abstract: In the “post-epidemic” era, online learning mode has become the mainstream form or even the only form of international Chinese language education. At present, the existing international Chinese online education platform has its own characteristics and shortcomings, so it is imperative to design an integrated international Chinese online education comprehensive platform. This paper puts forward the development and construction, function setting and technical support of this platform.

Keywords: International Chinese education online platform development and design

1. Introduction

Nearly two years since the COVID-19 outbreak, our country has experienced a hard mask to provide 350 billion masks to the international community ; from scientists forgetting themselves to study the vaccine ; Since the beginning of the outbreak, some Western forces tried to block China, with imports, exports and imports from These months

At the beginning of the outbreak, Chinese-language national education also faced many problems. It was just during the Spring Festival that a large number of international students left China to return to their hometown. Affected by the epidemic prevention policy, they could not return to China to continue their Chinese study. Up to now, universities use network technology to set up live broadcasting, recording and broadcasting teaching, gradually out of difficulties. Although the current online teaching is just an emergency alternative, basically facing the stock of students, and the forced to cause a certain degree of confusion at the beginning, once caused doubts and resistance, but with the long-term of the epidemic and the continuous improvement of online teaching, the current situation on offline teaching has become the mainstream form or even the only form of education . Students gradually adapt to the learning process in the online learning mode. After the end of the epidemic, online education will surely become a coexisting form of education with physical classroom education^[1]

At present, the existing international online education platforms for Chinese include Hansheng Chinese, Italki, Preply, Ihatoo (Ha Rabbit Chinese), Tang Feng Chinese, Chinesebon (Chinese Gang), slow Chinese, etc. The number of international online Chinese education platforms is increasing, but most of them are their own teaching on their own web platforms. For example, in slow Chinese, pinyin teaching, oral practice and Chinese theme chat; Ha Rabbit Chinese is mainly aimed at teenagers; Preply provides one-to-one services to international Chinese learners; Chinese Voice Chinese features Chinese learning games, etc. However, the development of these online education platforms also faces many problems, such as: limited influence. For international Chinese learners with certain online learning experience, they can find different online education platforms by searching and trying different online education platforms. For potential learners, it is difficult to find a platform to meet their learning needs; some platforms are Chinese teachers, lack of professional knowledge, correct and scientific teaching; scattered resources and forces to form joint forces to better serve Chinese culture communication; most universities are not engaged and do not support the scientific and effective development in theoretical research, practical operation and professional personnel training. In view of these problems, the author believes that official institutions can organize to build an integrated international online Chinese education platform.

First of all, it should be led by the State Han Office and other official institutions, and jointly develop and build departments and institutions such as Chinese Cultural Center, Confucius Institute, overseas Chinese Education, and domestic colleges with international Chinese education major and Internet companies. Chinese cultural center, Confucius institute, overseas Chinese education as three indispensable international Chinese education force, if can develop international Chinese education platform, the initial platform to lay a good foundation, and the addition of the Internet company, for the platform web design and formation provides technical support, at the same time can inject market vitality into the platform, improve the user experience. At present, there are also international Chinese education platforms and universities in cooperation with the development, but often with separate schools, the strength is slightly weak. If relevant universities can participate in the construction and development of the platform as much as possible, it will help a large number of experts and scholars to directly apply scientific theory to the curriculum design of the platform, and also help universities to cultivate international Chinese online education professionals in this process, and inject impetus into the platform

construction and the development of online education. The joint production of these well-known institutions can also enhance the influence of the platform, so that more international friends who want to learn Chinese can find “organizations” on the Internet.^[2]

Secondly, the platform can integrate course live broadcast, recording, oral exercises, data sharing, cultural communication, social networking and games. Most of the existing Chinese education platforms are mainly single functions. For example, Preply mainly takes live classes where teachers control the course progress themselves, lacking information sharing. If learners need relevant information unless the teacher shares it themselves, they need to find it on the Internet, which will not only affect the learning progress of students, but also can not ensure the accuracy of the information. The platform integrates it to form a whole chain of closed-loop education services, and students can complete the past learning tasks spanning several platforms in one platform. This not only saves the time of the learners, but also helps to improve the learning concentration, forming a good learning atmosphere, which is not easy to be distracted by the network information. The course teaching video can be recorded and broadcast according to the content of teaching that each university is good at, and the content should be written around the initial, middle and advanced Chinese basic knowledge and important and difficult knowledge. Live broadcast can be carried out in detailed analysis, explanation, practice and deepening supplement according to the content of recording and broadcast. Oral and text exercises can be directly on the same page with relevant teaching live broadcast and recording design, and links to virtual scene games can be added. Contextual games can design dialogue, text spelling games in different situations according to different ages and Chinese levels. The platform can build a social section convenient for communication between teachers and students. Teachers and students can inform course information and share learning information with each other. Learners can directly form learning groups through the social section to learn and supervise each other.

Then, colleges and universities should be deeply involved in the platform construction and curriculum development. International Chinese education experts in universities have profound theoretical foundation and rich teaching experience. Understanding the needs of learners at different stages can ensure the correctness, effectiveness and systematization of the curriculum. Universities have a good academic research environment, which can deepen the international Chinese online education research in the process of participation, provide theoretical support, and reduce the theoretical arbitrariness in the development process of online education platform. Different colleges and universities because in different geographical location, will come into contact with different countries, and have their own fields and teaching resources

Finally, the platform should cooperate with excellent Internet companies. In the 5G era, the development of network information technology is accelerated, and Internet companies with mature technology will be at the forefront of development. Its cooperation can make the platform carry the latest technology, improve the rationality of web calling speed and interaction design, and bring a good sense of experience to learners. Based on the information that the learner provides when registering the user,

Big data and cloud computing technology are used to develop personalized learning plans for learners to meet the diverse learning needs of learners. Some official institutions such as the National Han Office carry out macro-control from a professional perspective, and some Internet companies adopt highly market-oriented methods, which will be able to meet the needs of learners in an all-round way, so that learners can conduct online learning scientifically, reasonably, effectively and flexibly.

2. Conclusion

With the development of science and technology and the diversification of learning methods of the young generation, online learning platforms will exist and develop for a long time. It is imperative to design and make a comprehensive international Chinese online education platform, but it is a long way to meet the diversified and personalized learning requirements of Chinese learners and have a long way to go.

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Analysis of Real Estate Asset Securitization and Liquidity from the Perspective of Financial Crisis

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Abstract: Asset securitization refers to the behavior of converting illiquid assets into securities that can be bought and sold freely in the financial market to make them liquid. It is a direct financing method through the issuance of securities in the capital market and the money market. It includes four categories: physical asset securitization, credit asset securitization, securities asset securitization, and cash asset securitization. Asset securitization in a narrow sense refers to the securitization of credit assets. According to the different types of assets to be securitized, credit asset securitization can be divided into mortgage-backed securitization and asset-backed securitization. Once a crisis occurs, it will inevitably lead to pessimistic expectations of the subprime mortgage market, which will impact the capital chain of the loan market, and then affect the entire mortgage market. At the same time, the price of the real estate market will continue to fall because of the psychology of house owners to stop losses. The superposition of the two factors forms the Matthew effect, a vicious circle appears, which makes the crisis intensified.

Keywords: Financial crisis; Real estate; Securitization; Funds; Flow

1. Research background

Through an in-depth study of the financial crisis, it is found that a prosperous real estate market is a common feature before most financial crises. With the in-depth consideration of the occurrence and development mechanism of the financial crisis, the real estate market has an important impact on the importance of finance and macroeconomics. Reinhart and Rogoff (2009) pointed out through an in-depth study of the history of the financial crisis that a prosperous real estate market is a common feature before most financial crises. Before the crisis, from 1995 to 2006, most countries except Germany and Japan had real house prices rising between 50% and 120%. Kuttner's (2012) research shows that changes in interest rates caused by the financial crisis have little effect on housing prices, which is insufficient to explain the sharp rise in housing prices in reality. Shiller (2005) in his book "Irrational Prosperity" successfully predicted the bursting of the "bubble" of US housing prices and the fact that global housing prices have risen for more than a decade. Xu Jianguo (2011) The low interest rate policy in the United States before the outbreak of the crisis has created a low interest rate environment around the world, which has reduced the cost of home purchases by families, prompting families to borrow to buy a house, which has pushed up housing prices.

Through research, it is found that the increase in financing liquidity leads to more intense competition between housing demanders, and the increase in market liquidity increases the level of utility of owning houses, both of which can drive up housing prices. Combined with real estate industry panel data for the past 10 years, real estate liquidity has steadily increased the level of housing prices in various countries. Increased liquidity can push up housing prices, but if a large amount of liquidity risk is accumulated at the same time, the collapse of housing prices in the financial crisis may be related to real estate liquidity risks.

2. Analysis and discussion

2.1 The stronger the real estate liquidity, the higher the house prices.

The liquidity of real estate financing is closely related to market liquidity. On the one hand, if the liquidity of financing is low, the number of applicants who can enter the real estate market to form effective demand becomes smaller, and they can only sell houses at a lower price, that is, it is more difficult to exchange houses for money (lower market liquidity). On the other hand, if the market liquidity is low, commercial banks will have stricter risk control over the issuance of home mortgage loans, because once the mortgage lender defaults, the bank will recover more losses from the house auction. As banks strengthened their review of applicants' debt-servicing capabilities, it has become more difficult for applicants to borrow money to buy a house, and financing liquidity has declined.

There are three reasons for the rise in house prices: First, the changes in house prices are the same as the money supply, total credit, and interest rate levels. The second is to emphasize the impact of "real factors" such as population structure and income level on housing prices. Third, from the perspective of behavioral finance, it is believed that the irrational behavior and speculative factors of real estate market participants are an important reason for housing price changes.

2.2 Real estate securitization and liquidity correlation analysis

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The basic idea of liquidity capital asset pricing theory is: asset price contains liquidity premium, as compensation for investors can not be realized in time and low cost, the lower the liquidity, the higher the expected return of securities. There is no doubt that houses are also a special kind of asset. If this theory is applied to the real estate market, it can be obtained that “the liquidity of the real estate market rises, the price of houses rises.”

Real estate liquidity is defined as the “convenience of housing transactions, which refers to the difficulty of market participants to quickly conduct a large number of transactions without causing large fluctuations in asset prices. Corresponding to the “market liquidity” of the real estate market, it reflects the already owned houses Of households’ convenience to obtain funds through the sale or mortgage of houses, or the size of the houses without loss of liquidity.

The difference between housing and securities assets is quite large. Traditionally, the indicators used to measure the liquidity of the securities market are not suitable for describing the liquidity of real estate. Asset securitization can transfer bank risks by moving housing mortgage loans off the balance sheet. Loose lending conditions mean that the liquidity of real estate financing will increase. Under the premise of a two-way influence mechanism of real estate financing liquidity and market liquidity, the development of asset securitization will eventually improve the country’s real estate liquidity in an all-round way.

Mortgage-backed securitization activities have been in the history of most Western developed countries for more than 20 years, and showed rapid development before the outbreak of the financial crisis, with the possibility of having a considerable impact on real estate liquidity.

For a long time, house price studies have ignored the status and role of real estate liquidity in house price decisions. Liquidity capital asset pricing theory is applied to the real estate market, examining the role of real estate liquidity in promoting housing prices. Real estate liquidity has two interrelated and mutually reinforcing dimensions: financing liquidity and market liquidity. Based on theoretical analysis, based on panel data of the past 10 years, the degree of asset securitization development in various countries is used as a proxy variable for real estate liquidity. Empirical research shows that in controlling monetary factors (base currency, private credit and interest rate levels) and structure Under the premise of sexual factors (population dependency ratio, income level and urbanization rate), real estate mobility still has a significant positive effect on housing prices.

3. Risk assessment of real estate securitization and liquidity

(1)Policy risk: The market is subject to changes due to the adjustment of relevant financial policies, industrial policies, fiscal policies, and related laws and regulations of the implementation, revision, and repeal of the policy. The borrower’s business performance is affected by the policy, its repayment ability is reduced, and the guarantor is also the same Affected by this, the guarantee capacity is reduced. (2) Market risk: Real estate is a highly capital-intensive and relatively high-risk industry. The real estate sector today is highly sensitive to the macro environment and is susceptible to its impact. (3)Credit risk: Affected by the environment of the real estate market, real estate sales did not meet expectations, affecting the borrower and guarantor’s ability to pay, and having an impact on the loan’s scheduled payment. (4)Risk disposal risk: If the borrower cannot perform the payment of the principal and interest of the loan according to the contract, and there is a risk that the borrower cannot be disposed of on schedule or at a predetermined price during the disposal of the collateral. (5)Management risk: During management, there is a phenomenon of loss of funds caused by the management party due to incomplete information collection and acquisition. After passing the risk assessment, the property of real estate enterprises will be more transparent and the financial structure will be diversified.

4. ConclusionThis article uses the development degree of asset securitization to reflect the liquidity of real estate.

Therefore, the conclusion actually made a judgment on the impact of asset securitization on house prices, namely: (1)Asset securitization will increase housing prices by increasing real estate liquidity, and the risks will be more controlled after real estate securitization; if the risks of securitization cannot be handled properly, securitization will become a non-performing asset of the enterprise. (2)Increased financing liquidity means more intense competition for housing demand groups. With a certain supply, house prices will rise; increased market liquidity means that housing holdings can be more easily exchanged for currency. Increasing the end-use effect of the representative’s ownership of the house and raising the price level at equilibrium. (3)Asset securitization will increase housing prices by increasing real estate liquidity. One is that rising liquidity can push up housing prices and also accumulate a lot of liquidity risk; second, the collapse of housing prices in the financial crisis is related to real estate liquidity risk.

5. Conclusion

Reflecting on the financial crisis, we should rationally use asset securitization. To improve the awareness of the risks of asset securitization products, banks should deal with all risks caused by asset securitization in their internal capital adequacy assessment procedures, especially those risks that are not fully captured under the first pillar. . To re-examine the risk weight of re-securitization, banks should use the internal rating method to measure the regulatory capital requirements of asset securitization, and should give higher risk weight to re-securitization risk exposure. Set additional restrictions on external rating measurement securitization capital requirements. Strengthen the supervision of liquidity convenience.

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Observation on the Improvement of Cardiopulmonary Function in Children by Increasing Load Exercise

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Abstract: Objective: To investigate the effect of increasing load exercise on the improvement of children's cardiopulmonary function. Methods: 80 students from a primary school were selected as experimental subjects and randomly divided into two groups, namely control group (40) for routine exercise training, and experimental group (40) for increasing load exercise training. After training for 6 months, the scores of heart function and lung function of the two groups of students were compared. Results: Before training, there was no significant difference in each index of heart function between the two groups ($P > 0.05$). After 6 months of follow-up training and observation, the results showed that the heart function index of the experimental group students was significantly better than the control group, the difference of data comparison was statistically significant ($P < 0.05$), the change of lung function of the students in the control group was not statistically significant ($P > 0.05$); The difference of lung function in the experimental group was statistically significant ($P < 0.05$). Conclusion: Incremental load exercise can help enhance the cardiopulmonary function of children, which is worth popularizing.

Keywords: Children; Cardiopulmonary function; Increasing load motion

Childhood is the most important stage of physical and mental development. With the continuous improvement of people's quality of life, health has become one of the most concerned things in the growth of children. The cardiovascular system is the basis for the function of the body's organs. The lungs exchange gases with the outside world and carry oxygen to every cell in the body. So the higher the performance of heart function and lung function the better the physical fitness of the child^[1]. Studies have found that moderate exercise can improve patients' hemodynamic status, improve the activity of oxidase in heart cells and promote neuroendocrine effects^[2-3]. To improve heart function, such as heart rate, maximum cardiac output and stroke volume, improve shortness of breath and other symptoms, and enhance students' cardiopulmonary function. In the process of proper sports training, the main application of power bicycle, in the management of the whole process, the need for professional supervision and management, according to the actual situation of the research, to choose the corresponding training intensity, and according to the situation of their movement, appropriate adjustment of exercise intensity. Increasing load movement with conventional contrast analysis of this study on the effect of improving the cardiopulmonary function in patients with sub-health, through the study found that using the incremental load exercise intervention after quiet heart rate, systolic pressure, diastolic blood pressure, pulse pressure and heart function indices were significantly improved, and the lung function of patients with determination, patients of VC, FVC, MVV is also improved obviously, than regular movement significantly; In this experiment, we will verify whether incremental load exercise can effectively improve the cardiopulmonary function of children. The experimental results are now reported as follows:

1. Materials and methods

1.1 General information

The subjects of this experiment were 80 pupils from a primary school, who were randomly divided into two groups according to the double-blind principle. In the control group, there were 40 students, including 23 boys and 17 girls, aged between 7 and 12 years old, with an average age of (9.0 ± 0.4) years old. There were 40 students in the observation group, including 21 boys and 19 girls, ranging in age from 6 to 10 years old, with an average age of (8.2 ± 0.5) years old. There was no statistically significant difference in the basic information between the two groups ($P > 0.05$).

1.2 Research Methods

(1) group. First of all, the heart rate and vital capacity of each student in the experimental group were detected. On the test day, each student sat quietly in the laboratory for about 15 minutes, and the oxygen consumption and heart rate of the students in the calm state were measured. Then do warm-up exercises for 3-5min. After the warm-up exercise, take a rest until the heart rate is lower than 90 times /min. Ride a power bike (EC3000, produced by Spain CUSTO Sports Brand Company) for increasing load exercise training under the guidance of the teacher. The initial power of the movement starts from 0W, and the power increases by about 25W every 3min. The maximum load power is determined according to the tolerance of students (generally, the power of children is about 100W), and continues to increase according to this frequency. In the process of riding, the wheel speed must be maintained at about

60rpm. After each exercise training, let each student sit quietly and rest for about 5min, 4-5 times a week. Training for six months.

(2) the control group. This group of students do not need to carry on the special increasing load exercise training, order according to the school's arrangement to participate in the normal weekly physical education courses, complete all the courses taught by the physical education teacher.

1.3 Statistical Methods

SPSS20.0 statistical software was used for processing and analysis, and the counting data was represented by % and χ^2 . The measurement data was indicated by \pm and t test, and the difference was statistically significant when $P < 0.05$.

2. The results

2.1 Changes of cardiac indexes before and after exercise training of the two groups of students

Before training, there was no significant difference in each index of heart function between the two groups, $P > 0.05$. After 6 months of follow-up training and observation, the results showed that the heart function indexes of students in the experimental group were significantly better than those in the control group, and the difference was statistically significant ($P < 0.05$).

2.2 Pulmonary function scores of the two groups of students before and after training

In the control group, students were followed up for 6 months, and there was no significant difference in pulmonary function ($P > 0.05$). The difference in lung function of the experimental group was statistically significant ($P < 0.05$).

2.3 Comparison of cardiovascular functions between the two groups

from which it can be seen that the resting heart rate, systolic blood pressure, diastolic blood pressure, pulse pressure and cardiac work index of the experimental group were significantly better than those of the control group, with statistical significance ($P < 0.05$).

3. Discuss

In the adolescent stage, through scientific and appropriate physical training can promote the improvement of heart function, the heart rate gradually increases, the blood flow of the heart is also increasing, the corresponding body tissue blood supply is sufficient. Through the increasing load exercise mode, the teachers guided the use of power bicycle to exercise every week. In the long-term exercise process, the children's heart muscle is increasingly developed, the heart volume is gradually increased, and the ventricular wall is also significantly thickened. The exercise that common enhancement cardiopulmonary function ADAPTS to level ability should have walk, canter, ride a bicycle and swim to wait, the movement that always has big muscle group to participate in slow rhythm can serve as exercise method. In the choice of exercise, first of all, you should choose the exercise you like, only in the exercise you like, you will easily stick to it, and then we should take into account the feasibility and safety. Exercises with high impact are more likely to cause injuries than those with low impact (such as swimming and cycling). For people who are prone to injuries, it is best to exercise with a low impact, while people with few injuries can exercise at will. In the past, people often chose a single form of exercise, which was boring and injury-prone. It is recommended that you use a comprehensive workout, preferably one that includes different exercises at a time.

According to the related sports medicine research report results show that the regular planned sports training time more than 6 months of teenagers, their heart volume will be significantly increased, the students who often participate in physical exercise their heart beats per minute is significantly higher than the average teenager. Exercise twice a week can enhance the ability of cardiopulmonary function adaptation, exercise 3 ~ 5 times can make the cardiopulmonary function to reach the maximum adaptation level, and the possibility of permanent reduction, but exercise more than 5 times a week can not cause the cardiopulmonary function adaptation level further improvement. When the exercise intensity is close to 50% VO_{2max} , the ability of cardiopulmonary function can be enhanced. Therefore, this intensity is often called the exercise threshold, and the recommended range of exercise intensity is 50% ~ 85% of VO_{2max} . In determining exercise intensity, the heart rate index is more practical than the maximum oxygen uptake index, so the heart rate is often used to represent exercise intensity indirectly. Only more than a certain intensity of exercise can effectively cause the adaptation of the body, the intensity of the corresponding heart rate is called the target heart rate. The principle of incremental resistance is the application of overload in the exercise of muscle strength and endurance. Although the principle of overload and the principle of increasing resistance are interchangeable, the principle of increasing resistance is commonly used in strength exercises. The principle of progressive resistance refers to the increase of muscle strength and endurance due to overload training, but due to the growth of strength and endurance, the original overload becomes non-overload or low load, at this time if no increase in load, then strength and endurance can not increase, so strength training must follow the principle of progressive resistance. In this experiment, the experimental group students' heart rate, blood pressure, lung function and other aspects were significantly improved, and the improvement degree was better than that of the control group students, the difference of data comparison was statistically significant ($P < 0.05$).

To sum up, increasing load exercise in children can effectively improve the heart function and lung function of children, improve their physical quality and health status, so it is very worthy of promotion and popularization in primary and secondary schools.

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Literature Review of Real Estate Bubble Measurement Methods

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Abstract: The real estate industry is the pillar industry of China's economic development, and the excessive bubble in its market will seriously affect the normal development of the national economy. The rapidly expanding real estate bubble has laid many hidden dangers for the outbreak of the financial crisis. Therefore, scientific analysis of the bubble in the real estate market and accurate measurement of the degree of market bubble are the prerequisites for taking appropriate corresponding measures. This article compares and evaluates the different measurement methods of real estate bubbles by domestic and foreign scholars, and puts forward reasonable suggestions.

Keywords: Real Estate Bubble; Measurement method; Comparative Study

1. Introduction

In recent years, China's real estate industry has developed rapidly and occupies an important position in the national economy. Its development not only promotes the development of steel, chemical and other related industries, but also contributes to local finance and employment. However, since the second half of 2003, housing demand has exceeded supply, and housing prices have continued to skyrocket, which has seriously affected the normal order of social development. Whether there is a bubble in China's real estate industry or not, to what extent, it is necessary to make correct judgments about reality based on mature theoretical knowledge. In view of this, how to measure the real estate bubble comprehensively and accurately and judge its severity is very necessary.

2. Review of foreign literature

For the study of the real estate bubble measurement method, the foreign real estate market is more mature than China, and the statistical data is complete. Their research is generally divided into two categories, namely, The present value of earnings method and statistical test method.

2.1 The present value of earnings method

Drawing lessons from the research method in finance that asset prices are equal to the future returns of assets, the basic price of real estate can be represented by future rent returns. Therefore, the future rent of real estate can be restored to the basic value of real estate, and the basic value of the restored rent can be compared with the actual real estate price, so as to judge the bubble situation in the real estate market. Noguchi Yukio (1989) first proposed this method. He used the formula $\text{theoretical land price} = \text{land rent} / \text{reasonable interest rate}$ to calculate the basic land price of Tokyo, and compared it with the actual land price to measure the degree of market bubble. Nakao Hiroshi (1996) further refined the calculation model, and its calculation formula is $\text{theoretical price} = \text{net income} / (\text{safe asset interest rate} + \text{risk compensation rate} - \text{expected rent increase rate})$. Fraser (2008) studied the New Zealand real estate bubble from 1970 to 2005 using a dynamic present value model of income.

2.2 Statistical test model

The statistical test method is also called the indirect test method. The theoretical basis of this method is to use the statistical principles of metrology to analyze the law of changes in real estate prices. When there is no real estate bubble in the market, the changes in real estate prices and rents should show the same law. Statistical analysis can find this law, but when there is a real estate bubble in the market, the statistical law between price and rent will be abnormal, so that the existence of the real estate bubble can be judged.

Shiller proposed the use of variance bounds tests to measure the real estate bubble in 1981. The principle is that under the null hypothesis that there is no real estate bubble, the current real estate price can be described by the expected discounted value of income. Then the variance of the market price must be smaller than the variance of the fully predicted endogenous price.

3. Review of Chinese literature

China's real estate market began to develop in the 1990s and stopped welfare housing allocation in 1998. However, the use of modeling methods commonly used by foreign scholars to study the real estate bubble requires the support of a large number of sample data. Therefore, domestic scholars' measurement methods for real estate bubbles are different from those of foreign scholars. The most common of these is the index method.

3.1 Index method

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The principle is to examine the performance of various aspects of the real estate market by selecting a series of economic indicators closely related to the real estate market. The indicators are generally selected from several evaluation indicators related to the development of real estate in terms of production, transaction, finance, and consumption. Compare the actual value of the indicator with the critical value. If the value is less than the critical value, it indicates that there is no bubble and greater than the critical value, it indicates the existence of bubbles. Li Weizhe and Qu Bo (2002) designed four indicators on the real estate bubble, which are production indicators, transaction indicators, consumption indicators and financial indicators. Liu Zhisong (2003) evaluated the applicability of the three indicators of vacancy rate, housing price-to-income ratio, and housing price growth rate/GDP growth rate for measuring the level of China's real estate bubble, and used this indicator to judge the level of China's real estate bubble. Qiu Qiang (2005) uses the indicators of housing price-to-income ratio, vacancy rate, and real estate industry profit rate to measure the real estate bubble.

3.2 Theoretical price model

The theoretical price method starts from the definition of a real estate bubble, uses mathematical models to estimate the basic value of real estate, and compares it with actual prices to find out whether there is a bubble and its severity. According to the different ideas of calculating the basic value of real estate, various methods of calculating the basic value of real estate are extended.

The marginal rate of return method of capital starts from the real economy and uses the marginal rate of return of capital in the optimal equilibrium and stable state as a benchmark to obtain the basic value of real estate, thereby measuring the real estate bubble. Most Chinese scholars draw on the Ramsey model in the neoclassical economic growth theory. In this model, the economic system is assumed to be an exchange system composed purely of households and firms. All products consumed by households are purchased from the market, and income is obtained by selling the production factors they own, and their utility is maximized under income constraints. The manufacturer is only responsible for production, purchasing the necessary production factors from the family, and maximizing its profits under technical constraints. In the optimal equilibrium and stable state, the marginal product of capital is equal to the sum of population growth rate and time preference. If the economy is effective in this state, the marginal product of capital at this time is the basic value of assets. Ye Weiping and Wang Xuefeng (2005) used this model to measure China's real estate bubble. Yang Can and Liu Yun (2008) not only considered the population growth rate, but also considered the two factors of technological progress rate and depreciation rate, and introduced the family utility function to improve the Ramsey model. Sun Yanlin et al. (2015) used different measurement methods to empirically measure the real estate bubble in Shanghai from 2003 to 2011, and the results showed that the measurement results of the marginal return on capital method and the economic fundamentals method are roughly the same.

4. Comparison of the applicability of different measurement methods

There are many methods to measure the real estate bubble, and the advantages, disadvantages and applicability of each method are different. The statistical test method takes the absence of bubbles as the null hypothesis, and does not directly test the bubble itself. Once the null hypothesis is rejected, it cannot be concluded that there must be a bubble in the market. In addition, statistical testing methods can only determine the existence of bubbles, but cannot determine the severity of bubbles, and the data required for testing will be restricted by accuracy and time series span, thus limiting the validity of the conclusions.

In the index method, with the in-depth research of the real estate market by domestic and foreign scholars, there are more and more evaluation indexes to choose from. However, compared with the more sound real estate market abroad, the designed indexes may not be suitable for China's national conditions. Regarding whether the critical value of each indicator is scientific, how to choose the weight of a single indicator in the multiple indicator method, different scholars based on the development of China's real estate industry and their different understandings of international experience, the judgment standard needs to be further improved.

The present value of earnings method is closest to the definition of a bubble and can accurately detect the size of a real estate bubble. However, for the Chinese real estate market, due to the late start of the Chinese real estate market and the non-marketization of interest rates, it is difficult to obtain data on rental income, which reduces the feasibility of this method.

The economic fundamental factor regression method mainly starts from the perspective of market supply and demand factors, selects variables that affect the real estate supply and demand, and calculates the basic value of the real estate market. This method is easy to understand, and there are a wide variety of influencing factors to choose from, but it also causes the measurement framework and factor selection to not be supported by a rigorous mathematical model, which easily causes the existence of multicollinearity of variables and affects the empirical conclusion.

The Marginal Rate of Return of Capital Method based on Ramsey's model links the virtual economic system with the real economic system and obtains the basic value of real estate. In the actual calculation process, the data is easy to obtain and the calculation is simple, which is a very convenient theory.

The main idea of the partial equilibrium model of the real estate market is to obtain the basic value of real estate and measure the real estate bubble by realizing the balance of supply and demand in the real estate market under the condition of partial equilibrium.

The partial equilibrium model measurement method, like the economic fundamental measurement method, can select different factors that affect the supply and demand of the real estate market, and the profits of real estate developers and the utility of consumers are maximized. Therefore, the basic value of real estate calculated by this model is more accurate. In view of the incomplete development of China's real estate market and lack of data, the partial equilibrium model is also more suitable for measuring China's real estate bubble.

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On the Application of Cultural Heritage in University Ideological and Political Education in the New Era

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Abstract: Cultural heritage is the sum of all kinds of material and spiritual wealth left over by mankind in the long river of historical development. Various cultural heritages are the testimony of the development of human history, the scientific basis for historical education, and the precious wealth of society. The spiritual wealth contained in it has very important reference value for the ideological and political education of colleges and universities. The article tentatively proposes to integrate cultural heritage into ideological and political education in colleges and universities, in order to provide more possibilities and reference for the ideological and political education system in colleges and universities in the new era.

Keywords: Cultural heritage; University; Ideological and Political Education

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Since my country joined the UNESCO “Convention for the Protection of the World Cultural and Natural Heritage” in December 1985, it has had 55 World Heritage Sites (37 World Cultural Heritage, 4 World Cultural and Natural Double Heritage, and 14 World Natural Heritage). It has become one of the world’s cultural heritage powers. However, considering the construction of our citizens’ cultural heritage protection awareness and cultural heritage education system, my country’s cultural heritage protection has a long way to go.

1. The Background of the Integration of Cultural Heritage Education into College Ideological and Political Education

The “Opinions on Further Strengthening and Improving the Ideological and Political Education of College Students” issued by the Central Committee of the Communist Party of China and the State Council in 2004 pointed out: “Give full play to the educational role of patriotism education bases for college students. All kinds of museums, memorials, exhibition halls, martyrs’ cemeteries and other patriotism education bases will be free of tickets for collective visits of college students”. In 2015, the General Office of the Central Committee of the Communist Party of China and the General Office of the State Council issued the “Opinions on Further Strengthening and Improving the Propaganda and Ideological Work of Colleges and Universities under the New Situation”, which emphasized: “Promote cultural inheritance and innovation, build a university culture with Chinese characteristics and reflect the requirements of the times, and cultivate and carry forward the spirit of the university, build the university into a demonstration area and radiation source of spiritual civilization construction, inherit and carry forward the excellent traditional Chinese culture.” General Secretary Xi Jinping pointed out in the 19th National Congress of the Communist Party of China: “Without a high degree of cultural confidence and cultural prosperity, there will be no great Chinese national rejuvenation. We must adhere to the path of socialist cultural development with Chinese characteristics and stimulate the cultural innovation and creativity of the whole nation. Build a socialist cultural power.^[1]” The party and the state attach importance to the inheritance of excellent traditional culture and the importance of ideological and political education in colleges and universities. How to combine the two is one of the problems that colleges and universities currently face to solve. Cultural heritage, as a discipline to study the excellent traditional culture that has been preserved in the development of ancient society, has become an urgent issue on how to apply it to ideological and political education in colleges and universities.

2. The practical significance of the application of cultural heritage in the ideological and political education of college students in the new era

2.1 Establish a correct view of the country, history, and nation for university students

Since the reform and opening up in the 1980s, my country’s exchanges with countries around the world have become more

frequent. With the continuous influx of Western culture, my country's excellent traditional cultural heritage has gradually been ignored. The fundamental reason for this problem lies in the development of multiculturalism. China has gradually weakened college students' sense of identity with history, nation, country and culture. The increasing prosperity of the Internet has made it difficult for college students to access traditional culture. Instead, emerging cultures and foreign cultures have become more acceptable to college students with the help of new media platforms. my country's cultural heritage, as the accumulation of material and intangible left over from the survival and development of the people of all ethnic groups across the country, is rich in material culture, intangible cultural heritage and beautiful landscape ecological natural heritage. It condenses historical memory and reflects the progress of society. It is a rare and non-renewable cultural heritage of my country's farming civilization, a bond that maintains the social identity of the Chinese nation, and the spiritual home of 56 ethnic groups in my country. Respect for the country, national identity and cultural recognition all play an important leading role.

2.2 Cultivate the innovation and entrepreneurial ability of college students

There are three missions of college students in the new era: one is that the historical position of the generation and growth of contemporary universities is called the new era; the second is that college students should lead the historical mission with ideals and beliefs; the third is that college students should interpret their responsibility with an innovative spirit. Innovation is the soul of a nation's progress and an inexhaustible driving force for the prosperity of a country. Tradition is the repeated behavior of human beings under the influence of natural and social conditions. As well as the material and non-material forms derived from this behavior, it is historical, extensive, and corrective. Therefore, traditional culture is not static in the process of inheritance and development for thousands of years, but is constantly revised in the course of historical development to match the current social development. In this process, an innovative spirit will inevitably form, which is also worthy of the hard work of contemporary college students. In the process of imparting relevant knowledge to students of different majors, it can inspire students of different majors to conduct different innovative researches on traditional culture. As the main force of innovation, college students are an imaginative and creative group. In the future ideological and political education of college students, they will consciously integrate the innovative spirit of traditional culture, which can help college students in their academic and career processes. Consciously establish a sense of innovation and develop an attitude of innovation and struggle in life.

3. The application of cultural heritage in the ideological and political education system

3.1 Utilize advanced network information technology to combine offline and online teaching

The classroom is still the main position of college education. It is necessary to give full play to the main role of the classroom and carry out general education on the concepts and types of cultural heritage. Increase the establishment of cultural heritage science education general elective courses throughout the school, incorporate cultural heritage education into the general education system for freshmen, set up special credits, and improve the inspection mechanism.

Increase the cultural heritage education general courses for the freshmen, including world, country, school, and local cultural characteristics, mainly to understand the basic concepts of cultural heritage and the development of cultural heritage affairs in the world; understand the representative world cultural heritage projects Main content; understand the overview of world cultural heritage projects owned by China and familiar with their representative projects^[2]; understand the main threats and countermeasures faced in the protection and utilization of cultural heritage; understand the concept, classification and protection principles of intangible cultural heritage; understand local culture The general situation of the heritage and its protection and utilization.

3.2 In-depth curriculum social practice activities to promote cultural heritage inheritance and education

In the process of education, it is not only necessary to carry out theoretical teaching activities with students, but also to combine with practice in the process of theoretical teaching. First, organize students to go out and participate in practical activities. By visiting the Chinese Character Museum, Anyang City Museum, Yinxu Museum, and inspecting local cultural relics such as Yinxu, Cao Cao Gaoling, etc., students will find historical heritage worth protecting, paying attention to, and learning from their side; Let the heritage "walk into the school." Invite national, provincial and municipal intangible cultural heritage inheritors and folk artists to enter the campus to display intangible cultural heritage on campus, so that academics can experience the charm of intangible cultural heritage; you can also regularly invite folk artists to open arts for students Practical courses. In this process, students learn about the charm of culture and art through practice, and at the same time enhance the pride of national culture and increase their interest in traditional culture. They can also nurture and cultivate their cultural perception and innovation ability, and feel the culture in the process of practice. , Perceiving culture, is more conducive to the improvement of personal quality.

4. Conclusion

The combination of cultural heritage education and ideological and political education is a reflection of the spirit of General Secretary Xi Jinping's series of important speeches on the promotion of China's excellent traditional culture. It will help guide teachers and students to establish and adhere to a correct view of history, nation, country and culture. View, give full play to the unique role of colleges and universities in promoting the creative transformation and innovative development of Chinese excellent traditional culture. Establish correct socialist core values for college students in the new era. Establish a combination of cultural heritage and ideological and political courses in order to provide a new method for building and training high-quality talents with the core values of socialism in the new era.

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Innovation and Entrepreneurship of College Students to Empower Rural Revitalization Implementation Path and Thinking

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Abstract: In 2017, General Secretary Xi Jinping sent a reply to college students who participated in the third China “Internet plus” College Students’ Innovation and entrepreneurship Competition “Youth Red Dream Building Journey”. He put forward ardent expectations for the young generation of the motherland, hoping that the young generation can take root in China to understand the national conditions and people’s conditions, and grow their wisdom and ability in innovation and entrepreneurship. The Ministry of Education, in the Action Plan for Improving the Quality and Quality of Vocational Education (2020-2023), emphasizes the supply of vocational education in areas in urgent need of talents, such as agriculture and rural areas. From 2017 to 2021, the E-commerce major of Zibo Vocational College will conduct innovation and entrepreneurship education for college students, and encourage and support college students to return home and start businesses. Through the data analysis of five years’ returnee entrepreneurship of college students, the implementation path and actual combat research of returnee entrepreneurship are studied. The results show that the quality of innovation and entrepreneurship education in school has a direct impact on the effect of entrepreneurship after graduation. In the initial stage of entrepreneurship after graduation, schools and society need to provide entrepreneurship support and education.

Keywords: Innovation and entrepreneurship; Rural revitalization; Implementation path

1. Introduction

In 2017, General Secretary Xi Jinping sent a reply to college students who participated in the third China “Internet plus” College Students’ Innovation and entrepreneurship Competition, “The Red Dream Dream Tour”. He raised high expectations for the young generation of China, hoping that they could take root in China, understand the national conditions and people’s conditions, and grow their wisdom and ability in innovation and entrepreneurship. In the Action Plan for Improving the Quality and Fostering Excellence in Vocational Education (2020-2023), the Ministry of Education has increased the supply of vocational education in areas in urgent need of talents, including agriculture and rural areas, and built 100 high-quality schools for training talents for rural revitalization. The Opinions of the Ministry of Education and The People’s Government of Shandong Province on promoting the Construction of Vocational Education Innovation and Development Highland by the Whole Province emphasizes the supply of vocational education in areas in urgent need of talents such as agriculture and rural areas, and mentions that 50 demonstration schools for rural revitalization will be built.

Relevant research status at home and abroad Zhang Huanhuan from Beijing Normal University found in her study “Empowerment of Rural Women Contributes to Rural Women’s Participation in Rural revitalization -- A Case Study of S Project” that the key to promoting rural women’s participation in rural revitalization is to enhance their sense of self-efficacy, and to enhance their sense of self-efficacy, they must participate in the actions of rural revitalization. Liu Xuemei, Sichuan Institute of Administration, in Research on the Mode and Mechanism of Social Forces promoting Rural Revitalization -- Based on the Case of PUBLIC Welfare Organization S Empowering Rural M, It is pointed out that in the process of the reform and practice of “agriculture, rural areas and farmers”, enabling villages to promote the practice of rural autonomy and the introduction of resources has become the key to rural revitalization, and the appropriate mode for social forces to participate in rural governance and promote rural revitalization is enabling villages led by public welfare organizations. China’s rural development is still faced with the practical dilemma of insufficient talents for rural revitalization.^[1]

2. Implementation path

2.1 Party construction leads education, teaching and student management, and builds an e-commerce education model based on red culture.

To work effectively, in order to improve the education teaching for the principle, the party branch by conducting quality series of activities such as party class, education teaching reform, improving teachers’ and students’ ideological consciousness, so as to give full play to the party branch directly the role of education, management, supervision, strive to build a politically qualified, qualified to enforce discipline and moral values of qualified teachers.

Explore the resources of local red culture in East China. After a series of hard practice and exploration, great achievements have been made in the exploration and utilization of local red cultural resources, mainly attributed to the following aspects: Ideological and political courses are not limited to state-stipulated textbooks, and e-commerce is introduced in the process of education and teaching to help farmers and serve local economic development.

Second, school-local enterprise joint education win-win thinking has been improved. E-commerce major integrates local red resources into curriculum ideological and political teaching reform, and gives full play to the advantages of each factor of school, local and enterprise to play a set of “combination fist”. Starting from the excavation of red cultural resources, with red education, traditional virtue education and revolutionary tradition education as the key point, with red elements as the breakthrough, firmly grasp the important nodes such as freshman entrance education, military training, party and league activities, carry out multi-level, all-round and systematic ideological and political education. More and more local resources of red culture have been included by organizing visits to red culture bases and patriotic education bases such as the old Red Army, martyrs’ cemetery and battle sites. Taking e-commerce education and teaching as an example, through the forms of “e-commerce helps farmers and enables rural revitalization”, the red cultural resources are deeply excavated and the value guiding function of red cultural resources is brought into play for students. To give full play to the talents and intelligence advantages of e-commerce teachers, the “Zibo Vocational College rural revitalization Service Team” was established, taking the development of red resources as a special scientific research topic, actively carrying out theoretical discussions on “inheriting red genes”, and planning and launching a number of high-quality courses. We have the courage to break the single teaching mode of traditional ideological and political education, accelerate the teaching reform of ideological and political education, strengthen the construction of red culture MOOC education and teaching, fully introduce “cloud classroom” and “micro classroom”, innovate and realize the sharing of education resources, and complete the transformation from traditional ideological and political education thinking to big ideological and political education pattern.

2.2 Set up a rural revitalization service team to carry out e-commerce activities to help farmers in rural areas.

Focus on the integration of industry and education and promote the integration of industry, education and research. Set up the youth Leadership poverty Alleviation and E-commerce assistance to agriculture research and innovation team, set up the School of Business Administration rural revitalization service team, went into the countryside to carry out e-commerce assistance to agriculture activities. Develop the skills training package of “Agricultural Products E-commerce”. Help farmers net sales of 80 million yuan agricultural products and agricultural products processing products. Training farmers more than 500 person-times, e-commerce into the Boshan Jielaoyu village.

2.3 Build a talent training mode of “Party branch + enterprise + e-commerce + agricultural cooperatives” for e-commerce specialty empowerment of rural revitalization.

Instead of the traditional school-oriented student cultivation mode, the creative empowerment rural revitalization is the goal, and the content of student cultivation is determined according to the requirements of posts of agricultural e-commerce operation, and the quality and ability of students is cultivated based on this. [2]

3. Thinking on the implementation path of college students returning home to start their own business

commerce major has transformed the complicated education of returning home to start a business into a talent training mode that can be followed in an orderly way, thus achieving the effect of five integration of “Post training, certificate creation”. Students provide a professional practice environment, allowing students to quickly transfer theoretical knowledge into practical projects, alleviating the problem of disconnection between school education and social needs, and narrowing the gap between school and society on talent training and demand. It has also raised the level of education and scientific research, and enhanced students’ employability and social competitiveness. At the same time, the enterprises in the science and technology park thus harvest the high-quality talents jointly cultivated by schools and enterprises, realize the strategic reserve of human resources, form the upstream and downstream chain, and promote the in-depth development of basic science. In this way, the school, students, enterprises and the park have achieved a win-win situation.

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