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## Learning & Education

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# Non-normal English Majors Coping with National Teacher Certificate Examination (NTCE) in Taiyuan Institute of Technology

Huan He

1. Taiyuan Institute of Technology (Taiyuan, Shanxi Province 030008);
2. SEGi University, Faculty of Education, Languages and Psychology, Kuala Lumpur, Malaysia

**Abstract:** In order to explore the current situation of non-normal college students coping with the National Teacher Certificate Examination (NTCE) and improve their passing rate, the method of semi-structured interview was adopted to conduct a survey in Taiyuan Institute of Technology in China. It is uncovered that the results of NTCE is affected by students' internal motivation and external engagement. Furthermore, the improvement strategies of enhancing learning initiative, harnessing peer support and providing curriculum support were proposed.

**Keywords:** Non-normal English Majors; Coping with; National Teacher Certificate Examination (NTCE)

**Project:** 2020 College Students' Innovation and Entrepreneurship Training Program of Taiyuan Institute of Technology (No.: WK2020021).

## 1. Introduction

Starting in 2015, the nationwide implementation of a new qualification certificate examination system for primary, secondary, and kindergarten teachers, that is, National Teacher Certificate Examination (NTCE) in China (Huang & Xu, 2020). It indicates that the state has put forward higher requirements for teacher qualification entrance examination (Li & Zhou, 2017). The change of this examination policy provides a more equitable way and opportunity for non-normal students to obtain teacher qualification (Li et al., 2020), and non-normal students are more eager to obtain teacher qualification as a stepping stone for their future teaching career.<sup>[1]</sup>

Taiyuan Institute of Technology (TIT university) is a public non-normal college in Shanxi Province in China, there are not a few students majoring in Non-normal English who are interested in becoming English teachers in the future. Under the background of NTCE, they have a strong need to take the teacher qualification examination and put it into practice.

However, Chinese scholars mainly focus on the influence of the NTCE on the development and reform of teacher education, including exploring the construction of curriculum system and reformation the mode of talent training, and the improvement path of normal majors' NTEC results (Xu et al., 2017; Peng et al., 2019; Luo et al., 2020), there are few studies on the current situation and problems of the national qualified teacher entrance examination from the perspective of non-normal university students. This study explores from the perspective of students how do non-English major students in TIT prepare for the examination; what kind of problems and difficulties do they face; how should they deal with them better, which address the research gap.

## 2. Research Objectives and Research Questions

The research is to explore the problems faced by non-normal English majors in preparation for NTCE and improve their results of the examination in TIT university. Based on the research purpose, the research objectives are followed: a) to explore how do non-normal English major students prepare for NTCE in TIT university; b) uncover problems faced by Non-normal English majors in studying for NTCE in TIT university; c) seek solutions how to assist Non-normal English majors in preparation for NTCE in TIT university.<sup>[2]</sup>

The following research questions are posed to address the objectives:

How do non-normal English majors prepare for NTCE in TIT university?

What are the problems faced by non-normal English majors in preparing for NTCE and how they cope with the problems in TIT university?

How to assist non-normal English majors in coping with NTCE in TIT university?

## 3. Methodology

### 3.1 Data collection

This descriptive qualitative research used semi-structured questions within three individuals between 30 non-normal English majors

in the junior grade to explore their experiment in preparing for NTCE in TIT university. The structure of the interviews involved an introductory statement on each topic, a broad question and more targeted questions, if needed, in order to know non-normal English majors' experiment and perspectives, including: a) the learning process of the NTCE; b) the problems they faced; c) the coping strategies; and (d) the supporting suggestions fostering non-normal English majors' result of the examination (figure1). The every interview duration was 10 minutes and all persons were audiotaped and transcribed verbatim.<sup>[3]</sup>

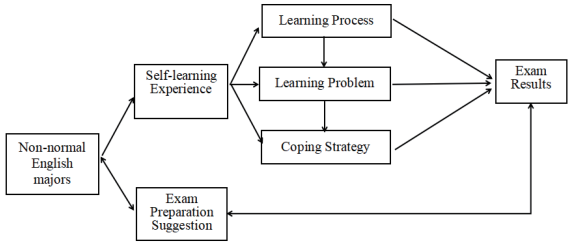


Figure 1 Structure of the interview outline

### 3.2 Data Analysis

Inductive thematical anlysis method was used to identify, analyze and gain a contextual understanding of the non-normal majors' perspectives on the preparation of the examination. This methodology ensured that the themes were strongly linked to the data and not driven from a theoretical perspective (Braun & Clarke, 2006). The researcher used Braun and Clarke's (2006) five stages of inductive thematic analysis: 1) familiar with the data; 2) generate initial codes; 3) Search for themes; 4) refine the themes; and 5) definine the theme. In order to provide an accurate account of non-normal majors' perspectives, the research crosschecked the identified themes ensuring a consensus was reached.

## 4. Results

The research findings are presented within two themes: students' self-learning experience and exam preparation suggestion.<sup>[4]</sup>

### 4.1 Students' Self-learning Experience

The students discussed three aspects of learning process, learning problems and coping strategy.

#### (1) Learning Process

According to whether the students made learning plan, I divided the learning process into two categories: No plan and plan and different learning process has different learning characteristics (Figure 2).

Learning Process :

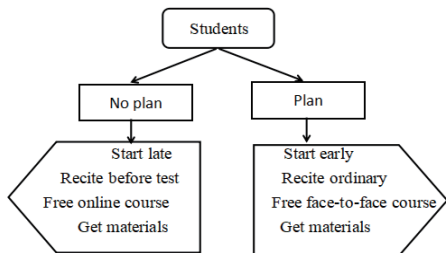


Figure 2 Learning Process

The following are representative quotes of participants with-

in the data:

"I didn't have a systematic review, so I spent less time on it. And maybe that's why I didn't pass the exam." (Student 1)

"I have very limited time to prepare for the exam. I don't have a detailed plan, because there are many classes in my junior year. I just take out some spare time and have a look." (Student 2)

"I want to take teacher certification examination before enrolled in the university, and it just also related to my major, and combine with the future expectations of employment, I do some understanding about this in advance. My dormitory classmates and I took a face-to-face class and offline course of the interview in April 2019, then before the summer vacation we have bought the books and materials to be used in advance. From the summer vacation began we conducted the first round study of the books". (Student 3)

The three students used some review strategies and methods in preparing for the exam, including reading textbooks by themselves, doing exercises at ordinary times, memorizing and reading wrong questions before the exam. The following quote is representative of this within the data:

"Subject English this exam, I just usually did some exercises ." (Student 1)

"I just read the textbooks I bought, went through them and recited them a week before the exam." (Student 2)

"I memorize a certain time every morning and evening, and then focused on the wrong questions before the test." (Student 3)

Two of the three students mentioned that they had obtained abundant test preparation materials before the exam. Student 1 obtained the materials of the test escort through the Internet, and believed that it was of great help to the test if the materials of the escort had selected 70% of the test questions. Student 3 bought the books and materials before studying for the exam.<sup>[5]</sup>

Two of the three students have participated in the course training. Student 1 took online course and student 3 took institutional face-to-face course. The responses are quoted below:

"Listen to BB free video on chalk." (Student 1)

"I signed up for a face-to-face course and an offline interview course with my dorm mates." (Student 3)

#### (2) Learning Problems and Reasons

Based on the problems encountered by the three participants in the process of exam preparation, it can be categorized as Self reasons and Surroundings reasons (figure 3).

Learning Problem :

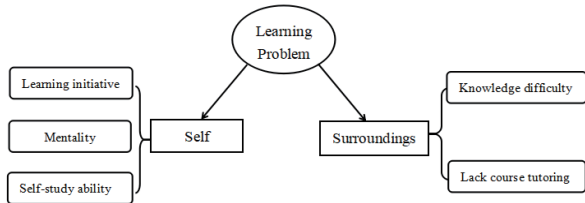


Figure 3 Learning Problem

Self reasons contain learning initiative, mentality and self-study ability. As for learning initiative, the responses are quoted below:

"If you have time, start early and don't procrastinate." (Student 1)

"I was too lazy for personal reasons. I started a little late. One of my classmates began to review very early, and the result was very good. She passed all the exams." (Student 1)

As for mentality,the responses are quoted below:

“As soon as possible, the later period will be more flustered, only one chance to retake the exam at most, it will be a pity not to pass.”(Student 1)

As for self-study ability,the responses are quoted below:

“I can’t grasp the point of reading by myself.”(Student 1)

“Not exploring deep knowledge”(Student 2)

Surrounding problems mainly contains knowledge difficulty and lack relative course tutoring.As for knowledge difficulty,the two responses are quoted below:

“At the beginning of the preparation process, you may not be familiar with this kind of thing, you can just ask your senior for help.”(Student 1)

“When I was preparing for the test of that educational knowledge and ability, there was educational psychology in it, but I didn’t understand it, so I had to recite its superficial meaning.”(Student 2)

As for lack relative course tutoring,one response is quoted below:

“On one hand, I think schools should offer relevant courses to help students prepare for the teacher certificate.”(Student 2)

## 4.2 Coping Strategy

The ways of the three students solve the exam preparation problems can be divided into three categories: take course, teacher guide and peer assistance (figure 4).

Coping Strategy:

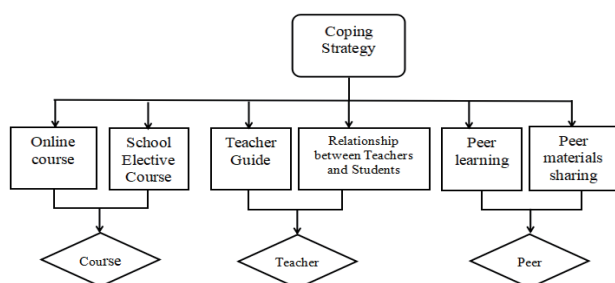


Figure 4 Coping Strategy

Refer to take course,the students mainly selected online and school elective course to help them study,the following quote are representatives of this within the data:

“While preparing for the exam, we also took a course called ‘Fundamentals of Pedagogy’, which at least gives you some knowledge of the basics, which is helpful for the exam.”(Student 1)

“I think ‘Fundamentals of Pedagogy’ helped me a lot in preparing for the exam, because I just couldn’t grasp the key points when reading.”(Student 3)

Refer to teacher guide,the students talked about the knowledge teaching and good relationship between teachers and students, following quote are representatives of this within the data:

“To tell you the truth, I think this teacher is really helpful. She is very good at explaining all the knowledge points. What’s more, she will provide some opportunities for students to practice teaching, so that students can go to the stage and have a taste of teaching from the perspective of the teacher.”(Student 1)

“For example, our education teacher He talked about some issues about teacher certification in class, and then took us to explain some common questions.Yes, it is very helpful,

because I think if there is no teacher like this, it will be difficult to have a big framework for the course, it will be very difficult to start feeling.It’s like getting us started and getting interested in education.”(Student 2)

“The teacher is very considerate in class and will explain to us which part is the key point, and then he will give us many times to emphasize, which is very helpful, is the key point is very meaningful.”(Student 3)

Refer to peer assistance,the students talked about learning and material sharing, following quote are representatives of this within the data:

“Roommates will communicate some problems, everyone will communicate in the ordinary time.”(Student 1)

“Usually we will study together, or mutual supervision, and before the test, we also check the recitation each other,monitoring each other, if there is only one person, it may be really difficult to keep up, because we will get up early in the morning, but the dormitory will give you strength.”(Student 3)

“My roommate shared with me pre-exam materials for ‘Chalk’ I have mentioned. I didn’t know that if she hadn’t shared it with me, I probably wouldn’t have passed the course.”(Student 1)

## 4.3 Exam preparation suggestion

When students talked about their experience of preparing for the exam, they put forward 8 opinions and suggestions, which can be grouped into internal and external suggestions (figure 5).

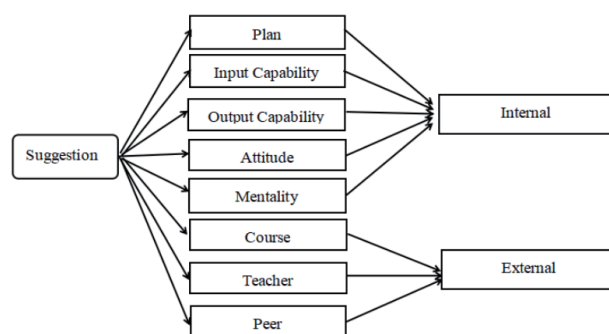


Figure 5 Suggestions

As to make plan,following quote are representatives of this within the data:

“Subject one knowledge point is fixed every year, while encyclopedia knowledge focuses on some accumulation at ordinary times”(Student 1)

“I think the first time to prepare for the exam should be sufficient, not to catch this thing on the spot.”(Student 3)

As to input capability,the responses are quoted below:

“Professional courses pay attention to daily accumulation, laying a good foundation is more important.There is no shortcut for professional course two, recite it steadily.”(Student 1)

“My experience is that reciting is very important.”(Student 2)

“I think, first of all, reading a book when you have to make systematic knowledge, systematic, is according to tidy up the knowledge framework, and won’t mess, and then in reciting phase is to grasp key, I think, is to seize the key, and then the ways to solve the problem, it seems to me that choice must be to do more, and then the test of the wrong topic again review is also very important.”(Student 3)

As to output capability,the response is quoted below:

“I can’t say you read all the time. I think you only have to learn it by heart and write it down.”(Student 2)

As to attitude and mentality,the response is quoted below:

“It’s better to start early and prepare as early as possible.You procrastinate, you’re not in a good mood, and then maybe there’s something called anxiety.” (Student 1)

As to course: teacher and peer, following quote are representatives of this within the data:

“If in the case of you didn’t have enough time, can choose the appropriate some online classes, it will give you some direction, and may your experience is not very enough, you can’t grasp the point where it is, but the teacher is experienced, he will give you some guidance, so your direction can’t be wrong.” (Student 1)

“If you read the book, you can find some senior seniors or teachers who have passed the exam before, experienced teachers, who can help you to draw the key points, know which parts are more important, and then focus on the key points.” (Student 3)

#### 4.4 Findings outline

Based on above findings, the core theme of learning motivation and engagement are concluded in this study (figure 6).

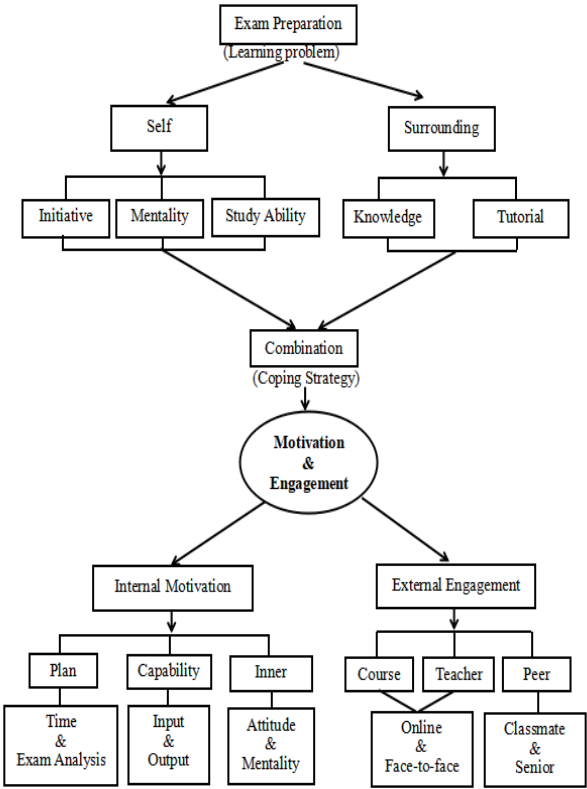


Figure 6 Findings Outline

## 5. Discussion

Although the data presented here come from three Non-normal English majors only, they provide insights into the nature of the learning process, particularly regarding the learning problems and also, into useful prompts on improving non-normal English majors’ NTCE results.

From the depiction of process uttered by the samples of this study, there appear to be two categories of exam preparation, plan and no plan. The difference is that student with revision plan

started learning early, had a relatively full understanding of the exam, and the exam results were better, while unplanned students started late and studied before exams. The similarity lies in that three students adopted certain learning methods, tried to obtain sufficient learning materials and took some courses outside school.<sup>[6]</sup>

From the depiction of problems uttered by students of this study, there appear to be that there exist different kinds of difficulties when preparing for the exam. From the analysis of the causes of the difficulties, they can be classified into two categories: self and surroundings. The internal causes are mainly reflected in poor learning initiative and enthusiasm, and the delay in exam preparation, which may be related to the students’ tight junior courses and not having too much time to arrange independent study. Also, due to the students are non-normal, who are not systematically accepted the learning of normal courses, their self-learning ability is limited. The external factors are mainly about the difficulty of the knowledge points, so students are not able to understand themselves.

From the depiction that how students solve exam preparation problems and suggestions to other students, they mentioned many specific methods, which can be divided into three categories: course guidance, teacher awareness and peer support. In terms of courses, students mainly listened to free tutoring courses on the Internet and argued that such courses were helpful for them to understand the framework of subject knowledge and get familiar with knowledge points more quickly. As for teacher awareness, all three of them mentioned the guidance and help of school’s “Foundation of Pedagogy” elective courses teacher on the examination of teachers’ qualification certificate. They noted that this kind of help is not only lie in arousing students’ interest in education and bring them to the door of education, but also in the positive influence of good teacher-student relationship on students’ preparation for exams. Beyond that, peers urged each other about study and shared review materials, all of which are attempts to solve test preparation problems by themselves.

From the depiction of suggestions about the exam preparation, combining with the above description, internal motivation and external engagement are the main strategies for non-normal English students to prepare the National Teacher Certificate Examination (NTCE).

## 6. Conclusion

This study uncovered that the results of NTCE is affected by students’ internal motivation and external engagement. Under the influence of intrinsic learning motivation, the students are good at using various external learning means to cope with examinations. The study also uncovered that the result of success or failure will prompt students to modify their learning process and methods to improve their self-learning strategies.

### 6.1 Implications

The ultimate goal of the national examination is to train an excellent team of teachers to adapt to the social development of teachers. For non-normal English major students, due to the weak pedagogic discipline foundation, they should actively prepare for NTEC from both internal and external aspects.

#### 6.1.1 Enhance learning initiative

First of all, students should correct learning attitude, ensure enough time to review, avoid being opportunistic and eager for quick success. Secondly, students should make a reasonable review plan, scientifically allocate the review time of three



subjects, and master a good learning method. In addition, they should improve their self-learning ability to improve learning efficiency.

### **6.1.2 Harness peer support**

Mutual aid learning and group learning play a positive role in students' preparation for exams, which is not only reflected in the discussion of learning content and problems, but also reflected in the influence of collective learning atmosphere and study supervision. Students should learn to make use of the collective and peer learning strength, improve learning enthusiasm, learning ability, so as to improve learning efficiency.

### **6.1.3 Provide curriculum support**

The relevant departments of schools shall, in an organized and planned way, strengthen the publicity of students' participation in NTCE, and strengthen the publicity of examination subjects, examination forms, examination entry conditions and pilot experience. School should attach great importance to teachers' qualification examinations related policy, the present situation in the understanding of teachers' qualification examinations. Meanwhile, schools should update their educational concepts and add relevant courses. For courses with limited time and difficulty to be set up, they can recommend relevant books and learning websites for students to study by themselves, so as to help non-normal English students prepare well for the examination.

## **6.2 Limitations**

However, our research also has certain limitations: First, this study only selected 3 students from the 30 non-normal English majors who were preparing for the teacher qualification certificate in the junior year for interviews. The number of interviewees was small and the grade distribution was uneven. Second, since the researcher was the teacher of the Elective Course of "Pedagogy" last term among the subjects interviewed, they all shown a positive and positive attitude when talking about whether this course is helpful for teacher qualification exam preparation, which affects the interview results on this topic to a certain extent. Third, due to the interviewees are Chinese students, the interview process was conducted in Chinese, which exists some differences in language expression in the process of English reporting.

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## **About the author:**

Huan He (1989.07-), female, Han Nationality, from Jinzhong City, Shanxi Province, master's degree, assistant assistant of Ideological and Political Theory Teaching and Research Department of Taiyuan Institute of Technology, main research direction: higher education, ideological and political education.



# On the Generation and Development of Tibetan Folk Music -- From the Perspective of Geography and Digital Musicology

Changtao Sun\*

School of Literature, Tibet University, Lhasa City, Tibet, 850000, China, Corresponding author

**Abstract:** As a symbol to express human emotion, music has a close relationship with human production activities. From the birth of the music to now, accumulated a lot of music text, digital humanities research perspective projection in Tibetan music, using the theory and methods of digital human, the development and research of Tibetan music feature and style, to explore the regional characteristics of Tibetan music show and spirit connotation, so as to reveal the Tibetan music contains the humanities spirit, To further understand the spiritual world of Tibetan ethnic music, realize the integration of traditional Tibetan folk music with modern science and technology, and promote the three-dimensional visualization of traditional Tibetan ethnic music.

**Keywords:** Tibetan nationality; Music; Digital musicology

## 1. Introduction

In the 1990s, Nicholas Negroponte came up with the concept of “Being Digital.”<sup>[1]</sup> Since entering the 21st century, the rapid development of computer network, artificial intelligence and other scientific technologies has made the total amount of research data and Digital research data of various disciplines increase exponentially, providing technical support for the Humanities to “data-intensive research”, “The digital time has arrive”,<sup>[2]</sup> and Digital Humanities (DH) has expanded the development space of music. Digital Musicology (DM), as an important research branch of Digital humanities, provides a new research method and perspective for music research. In China, new methods and technologies of music research have made great progress, but it is a pity that there is no overall definition and systematic analysis. In addition, the combination of traditional Tibetan folk music and modern science and technology only stays at the level of ordinary combination, and has not been studied in depth due to the lack of technology, infrastructure construction and interdisciplinary communication.

The Tibetan people are good at singing and dancing, and have created diverse and distinctive folk music in the long-term social production practice. In addition, there is another distinctive feature of Tibetan music: dancing and singing with song, which is vividly illustrated by “how to dance without music, and how to eat tsamba without butter”. As early as the Bon Period, Tibetan music has come into being. “In front of the Schinraumiwatchi Supreme, some people are dancing, some people are singing.” With the continuous development of history and the increase of musical practice, Tibetan music has been continuously inherited and innovated, its technical level has been constantly improved, and the types of music have been continuously increased, which can be divided into “folk music, court music and religious music” according to the characteristics, types and contents of music.<sup>[3]</sup> Folk music is Tibetan music created by the masses in production and life and popular among the masses. It is manifested in daily life, the most diverse, known as the “mother of Tibetan music” the mother of Tibetan music, which is roughly divided into life custom music, production and labor music, ritual and etiquette music; Court music is in the government, manor houses and other places of elites live music, performed by professional actors, court music is mainly divided into “heap order” and “sac” two kinds, including harmonic “heap” is made up of ali area spread out, by the guitar as the main accompaniment of musical, “capsule” is by ali area spread out, but mainly in the imperial palace, or indoor performance of music; Religious music is the music that spreads in religious places and is used for religious activities, mainly including ritual music (often performed together with religious dance called “QiangMu”), chanting music, etc. In addition, Tibetan music also includes Tibetan opera music and Gesar music.

## 2. General Situation of Tibetan Living Environment

### 2.1 Natural environment

Tibet Autonomous Region is located in the southwestern border area of China, covering an area of more than 1.2 million square kilometers, accounting for one eighth of China’s total land area. It is located in the hinterland of the Qinghai-Tibet Plateau, the largest and highest in the world, with an average elevation of more than 4,000 meters. It is known as the “roof of the world”. The Tibet Autonomous Region is connected with Qinghai province and Xinjiang Uygur Autonomous Region in the north and west, and Sichuan and Yunnan provinces in the east. In addition, Tibet has a border of more than 4,000 kilometers and borders with India, Nepal, Bhutan, Myanmar and other countries. Affected by the special terrain, the climate in Tibet is complex and diverse. Its basic characteristics are strong solar radiation, low temperature, large diurnal temperature range, small annual temperature change, and distinct dry and

wet seasons. Modern scientific research has proved that the average oxygen content in the air of Tibet is only about 50% of that in the plain area. It is precisely because of this relatively closed and extremely harsh natural environment that people living on this land have a heartfelt reverence for nature and have a profound impact on human production and life. Unique natural environment created a unique Tibetan music, relatively closed topography to a certain extent, better preserved the original ecosystem in Tibetan ethnic music culture, make it less from the effects of other cultures, and with the continuous development of history, formed the unique Tibetan music culture gene, and inheritance.

## 2.2 Social environment

The Tibet Autonomous Region is a multi-ethnic area with a majority Tibetan population. According to relevant statistics, by 2014, the population of Tibet had reached 3.12 million, with Tibetans accounting for more than 90 percent and other ethnic groups including the Han, Hui, Lhoba and Monba. Tibetan has a long history and created a very brilliant national culture. As early as the Neolithic age, there were people living in the Lhasa Valley, which was strongly proved by the Qugong site excavated in 1984. Since then, the three groups that constitute the source of the Tibetan ethnic group have continued to communicate and merge, forming the main body of today's Tibetans. The economic structure of the traditional Tibetan society is based on agriculture and animal husbandry. For example, the Lhasa Valley is the concentrated area of agriculture, while Ali and Naqu are based on animal husbandry. As early as the 7th century, Songtsan Gambo unified the Qinghai-Tibet Plateau and established the powerful Tubo Dynasty. At the same time, The Tibetan language was created, and the appearance of writing made Tibetan history enter a new stage of civilization development.<sup>[4]</sup> As a phonetic alphabet, the Development of The Tibetan language has been very mature. The historical data recorded in The Tibetan language is second only to that recorded in Chinese characters, ranking first in China's ethnic minority languages. After Buddhism was introduced into Tibet from India, it took root and merged with bon, the indigenous religion, to produce Tibetan Buddhism with strong regional characteristics, which profoundly influenced the spiritual world of the Tibetan nation and also had a profound impact on Tibetan music, "QiangMu" was the embodiment of them.<sup>[5]</sup>

## 3. The Influence of Geographical Environment on Tibetan Folk Music

Due to its special geographical location and natural environment, the Tibetan nation has created a snow area civilization with characteristics of the Plateau, and it has communicated and integrated with the Civilizations of central Plains, India and Arabia for a long time, making the traditional Tibetan culture interactive with localization and foreignization. Hungary sapo qi bin mining in its "the history of melody," said: "they typically comes from the mountain forest, closed river valley, inaccessible plateau, grasslands in remote rural areas, agriculture, lodges and alpine pastoral areas of marsh's cottage folk sound bearing all existing and development in the world, basically is the product of inland is a product of the closed area."<sup>[6]</sup> This passage accurately describes the regional environment in which Tibetan music came into being. Tibetan people live in an extremely closed natural environment on the Qinghai-Tibet Plateau, and Tibetan music also has distinct regional characteristics.

### (1) Influence on folk music

The terrain of Qinghai-Tibet Plateau is complex and diverse, so it is impossible to explore the production of Tibetan music according to the characteristics of their respective natural environment. It is a direct choice to explore the regional characteristics of Tibetan music from the perspective of linguistics. In addition, some scholars believe that the discipline philosophy and research methods of the linguistics field can provide a lot of reflective significance to the current dilemma of musical form research.<sup>[7]</sup> There are three main Tibetan dialects and dialect areas: Weizang dialect, Kang dialect and Amdo dialect.

Weizang dialect is popular in Lhasa, Xigaze, Shannan, Nyiningchi and other places in central and western Tibet. Tibet occupied an important position in history, among which Lhasa and Xigaze were the economic, political, cultural and religious centers of the former and the latter Tibet respectively. The Uighur Tixibuye tribe, which was formed at the beginning of the Weizang region, was one of the important sources of ancient Tibetan culture, and the Tubo dynasty was founded in this system. The geographical position of Weizang dialect area is superior, surrounded by snow peaks, yarlung Zangbo River runs through it, and the terrain is relatively flat. The melting water of snow and ice in the high mountains and the suitable climatic conditions formed the agriculture of Lhasa River Valley, the earliest agricultural area in Tibet, which is still the most important grain producing area in Tibet today. Because of its earliest development and most developed cultural form, Wei Tibetan dialect is also the most mature and the most standard language in the Tibetan language system. The Tibetan folk music formed in the Weizhian-Tibetan dialect area is obviously "rich and colorful collective folk song and dance form".<sup>[8]</sup>

Kang dialect is popular in yushu Tibetan Autonomous Prefecture of Qinghai province, Ganzi Tibetan Autonomous Prefecture of Sichuan Province, Diqing Tibetan Autonomous Prefecture of Yunnan Province, Qamdo and Nagqu of Tibet Autonomous Region in the east and southeast of the Qinghai-Tibet Plateau, with the characteristics of cross-regional spread. The Kang dialect area has a long history. As early as the Spring and Autumn Period, various tribes were formed and some even established their own countries. For example, Jialiang, the ancestor of the Present-day Jiarong Tibetans in Sichuan, was distributed in Jinchuan and Danba counties of Aba Tibetan Autonomous Prefecture. Dangxiang distributed in Aba Tibetan Autonomous Prefecture of Sichuan Province, Guoluo area of Qinghai Province, is the ancestors of the Xixia nationality. In the period of Emperor Wudi of the Han Dynasty, the ancestors of The Kang dialect area learned agricultural techniques from the Central Plains and gradually moved from nomadic to settled life of agriculture. At present, the residents of Kang dialect area are mostly engaged in agricultural production activities, and only a few of them are engaged in the life habit of half agriculture and half animal husbandry. Tubo dynasty to the tang dynasty compete for spheres of influence, and a wide range of war have occurred many times, the tang dynasty tubo kingdom military action to defend Tibetan dialect spread to the region provides a convenient conditions, kang also began to use Tibetan dialect area residents, but still retained on the pronunciation of the specific characteristics of the region dialect, formed the dialect. The terrain and terrain conditions of The Kang-dialect area are special. The Nu River, Lancang River and Jinsha River run through the area, forming a peculiar natural

landscape. The valley area forms an agricultural belt and plateau pasture, which is still dominated by agriculture. Due to the similar economic type, the Tibetan folk music formed in Kang dialect area has similar characteristics with the Tibetan music in Wei Tibetan dialect area: rich and colorful, strong collectivization, but the changeable natural geographical environment makes different music systems formed in the area.

The Anduo dialect is widely spoken in the northern and northeastern parts of the Qinghai-Tibet Plateau, such as Guoluo Tibetan Autonomous Prefecture in Qinghai Province, Hainan Tibetan Autonomous Prefecture, Huangnan Tibetan Autonomous Prefecture, Haixi Mongolian Tibetan Autonomous Prefecture, Haibei Tibetan Autonomous Prefecture, Gannan Tibetan Autonomous Prefecture in Gansu Province, Tianzhu Tibetan Autonomous County, and Aba Tibetan and Qiang Autonomous Prefecture in Sichuan Province. According to the *New Book of Tang: A Biography of The Tubo kingdom*, “In the Tubo region, xiqiang belonged to more than 50 species, scattered in hehuang, Jiang and Min, with faqiang and Tang MAO, etc., yet it did not start to communicate with China. In the west of the branch water.”<sup>[9]</sup> Among them, the “analysis branch” is today between the Anima Qingshan and Bayan Kala Mountains in Qinghai Province Guoluo Tibetan Autonomous Prefecture. Historically, many Qiang people settled down here and gradually integrated into the Tibetan nation. In the 4th century, the Tuyuhun kingdom was established. Later, it was absorbed by the Tubo and integrated into the Tibetan people. As the boundary area of qinghai-Tibet Plateau and Central Plains, Amdo dialect area has been inhabited by xianbei, Han, Mongolian and other nationalities. With a large area and a high altitude, Amdo dialect is the birthplace of many great rivers in China. There are many grasslands, which gradually form a social and economic pattern dominated by animal husbandry. Some areas are half farming and half animal husbandry. Herdsmen live by water and grass and have great mobility, but most of them are settled today. Therefore, the language of Amdo dialect area is mainly Tibetan, but it also integrates Chinese, Mongolian and other ethnic languages. Therefore, influenced by social and economic types, Tibetan folk music in Amdo dialect area is obviously different from the characteristics of rich and colorful and strong collectivity in agricultural areas, and has formed the characteristics of strong randomness and outstanding individuality.

The geographical environment of Tibet is extremely complex, so it is not possible to explore the generation, development and style of folk music in various places simply by social and economic types. For example, residents living in Litang area of Kang dialect are mainly engaged in nomadic production, but mainly speak Ando dialect, forming the geographical phenomenon of “enclaves” in linguistics. Tibetan folk music in various places has some common characteristics, but also shows distinct regional characteristics.

#### (2) Influence on court music

The court music of the Tibetan people did not originate directly from the court at first. The court music was concentrated in Lhasa, especially after the establishment of the Kandan Pozhang regime in the 17th century. In order to highlight the characteristics of the ethnic group in the Mongolian-Tibetan joint regime, the fifth Dalai Lama Awang Sang Gyatso specially summoned a group of Tibetan artists to Lhasa to perform the ethnic music and songs. In court music, duanxian is the most popular form of song and dance. Duixie was developed from Guoxi, a type of unaccompanied dance popular in the western Ali region, which was later modified and quickly became popular in the upper reaches of the Yarlung Zangbo River with the accompaniment of a six-string instrument. In the 17th century, it spread to Lhasa, and after the promotion of the fifth Dalai Lama, it spread quickly among the upper nobility in Lhasa.

Cangma is another form of court music. It was also spread to Lhasa from ali in the west. At first, Cangma was a kind of chamber music performed for the upper class in Lhasa. It was not open and only had music without dance.<sup>[10]</sup> Most of the contents of Cangma were adapted during the period of the fifth Dalai Lama, reflecting to some extent the social life and cultural outlook of that time.

Art is not only a reflection of social life, but also reflects certain geographical changes behind its wide spread. From the geographical point of view, the gradual evolution from Guoxi to Duoxi is a cultural influence of the western Ali region on the central Lhasa region. When duharmonic completed the transformation from folk music to court music, the distinctive regional characteristics of folk music were no longer obvious, but more normative.

#### (3) Influence on religious music

Tibetan Buddhism has many sects. There are mainly gelug school, Sakya school, Kagyu school, Nyingma school, etc., as well as the Buddhist indigenous religion Bon, etc. The denominations are in Tibetan Buddhism after wong period, are mostly of church leaders and a secular lords joint, such as a force in the kagyu sect - CAI kagyu, is the statue of chasing the lama in CAI, the head of the region representative his Jill is established under the support of developed, sakya is internal to the family in kunming to religious teachings and secular family inheritance development, All the sects of Tibetan Buddhism had obvious regionalism at the beginning of their establishment.

Tibetan religious music is mainly divided into ritual music (also known as Qiangmu music dance), chanting music, etc. Saban Gongga Gyaltsen made a detailed summary of the characteristics of religious music and secular music in his book *On Music*, which made an important contribution to the development of Tibetan music.<sup>[11]</sup> Although each sect has its own unique practice system, which has its own characteristics in music, each sect and even different temples of a certain sect have their own score, which makes religious music colorful and varied. Different instruments are used to play different music in the performance process. But the sacredness of religion determines that religious music has high standardization and unity, and there is little regional difference.

## 4. The Influence of Digital Humanities on Tibetan Folk Music

Traditional Tibetan folk music has gone through thousands of years of development and produced a large number of musical texts. Through the method of digital humanities, digital development of musical texts has enriched the protection path of traditional Tibetan folk music and established a musical development model with national characteristics.

Digital humanistic technology is used to establish a database for traditional Tibetan folk music and inherit it scientifically. There are many kinds of pure Tongtibtetan folk music, and the inheritance mode is single, which has irreversible inheritance risk. Through digital humanistic technology, the database of traditional Tibetan folk music has been established to preserve it in different categories

and establish a permanent resource library for the preservation of traditional Tibetan folk music.

The application of digital humanistic technology provides a new direction for the development of traditional Tibetan folk music. The establishment of the database of traditional Tibetan folk music makes it more convenient for the general public to understand traditional Tibetan folk music, provides an interactive information exchange platform for dunhuang Mogao Grottoes fans, and helps more people to deeply understand the history and culture of traditional Tibetan folk music. It breaks through the limitation of time and space to realize the shared value of culture, which opens up a new direction for the development of traditional Tibetan folk music and harmonizes the contradiction between the protection and development of traditional culture organically.

The influence of traditional Tibetan folk music is enhanced by digital humanistic technology. Traditional Tibetan folk music is not only the treasure of the Tibetan people, but also should be actively disseminated to the outside world, so as to bring traditional Tibetan folk music from the Qinghai-Tibet Plateau to China and the world, and enhance the influence of Tibetan culture at home and abroad (see figure 1).

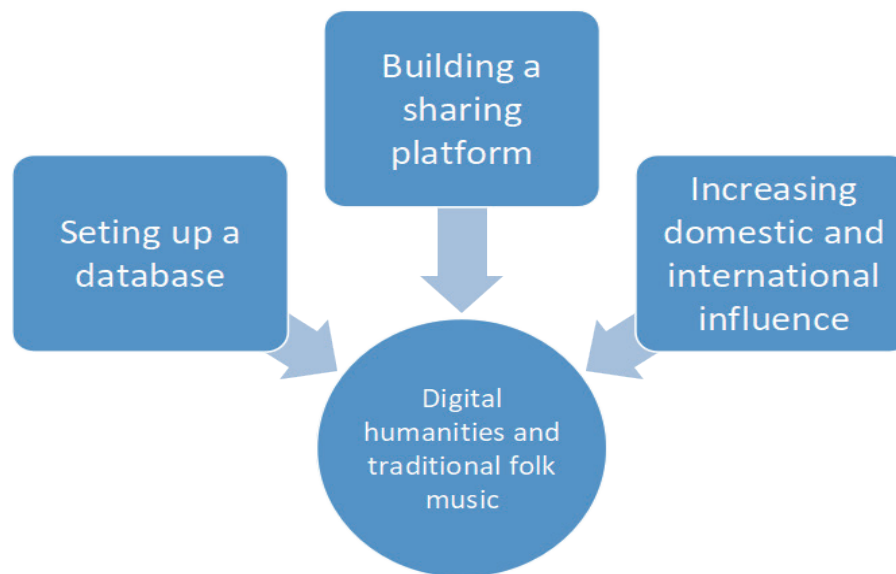


Figure 1. Digital Humanities on Traditional Tibetan folk music

## 5. Conclusion

Music is an important part of national culture, which is obviously reflected in Tibetan culture. From the perspective of geography to explore the generation of Tibetan music, you can see different regions produce different kinds and different styles of music, and digital music is traditional Tibetan music provides a new research method and development patterns, therefore, to explore the Tibetan music not only to music disciplines perspective to explore the generation and development of Tibetan music, characteristic and style, It should be discussed and analyzed from a multi-disciplinary perspective. The special and diverse geographical environment of Tibet has provided necessary conditions for the generation and development of Tibetan folk music, and digital musicology has also provided new theories and methods for the academic research of Tibetan folk music, thus playing an important role in seeking the commonness of Tibetan folk music in different regions.

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# Research on Influencing Factors of Farmers' Participation in Rural Tourism based on Bounded Rationality Theory

Meihan Pan

Chongqing City Management College, Chongqing 401331

**Abstract:** Studying the influencing factors of farmers' participation in rural tourism can help to find the internal motivation of farmers' participation in rural tourism and better develop rural tourism destinations. Based on the theory of bounded rationality, this study takes 6 districts and counties under the jurisdiction of Chongqing as the research area, and uses the Logistic regression model to study the influencing factors of farmers' participation in rural tourism in Chongqing. The results show that six factors, including the degree of recognition of rural tourism, government support, the number of participation in rural tourism training, distance from scenic spots, whether there are resources to invest in rural tourism projects, and household head's risk perception have a significant impact on farmers' participation in rural tourism.

**Keywords:** Bounded rationality theory; Rural tourism; Farmers participation

**Fund topics:** Youth Project of science and technology research program of Chongqing Education Commission(KJQN201903309) «Study on the coupling mechanism between the development of rural revitalization industry and economy» .

## 1. Theoretical basis and index selection

### 1.1 Bounded Rationality Theory

The economist Simon put forward the theory of bounded rationality. This theory holds that human behavior rationality is bounded rationality under the condition of complex environment and limited information resources, which mainly includes two aspects. The accuracy of subject decision-making evaluation is limited; second, people's cognitive ability, memory ability and information processing ability to the environment are limited, and at the same time, they must be affected by irrational factors such as emotions, feelings, desires, wills and other irrational factors in decision-making evaluation and management practice activities.

The bounded rationality theory holds that when decision makers make choices, they do not pursue the "maximum" and "optimal" results, but seek the "most satisfactory" results. This is because human knowledge is limited, and decision makers cannot grasp all the information and understanding of the detailed laws of decision-making cannot fully process information.

### 1.2 The theory of bounded rationality and the adaptability of farmers' participation in rural tourism

Whether farmers are willing to participate in rural tourism also has bounded rationality, which is mainly reflected in the following aspects: (1) farmers have limited grasp of rural tourism information. Due to factors such as policy dissemination channels and rural natural environment, it is impossible for farmers to have complete policy information. (2) Farmers have limited awareness of rural tourism-related policies. Farmers have different views on the prospects of rural tourism due to their different educational levels and their own experience. (3) The ability of farmers to participate in rural tourism is easily affected by the surrounding environment and their own objective conditions. The behavioral decisions of farmers are easily influenced by their relatives and friends around them, and they are also constrained by their own abilities.

Therefore, the behavior of farmers participating in rural tourism is not a completely rational decision, but a limited rational decision made by "social people" with limited minds. Whether farmers participate in rural tourism is affected by multiple factors such as their own cognition, external environment, and expectations. The application of bounded rationality theory can more comprehensively and deeply analyze the influencing factors that affect farmers' participation in rural tourism.

### 1.3 Indicator selection

With reference to relevant literature and the theory of bounded rationality, this paper selects 13 index factors that affect farmers' participation in rural tourism, which are divided into three dimensions: their own objective factors, external environmental factors, and income and risk factors. Among them, its own objective factors include 4 indicators: the age of the head of the household, the educational level, the per capita annual income of the family, and the degree of recognition of rural tourism.; external environmental factors include 5 indicators: government support, information disclosure, number of rural tourism trainings, participation of surrounding relatives and friends, and distance from scenic spots; benefits and risk factors include expected per capita annual income, whether there are resources to invest in tourism projects, whether to obtain loans, and the risk perception of household heads, 4 indicators (Table 1).



Tab.1 Influencing factors and variables of rural tourism farmers' participation

Variable dimension	Variable name	Variable code
Self-objective factors	Age of head of household	X1
	Educational level	X2
	Annual household income per capita	X3
	Recognition of rural tourism	X4
External environmental factors	Government support	X5
	Information disclosure	X6
	Organization of rural tourism training times	X7
	Involvement of relatives and friends around	X8
Benefits and Risk Factors	Distance from the scenic spot	X9
	Expected annual income per capita	X10
	Whether there are resources to invest in tourism projects	X11
	Whether it is possible to get a loan	X12
	Risk perception of the head of household	X13

## 2. Research methods and data sources

### 2.1 Research method

In this study, the logistic regression model was used to quantitatively analyze the influencing factors of farmers' participation in rural tourism behavior.

Logistic regression model belongs to probabilistic nonlinear regression, which is a multivariate analysis method to study the relationship between binary observations and some influencing factors. The logistic regression model assumes that the probability distribution of the sample observations on the dependent variable is a sigmoid distribution. Because it is a nonlinear model, the parameter estimation often uses maximum likelihood estimation to maximize the probability of the number of observations of the dependent variable, so as to estimate the parameters. Logistic regression analysis of the dependent variable is a dichotomous variable, and it can also be extended to the case where the dependent variable is multi-category. This study uses a binary Logistic regression model to conduct research, and set whether the dependent variable participate in rural tourism as  $y$  (participate in rural tourism  $y_i=1$ , not participating in rural tourism  $y_i=0$ ), the influencing factor is the independent variable  $k$ , and the corresponding binary dependent variable Logistic regression model is as follows:

$$\ln \frac{p}{1-p} = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \cdots \beta_k X_k \quad \ln \frac{p}{1-p} = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \cdots \beta_k X_k \quad (1)$$

In formula (1),  $p$  represents the probability of farmers participating in rural tourism, and  $\beta_0, \beta_1, \beta_2, \dots, \beta_k$  are the estimated parameters of the variables that affect the participation of farmers. From formula (1), the calculation formula of the probability  $p$  of farmers participating in rural tourism can be obtained::

$$p = \frac{e^{\beta_0 + \beta_1 X_1 + \beta_2 X_2 + \cdots \beta_k X_k}}{1 + e^{\beta_0 + \beta_1 X_1 + \beta_2 X_2 + \cdots \beta_k X_k}} \quad p = \frac{e^{\beta_0 + \beta_1 X_1 + \beta_2 X_2 + \cdots \beta_k X_k}}{1 + e^{\beta_0 + \beta_1 X_1 + \beta_2 X_2 + \cdots \beta_k X_k}} \quad (2)$$

Through the estimated value of parameter  $\beta_i$  (except  $\beta_0$ ) and the empirical results of Logistic regression, the influence of each influencing factor can be analyzed.

### 2.2 Data source and inspection

#### 2.2.1 Questionnaire distribution and recovery

From August 10 to November 20, 2021, the researchers conducted 50 visits to 6 districts and counties in the main urban area of Chongqing: Jiangbei District, Yubei District, Jiulongpo District, Dadukou District, Shapingba District, and Beibei District. A total of 250 questionnaires were distributed and 215 valid questionnaires were recovered, with an effective rate of 86%. Statistics on the questionnaires show that 68.8% of the respondents participated in rural tourism, and 31.2% did not.

#### 2.2.2 Reliability analysis

Using SPSS 19.0 software to test the reliability of the data of this questionnaire, the Cronbach  $\alpha$  coefficient is 0.872,  $\alpha > 0.7$ , indicating that the data obtained in this survey has high reliability.

### 2.3 Variable handling

In order to substitute the variables into the logistic regression equation, the variables need to be assigned, and the assignment results are shown in Table 2.

Tab.2 Variable assignment

Variable type	Statistical variable	Assignment
Explained variable	Whether to participate in rural tourism (Y)	No=0; Yes=1

Explanatory variables	Age of household head (X1)	under 30 years old = 1; 30~39 years old = 2; 40~49 years old = 3; 50~59 years old = 4; 60 years old and above = 5
	Education level (X2)	elementary school and below = 1; junior high school = 2; high school or technical secondary school = 3; college and above = 4
	Annual per capita household income (X3)	below 10,000 yuan = 1; 10,000-20,000 yuan = 2; 20,000-30,000 yuan = 3; more than 30,000 yuan = 4
	Recognition of rural tourism (X4)	no benefit at all = 1; no benefit = 2; average = 3; some benefit = 4; very great benefit = 5
	Government support (X5)	no support = 1; General = 2; Relative support = 3; Very support = 4
	Information disclosure (X6)	very low = 1; relatively low = 2; general = 3; relatively high = 4; very high = 5
	Organization of rural tourism training times (X7)	0 times = 1; 1-3 times = 2; 3-5 times = 3; more than 5 times = 4
	Involvement of relatives and friends around (X8)	no one participated = 1; a few people participated = 2; many people participated = 3
	Distance from the scenic spot (X9)	0~3 km=1; 3~6 km=2; 6km 以上=3
	Expected annual income per capita (X10)	below 20,000 yuan = 1; 20,000~35,000 yuan = 2; 35,000~50,000 yuan and above = 3; 50,000 yuan and above = 4
	Whether there are resources invested in tourism projects (X11)	Yes = 1; No = 2
	Whether it is possible to get a loan (X12)	Yes = 1; No = 2
	Risk perception of the head of household (X13)	no risk = 1; less risk = 2; greater risk = 3; great risk = 4

### 3. Results and Analysis

#### 3.1 Research results

Using SPSS 19.0 software, binary Logistic regression analysis method was used for data processing, and the independent variable screening method was selected to enter the method. Variables with Sig < 0.05 can be entered into the equation, indicating a significant impact; the parameter B is positive, indicating that the variable is positively correlated with the dependent variable, the parameter is negative, the variable is negatively correlated with the dependent variable. The parameter results of the logistic model are shown in Table 3.

Tab.3 The parameter estimation results of the logistic regression model

		B	S.E	Wals	df	Sig.	Exp (B)
step 1 <sup>a</sup>	Age of household head	.431	.246	2.042	1	.116	4.401
	Education level	.750	.145	36.261	1	.082	2.000
	Annual per capita household income	1.083	.211	63.436	1	.026	3.659
	Recognition of rural tourism	.652	.061	81.888	1	.000	2.258
	Government support	1.137	.131	64.367	1	.000	1.311
	Information disclosure	.692	.057	16.953	1	.016	2.004
	Organization of rural tourism training times	.583	.460	2.606	1	.105	1.081
	Involvement of relatives and friends around	.979	.131	64.367	1	.000	1.047
	Distance from the scenic spot	.782	.256	14.714	1	.000	2.667
	Expected annual income per capita	.302	.280	1.163	1	.115	3.512
	Whether there are resources invested in tourism projects	.687	.482	9.775	1	.001	1.013
	Whether it is possible to get a loan	.392	.171	40.781	1	.071	3.274
	Risk perception of the head of household	-.892	.171	40.781	1	.000	3.274

#### 3.2 Analysis of results:

It can be seen from Table 3 that among the 13 influencing factors, there are 6 factors whose Sig<0.05 can be entered into the regression equation. These factors have a significant impact on farmers' participation in rural tourism, including the degree of recognition of rural tourism, government support, the number of organized rural tourism training, distance from scenic spots, whether there are resources to invest in tourism projects, and the risk perception of household heads.

##### 3.2.1 Dimensional analysis of own objective factors

In the dimension of its own objective factors, only the recognition degree of rural tourism enters the equation, which has a significant impact on farmers' participation in rural tourism.

Recognition of rural tourism factor  $B=0.652$ , it is a positive correlation with the participation of farmers. The higher the degree of recognition, the greater the probability of participating in rural tourism. The degree of recognition reflects farmers' subjective perceptions of rural tourism. Most farmers who participate in rural tourism projects believe that rural tourism is an activity with more advantages than disadvantages, while those who do not participate believe that it is not an effective investment project, and cannot bring effective benefits to it.

### 3.2.2 Dimensional analysis of external environmental factors

In the dimension of external environmental factors, government support, distance from scenic spots, and the number of times of participating in tourism poverty alleviation training entered the equation, which had a significant impact on farmers' participation in rural tourism.

The government support factor  $B=1.251$ , which is positively correlated with the participation of farmers. The greater the support, the greater the probability of farmers' participation. The government's support is reflected in various aspects, including the publicity effect of policies, the implementation results of rural tourism projects, and the support for farmers. In general, the greater the government's support, the better the development environment for the development of rural tourism.

The factor  $B=0.936$  for the number of trainings in rural tourism is positively correlated with the participation of farmers. The more training times, the greater the probability of farmers' participation. Due to the occlusion of the rural environment and the difference in their own cognition, many farmers cannot have a deep understanding of rural tourism projects, and they do not have the ability to fully process the relevant information of rural tourism. The government's rural tourism training can help farmers to have a more comprehensive and in-depth understanding of rural tourism, and it can also help farmers better connect and integrate their own resources and rural tourism projects.

The distance from the scenic spot is  $B=0.782$ , which is positively correlated with the participation of farmers. The closer the geographical location is to the scenic spot, the greater the probability of farmers participating. The scale of rural tourism projects is limited and the radiation radius is limited. Some farmers who are far away from the scenic spots cannot effectively participate in the tourism projects, and the tourism projects they operate cannot effectively attract tourists.

### 3.2.3 Dimensional analysis of investment and income factors

Whether farmers have resources to invest in rural tourism  $B=0.687$ , which is positively related to their participation in rural tourism. Farmers must have investable human and material resources to successfully participate in rural tourism projects, but lack infrastructure, human resources or funds. Even if farmers with other resources are willing to participate, they cannot find a suitable way to participate and are forced to give up.

The household head's risk perception  $B=0.892$ , which is negatively correlated with the behavior of participating in rural tourism. The lower the risk perception, the greater the probability of farmers participating. Many farmers lack understanding and contact with rural tourism, and do not think that it is an effective way to obtain benefits, and even believe that investing in rural tourism projects may eventually lead to economic losses and have greater risks. Therefore, some farmers are unwilling to take risks and spend human and material resources to participate in rural tourism projects.

## 4. Research Conclusions

(1) The proportion of farmers participating in rural tourism is relatively high. Most farmers have participated in rural tourism projects, but there are still many farmers who have not participated in rural tourism projects.

(2) The per capita annual income of the family, the degree of recognition of rural tourism, the level of government support, the number of rural tourism trainings organized, the distance from the scenic spot, whether there are resources to invest in rural tourism projects, and the risk perception of the head of the household are 7 factors that affect farmers' participation in rural tourism. behavior is significantly affected. Among them, the per capita annual income of households, government support, and the number of times of participating in rural tourism training have the greatest impact.

(3) External environmental factors have a greater impact on farmers' participation in rural tourism. In the dimension of external environmental factors, three factors entered the regression equation, which had a significant impact on farmers' participation in rural tourism, indicating that the external gravitational force had a greater impact on whether farmers participated in rural tourism.

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# Research on the Application of Participatory Teaching in Junior Middle School English Teaching under the Policy of Double Reduction

Chenxi Gu

Minzu University of China, Beijing, 100000, China

**Abstract:** The introduction of the double reduction policy in 2021 has triggered a holistic paradigm shift in education. It's necessary for English teachers to innovate their teaching methods and then promote the all-round development of junior school students. This thesis suggests the application of participatory teaching by means of exploring current problems encountered in junior middle school English teaching, reasons for application of participatory teaching and ways of application of participatory teaching.

**Keywords:** Participatory Teaching; English Teaching; Junior School Students

Participatory teaching, a student-centered approach, includes behavioral participation, cognitive participation and emotional participation. As an inquiry cooperative teaching method based on cooperative learning theory and constructionist theory, it helps establish democratic and equal teacher-student relationship, and improve the initiative and subjectivity of teachers and students to the greatest extent. There're three types of participatory teaching (meaningful passing-type participatory teaching, discovering participatory teaching, and transformative teaching) according to Charles E Silberman's classroom teaching mode theory and Jack Mezirow's transformative learning theory (An Chao, 2015).

Participatory teaching has been applied in English teaching for a long time. It was concluded by Zhang Ying (2016) that the participatory teaching promoted the development of students' English learning motivation by means of creating a harmonious relationship between teachers and students, designing novel classroom activities, and providing students with positive teaching evaluation. In addition, Yao Xingzhu (2017) argued that the participatory teaching can be achieved in high school English classroom teaching, and if implemented properly, this kind of advanced teaching method is very helpful. Moreover, Zhang Xingyue (2020) suggested that participatory approach in English grammar teaching was feasible in senior high school English grammar teaching, which can improve students' confidence, abilities and strategies of learning English grammar. What's more, Liu Xveping (2021) held the belief that participatory teaching can improve students' reading ability, enhance students' reading motives and enable students to better master reading strategies.

However, the requirements for teachers, the features of students and the essence of teaching have shown several new changes with the introduction of the double reduction policy which requires a shift from knowledge-based and exam-oriented education to the cultivation of core literacy and qualified citizens. As a result, it's of vital importance to explore how to apply participatory teaching to English teaching so as to implement the double reduction policy to promote the all-round development of students.

This study tries to find out the current problems encountered in English teaching and then put forward reasons for and ways of application of participatory teaching to junior middle school English teaching.

## 1. Current Problems in English Teaching

Unfortunately, I found that there're three problems in junior middle school English teaching nowadays by means of observation and interviews. Most English teachers still adopt a traditional approach to English teaching, which undoubtedly makes students lose interest and reduce their initiative in English learning.

### 1.1 The Backward Teaching Method

A cloud of English teachers still adopts the backward teaching method, which loses their creativity. Like waiters in fast-food restaurants, English teachers there take out the tasty food packed in the refrigerator (i.e., courses prepared by scholars), and then put it in the microwave (i.e., teaching), and then watch the students finish eating it (i.e., classroom management). In their classrooms, English teachers serve as the center of the class and students are regarded as the passive receiver of knowledge. Usually, English teachers spend much time explaining vocabulary, grammar, sentence structure and so on, and then require students to repeat or do pattern drills, which tends to make their lessons tedious and leads to the slow improvement of students' English ability.

In addition, it's universally acknowledged that traditional teacher-centered teaching method can hardly meet the needs of students because English teaching should not only focus on enabling students to remember as many knowledge points as possible and

cultivating their English ability (i.e., listening, speaking, reading and writing), but also attach great importance to their intercultural communication competence (ICC) and critical thinking. For example, most of junior school students can't write English in a logic way because they don't have an understanding of the difference between Chinese and English. Different from Chinese, English has the characteristics of a synthetic language, focusing on hypotaxis, leading to rigid connexion and low-context culture. In addition, English is primarily a nominalizing language. As a result, writing in English has often been characterized as based almost entirely on a deductive thought pattern such as that characteristic of Aristotelian logic. In this pattern, one properly begins with a general topic sentence and then systematically restricts its meaning by presenting more specific details at several levels of generality—proceeding from the most general to the least general. The consistent progression in a more or less straight line is what linguists and others have called linearity. However, students cannot master the difference between Chinese and English through traditional teaching method.

### **1.2 The Excessive Concern over Students' Intellectual Education**

The attention to the promotion of junior school students' all-round development is much too insufficient, which isn't beneficial for junior middle school students in the long run. English teachers attach great importance to junior school students' intellectual education, leading to the excessive concern over students' English scores and the neglect of their learning ability, thinking quality and cultural awareness, which fails to achieve students' all-round development. Moreover, it significantly affects the happiness of junior middle school students, which is not conducive to the mental and physical health of students. It was found that the general happiness level of the lower-grade students was significantly higher than that of the higher-grade students, because the pressure of entrance examination is greater for higher-grade students. As a result, numerous students are often in the position of losers in front of English scores, which makes students lose the sense of achievement and happiness in terms of English study.

### **1.3 The Inefficient Teacher-Student and Student-Student Interaction**

The teacher-student and student-student interaction is far from efficiency. In view of the teacher-student interaction, Nystrand (1991) pointed out that teachers' certain discourse practices, including asking authentic questions, engaging in uptake and doing high-level evaluation, elicited substantive student engagement rather than procedural student engagement, with teachers taking students seriously, and acknowledging and building on what students say. However, the teacher-student interaction in junior middle schools nowadays is more like recitation in which the English teacher asks a series of preplanned questions based on the topics, and rarely interacts with the substance of students' answers except to evaluate them. As for student-student interaction, students aren't provided with opportunities to cooperate with each other in addition to reciting different kinds of texts to their classmates.

## **2. Reasons for Application of Participatory Teaching**

In consideration of the current problems in English teaching in junior middle school. The researcher suggests that participatory teaching can help ameliorate these problems. For one thing, participatory teaching can achieve the comprehensibility of teaching aims, making for the all-round development of junior school students. For another, it can establish the harmonious teacher-student and student-student relationship.

### **2.1 The Comprehensibility of Teaching Aims**

It is universally acknowledged that core literacy is defined as three layers: the first layer was basic knowledge and skills in basic education, the second layer was problem-resolving including basic methods in the process of resolving problems, and the third layer was discipline thinking which reflected the epistemology, methodology and axiology to understand and change the world. In the traditional teaching mode, English teachers focus only on the accomplishment of basic knowledge and skill. However, participatory teaching, a kind of inquiry and cooperative learning based on multiple intelligences, attaches great importance to the comprehensive development of students' physical and mental quality. It enables students to make full use of English knowledge to solve practical problems by carrying on daily communication, and look at the differences between Chinese and Western cultures critically with the help of discipline thinking.

Specifically, like traditional teacher-centered teaching method, participatory teaching makes for the transmission of language knowledge. More importantly, thanks to the active participation of junior school students, the transmission of language knowledge is even more efficient. Besides, participatory teaching proves a boon to cultivating junior school students' learning ability and thinking quality because students have to learn to think, to express, to listen, to cooperate and to tolerate differences in the process of participatory teaching, which helps improve their elaborative faculty, collaborative ability and psychological quality. For example, students can take the initiative to put forward various questions and then explore the essence behind them, which develops their self-study ability and thinking quality. In addition, despite the fact that the cultivation of cultural awareness in English teaching is complex and difficult, there're bright prospects for participatory teaching. On the one hand, students have the opportunity to first understand the cultural differences between Chinese and English, including comparing cultural differences effectively, avoiding ethnocentrism and improving cultural aphasia. On the other hand, English teachers tend to improve their cultural quality actively to be well-prepared for participatory teaching, including correcting the deviation of subject understanding, mining cultural materials of teaching materials and broadening the way of cultural learning. They also have to create a cultural environment for curriculum implementation in virtue of strengthening classroom culture.

What's more, participatory teaching is helpful to tap into the elements of ideological-political education in the textbooks to integrate them organically into the teaching content. For example, teachers can choose the hot topics in Chinese current affairs and politics in translation teaching. Teachers can also assign homework to read the English edition of "China Daily" or to listen to the news of China Radio International, and then discuss hot topics in English in class based on what students read and hear.

Therefore, the teaching aims of participatory teaching are comprehensive and multi-dimensional, promoting the integrated development of students' language knowledge, learning ability, thinking quality and cultural awareness.

### **2.2 The Harmonious Teacher-Student and Student-Student Relationship**



It's evident that junior school students grow up in the information age when the interactivity and equality of network media make them naturally have the strong desire of independent expression of personality. The new characteristics of the junior school students indicates the importance of the democratic cooperation of teacher-student and student-student relationship nowadays. As a result, participatory teaching is a good choice for English teachers because it can help establish the harmonious teacher-student and student-student relationship in which the English teacher plays the leading role and the passive position of students is changed by providing them with tremendous opportunities to communicate with the teacher and peers equally.

On the one hand, participatory teaching is beneficial for students to express their opinions bravely because it requires the English teacher to abandon ideological stereotypes, respect students and listen to their personalized views, which helps form democratic cooperation of teacher-student relationship. On the other hand, participatory teaching makes a profound impact on the student-student relationship because it not only arouses students' participation consciousness and learning enthusiasm, but also cultivates students' cooperation ability and social consciousness.

### **3. Ways of Application of Participatory Teaching**

Full preparation before class is the basis for implementing participatory teaching. First of all, English teachers should design appropriate teaching steps, activities, questions, and discussing topics in accordance with the teaching material and teaching aims. Then, English teachers need to fully understand students' current English levels through interviews and questionnaires. Last but not least, English teachers are supposed to collect hot topics on major international and domestic events. Because there are many uncontrollable factors in the classroom of participatory teaching, teachers are supposed to be careful enough to design the teaching process, teaching steps and teaching activities before class so as to ensure the effect of participatory teaching.

Following activities are frequently used in participatory teaching: (1) the lecture; (2) question and answer; (3) buzz groups; (4) discussion; (5) brainstorming; (6) role play; (7) case study and (8) debate. Meaningful passing-type participatory teaching, discovering participatory teaching and transformative teaching take different focal points and different activities are deserved to be chose. What's more, meaningful passing-type participatory teaching is most suitable in junior middle school English teaching.

#### **3.1 Meaningful Passing-Type Participatory Teaching**

The passing-type participatory teaching is not completely undesirable. Its psychological mechanism is assimilation which is a process of mutual influence between old and new knowledge. In this process, students understand new knowledge by taking old knowledge in their minds as a connecting point, and the original knowledge is also deepened. If the English teacher makes adequate preparation, passing-type participatory teaching is likely to be meaningful with students' active participation. The lecture, question and answer, discussion, and role play are suitable in meaningful passing-type participatory teaching.

When lecturing, English teachers should abide by the following measures for making the lecture more effective: 1) making full use of various interest-arousing aids such as pictures, diagrams and videos; 2) varying the stress of voice or writing on the blackboard with a bright color when it comes to essential points; 3) using transition words, phrases, sentences or statements to make your lecture logical.

The lecture and the question and answer should be used together. As for the question and answer, English teachers had better ask broad questions during the lecture and creating authentic opportunities for students to ask their own questions and express their own ideas bravely. The English teacher should give students enough time to think, and then give a positive response even to weak answers or probe the student's answers through why, what and how questions to provoke thought and induce a longer explanation.

In terms of discussion, the English teacher should choose the interesting topic which is concerned with junior school students' English level and can ensure to maximize their active participation during the discussion.

Role play is also worth mentioning because it gives students an opportunity to use their creativity to act out a real situation related to the text. English teachers should clearly describe the different roles, guide students to have a deep understanding of different characters' feelings and then give students enough time to prepare for the role play.

#### **3.2 Discovering Participatory Teaching**

The psychological mechanism of discovering participatory teaching is self-discovery, and its thinking process is mainly induction. Students are the protagonists in English study, and teachers act as a facilitator of learning. When it comes to discovering participatory teaching, buzz groups, brainstorming and case study can be adopted.

Brainstorming, a gathering of ideas, is one of the most effective and typical activities of discovering participatory teaching. The English teacher should put forward an open-end problem, while learners do their best to answer it through free imagination in a relaxed teaching atmosphere. When brainstorming, it is important to record all ideas in a concise manner instead of evaluating ideas at first, which means the teacher should guide students not to make a judge, not to criticize other seemingly crazy or ridiculous thoughts, but should encourage students to freely associate and actively create. More importantly, when the classroom atmosphere is dull and students can't come up with new ideas, the English teacher should give clues, provide materials or suggestions to help students think. If brainstorming is done in small groups, English teachers can allow better students to take the lead.

In light of buzz groups, the English teacher should break up the class into groups and ask them to discuss a specific issue from the textbook, which enables students to exchange ideas from cooperation. As for case study, it can develop students' multi-dimensional skills such as problem-solving and decision-making skills because it requires a close analysis of the topic being taught. To carry out these two activities in an efficient way, the English teacher had better explain the topic to be discussed before breaking up students into groups. More importantly, the teacher can divide students into mixed ability groups or same ability groups as needed and assign a leader to each group.

#### **3.3 Transformative Teaching**

Although transformative teaching isn't suitable for most junior middle school students because its psychological mechanism is

self-regulation, reflection and then transcendence, which requires both the teacher and students to constantly reflect on the premise, process and results of knowledge in teaching, and then construct new knowledge, it's still worth mentioning. Debate has a great impact on transformative teaching.

A classroom debate involves eight persons. They are divided into two teams arguing for the different side of the topic being taught. Other students, serving as evaluators, are required to listen carefully and then write down key points concisely. In addition, the English teacher, who takes charge of introducing speakers and keeping order, acts as a chairperson to conduct the debate.

#### **4. Conclusion**

After the introduction of the double reduction policy in 2021, it's an urgent affair for English teachers to innovate their teaching methods and cultivate students' core literacy in an efficient way. This paper focuses on participatory teaching and explains reasons for and ways of conducting it in practice after exploring the current problems in junior middle school English teaching. The researcher finds that several English teachers still adopt the backward teaching method, and much attention is paid to the junior school students' intellectual development, and the teacher-student and student-student interaction is far from efficiency. As a result, the researcher suggests three main arguments: (1) The lecture, question and answer, discussion, and role play are suitable in meaningful passing-type participatory teaching. (2) Buzz groups, brainstorming and case study can be adopted in discovering participatory teaching. (3) Debate has a great impact on transformative teaching, because participatory teaching can achieve the comprehensibility of teaching aims and establish the harmonious teacher-student and student-student relationship.

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# Analysis of College English Translation based on Compliance

Suiming Wang

Xi'an FANYI University Shanxi Xi'an 710105

**Abstract:** With the implementation of education reform, more and more attention to the value of compliance in English teaching. The ultimate goal of students learning language is for application. In the university English translation teaching based on the compliance theory, teachers should dig deep into the language, and pay attention to the language application, so as to improve the students' translation ability.

**Keywords:** Compliance theory; University English; Translation teaching; Analysis

The student process of language translation is not a simple speech translation. Applying compliance theory to English translation teaching can make teachers' teaching goals more clear. Teachers gradually pay attention to students' language ability in teaching, and teach the language culture and language analysis ability through the whole situation. The theoretical application innovates the mode of English translation teaching and promotes the development of English translation teaching field.

## 1. Connotation of language compliance

Compliance this concept its origin was in 1999. The researchers summarize cognition, culture and society as manifestations of language phenomena, believing that learning language involves knowledge in these aspects. Briefly, researchers believe that compliance is not a static process, but a dynamic change. It contains the language of the speaker and the receiver. The relationship between the two is very close, which needs to run in and adapt to each other. The speaker needs to consider the feelings of the receiver when speaking. This requires English teachers to pay attention to language and culture when teaching, and seriously view the differences of language, so as to make the language expression more natural and reasonable, and can communicate smoothly during translation. Language has compliance, it can choose the right direction for the language, and improve the application effect of the language.<sup>[1]</sup>

## 2. The embodiment of compliance theory in translation

Translation is to apply the meaning of a sentence to another language, and the meaning remains unchanged. Its essence is the secondary processing of the language. In the university stage, it is very important for students to learn in English translation. Students' translation ability is directly related to the actual level of learning English. Teachers will involve many aspects when teaching English translation. For example, in the translation process, the applied skills applied, the knowledge involved in translation, etc. Compliance herence states that people vary in language because each person has a different subjective consciousness. The expressive process is not static, and this change is a dynamic process.<sup>[2]</sup>

When analyzing and exploring the language, people can apply the compliance theory in the translation. There are many factors in the translation of the English language. These factors need to be more accurate. It can be said that the compliance theory is to explain the English translation from another direction, and to find a way to improve the English translation.<sup>[3]</sup>

For language compliance theory, it is a summary of all aspects of life for the behavior of language use. The idea of compliance is that linguistic expression is achieved in different situations. The language environment refers to other information in and around where this statement is located. There are many factors to pay attention to when translating this sentence, completing the compliance to the language, such as the author's expression technique in the text and the content involved in the back and forth. When dividing the communication environment, it can be divided into three worlds: psychological, physical, and social.<sup>[4]</sup>

For the social world, it binds people's language. People live in different environments, speaking in different ways. Take the translation of Chinese and English as an example, because there are great differences between eastern culture and western culture, and the two social backgrounds are also very different. Therefore, when translating the text, the translators need to combine the local actual background situation, so that the translation content can be more accurate. The psychological world is the ideological change and emotional embodiment of the human heart. During the translation process, the translator completes the communication work between the author and the reader. Therefore, the translation is not only to complete the translation of words, but also to substitute thoughts and feelings, and translators also need to consider other factors, such as the reader's attitude and acceptance level. The translators bridge between the author and the reader as a regulator. For the physical world, there are many elements included. Like location, characters, time, etc. In so many countries in the world, each country has different mother languages. Interpreters need to consider the native lan-

guage expression of each country when conducting the translation.<sup>[5]</sup>

In terms of language structure, the voice, intonation and other factors also need to be taken into account during the completion of compliance. A variety of styles are different, and they show their own characteristics. When the translators conduct the translation work, they need to complete the translation work according to the characteristics of the translation. In this way, readers will get a relatively good viewing experience when watching.

The translation process is not a single language transformation, but a special way of language expression. It contains a lot of things. In order to accurately translate a sentence, it is not only necessary to consider the culture, characteristics and structure of the language, but also to communicate at the ideological level.

At the current stage of translation development, compliance is a scientific architecture, and its application is conducive to translational progress. Therefore, the application of adaptation in the translation, can maximize the original text and the translation to keep the same.<sup>[6]</sup>

### **3. Application compliance in university English translation teaching**

#### **3.1 Compliance to the psychological context**

##### **3.1.1 Innovate teaching methods to stimulate students' interest**

In the actual teaching process of college English translation, many students get numb when they hear the translation. Because English translation will involve all aspects of knowledge, there are many students who have a poor English foundation, and translation is a very high problem for them. If teachers want to make students no longer afraid of translation, they also have to start from the interest of students, so that students can no longer passively learn English knowledge. Based on compliance theory, teachers must consider the psychological context of students in practical teaching. In the teaching, we should adapt to the students' thoughts and feelings, mobilize the students' enthusiasm for learning, so that the students can have the motivation to learn.<sup>[7]</sup>

For students with general English level, teachers need to guide students to use scientific thinking in the teaching process. Teachers need to design the teaching process reasonably during the lesson preparation period. Teachers need to ask questions, ask students to discuss and solve problems carefully. Teachers should ask questions with enlightening and purposeful, so that students are interested in problems, have the desire to continue to explore, and then teachers conform to the students' desire to carry out teaching. During the study period, teachers should actively guide students to think about problems, so that students can independently explore knowledge, find ways to solve the problem, and finally perfectly deal with the problem, so that students can get a sense of achievement in learning. This feeling is beautiful and easily addictive, it encourages students to more actively learn translation.

##### **3.1.2 Adopt a diversified evaluation mechanism**

When English teachers conform to students' psychological context in teaching, they must let students have the desire to learn translation, so that students have the idea to learn translation well, and have the motivation to learn translation independently. Teachers' evaluation of students can promote the above remarks. College students, although they have grown up, but their hearts are not fully mature, the life experience is not much, and the self-understanding is not very comprehensive. This requires the teachers to evaluate the students in time and give the students affirmation. The incentive evaluation of students is very helpful for students' learning. Students who obtain the teacher's affirmation will produce the power that they want to learn, so as to learn independently.

In the teaching of English translation, a very important link is the evaluation of students. Teachers should focus on this link and optimize the past teaching evaluation. Teachers need to design the students' evaluation projects, abandon the previous model of evaluation only based on the students' performance, and adopt diversified evaluation methods. Teachers can divide the evaluation of students into two parts: usual results and final results. And in the daily teaching, we should pay attention to the students' usual evaluation, and pay attention to the students' one-way skills evaluation. For example, when students should win recognition in one respect, teachers should give recognition. In addition, teachers also need to consider the students' participation, teamwork and learning of culture. In short, teachers' teaching evaluation can not be single, we need to constantly improve the evaluation system, to maximize the practicality of English translation teaching.

#### **3.2 Follow the social context**

Language is the medium of culture. No matter what the language, behind it contains a certain background culture, which can also reflect the social background. Based on the compliance theory, teachers need to conform to the English social environment and cultural background in the teaching of English translation.

##### **3.2.1 Mining of cultural factors**

The process of English translation is not a simple exchange of the two languages, but a mutual communication and conversion between different cultures.

For example, the word "dog" has a relatively broad meaning in Chinese culture. It represents both loyalty, and it means extreme contempt, flattery, flattery, and means low and humble. For example, dogs, dog traitors, etc. But the meaning it represents in western culture. For example, the "cat" image is also relatively wide. In China "greedy cat" although the representative is very greedy, but by the parents to say the word, it is very close. If a man speaks the word to a woman, it is usually a preference for women. But in western culture, the opposite, people often call insidious people cats.

When teachers carry out translation teaching, teachers need to have a deep understanding of Chinese and western culture and have a good understanding of the cultural differences behind different languages. When translating, the cultural background of the destination language should be considered, and the cultural background of the two languages should be communicated and integrated.<sup>[8]</sup>

##### **3.2.2 Strengthen the students' cultural cultivation in the course arrangement**

Students' own cultural cultivation has a great relationship to students' translation level. Translation is not just a simple word conversion, but needs to reflect the complete meaning, and needs to express the deep meaning behind the language. When conducting



the translation and teaching, the teachers not only need to let the students learn from the background culture of the language, but also need to cultivate the students' cultural cultivation in the course arrangement and practical learning.

Students' cultural cultivation includes two aspects: First, students need to strengthen their understanding of the English contextual culture. Second, we should strengthen the accumulation of Chinese context and culture. The level of student cultural accumulation is directly related to the effect of translation. Although some students have very good English grades, but the translated content is not outstanding. The language expression is very unclear, the statements are very stiff, very unsatisfactory. This is because the students' own Chinese culture is not in place, although they understand the meaning of the original text, but they cannot translate the essence of the original text. Therefore, students must pay attention to the accumulation of culture, to have an in-depth understanding of the cultural background, customs and characteristics and local human feelings. Teachers can actively encourage students to read in extracurricular studies and expand their knowledge. For example, let students read the original *Jane Eyre* to understand the social and status differences in 19th century Britain.

### **3.3 Compliance to the physical context**

College English teachers need to conform to the physical context during their teaching period. To put it simply, that is to say, when teachers conduct translation teaching, they should selectively teach according to the changes of the listening object, class time and location. Flexible adjust the teaching methods, teaching mode and teaching content. College students, their English ability is high and low, different. When schools arrange classes for students, they usually divide students into class one and class two. Teachers need to design the corresponding teaching plan according to the students' actual learning situation. For students with poor basic knowledge, teachers should pay attention to the translation of students' words and short sentences when arranging the teaching content. For students with relatively solid basic knowledge, teachers' teaching focus should focus on long sentences and paragraph translation, and should pay attention to the accuracy of students' translation. In addition, teachers can make reasonable teaching arrangements according to the teaching schedule to ensure that the teaching efficiency can be improved in a short time. Teachers can adopt a variety of teaching methods, such as using micro-courses for teaching. Enables students to accumulate more translation knowledge in the learning process.

### **3.4 Establish the compliance of the language structure**

It is very important to conform to the structure of the language in college English translation teaching. It can let the students have a clearer understanding of the internal structure of the language, to make the translated language become more vivid, and can help the students to increase their interest in translation learning. Therefore, in the college English translation teaching, teachers should establish a language structure in line with the students' thinking. To learn a good language, students need to have a logical thinking. Many students master a lot of grammar, and recite a large number of words, but they still make mistakes in language expression. The essential reason is that students do not have a clear understanding of the language structure of English. To solve this problem, English teachers need to apply appropriate teaching methods, so that students can correctly grasp the expression of the language, and need to create an application environment for students. Teachers should be flexible to explain their grammar to help students shorten the time to memorize words. For example, when teachers explain the basic grammar to students, they can apply the method of problem analysis and teach grammar skills to students, to let students form an active consciousness in learning, actively encourage students to use English to express their ideas, and exercise students' English level. In addition, some students master the vocabulary is still not enough, although the students' performance is in the expression of the problem, but the fundamental reason is because the students do not grasp the vocabulary. English teachers should teach students the correct word solutions when teaching, to ensure that students can master sufficient vocabulary. In the process of students learning language, expression errors is very normal, and the process of students' language construction takes a long time to accumulate. Teachers need to carry out targeted training for students' deficiencies in learning, so that students' coherence of language expression can enhance and have a proper understanding of the language structure.<sup>[9]</sup>

### **3.5 Build the language environment**

When teaching English translation, teachers need to adapt to the language environment. This is beneficial to the students' English learning. Specifically speaking, only by having a thorough understanding of the language environment can students make the language expression more accurate. There are obvious differences in expression between Chinese and English, and students need to have a clear understanding of the cultural context of the language in translation. The environment of the language is an important reason for its structure. When designing teaching programs, they should make the teaching content closer to life. In order to exercise the students' expression ability. When the students conduct the translation learning, the teachers need to let the students know the value of the language environment construction, so that the students can actively integrate into the classroom learning. The development of science and technology is changing with each passing day. Teachers should use advanced information technology resources to carry out teaching to students in translation and teaching. Promote students to be interested in translation, and create a wider range of language expression space for students. Teachers should be clear that the best teaching method is to put students in the environment. When teaching, teachers need to meet the expression needs of students as much as possible. If there are no foreign teachers in the school, then English teachers need to arrange appropriate topics for students to communicate with each other. Teachers should pay attention to the students' learning situation, and correct the students' language structure and pronunciation. Guide students to carry out translation learning correctly, and slowly improve students' language expression ability. In the process of constantly accumulating knowledge, students will also gradually increase their confidence in learning and translation. Based on the compliance theory, English teachers can arrange students to study in group cooperation. Teachers group the students in the class, so that the students can form a sense of competition, and stimulate the students' desire to learn, so that the students can make progress in the fierce competition. Teachers in arranging students to carry out scenario simulation, to ensure the intersection and progressive of learning. To put it simply, the learning of the latter section is based on the content needed in the previous section. Students repeatedly practice some knowledge,



can effectively improve the students' language expression ability. Teachers should create a good translation environment for students to ensure the effectiveness of translation teaching.

### **Tag:**

As mentioned above, compliance theory is to explain English translation teaching in a new direction, which provides new ideas for the research of English translation teaching, and also points out a new direction for language practice. From the perspective of compliance, the process of application to the language is actually the process of choosing the language. The translator adapts the language dynamically to the social environment, cultural background, and thoughts and emotions during the application of the language. In the purpose of university English translation teaching based on compliance theory, the teaching is to apply compliance theory to improve university students' translation ability. Moreover, in addition, let students understand what context they should adapt to when conducting translation.

The use of compliance theory has promoted the development of university English translation teaching. Teachers' addition of compliance in teaching can make the teaching structure clearer, and can fully mobilize students' learning emotions, so that students are full of enthusiasm for translation and learning, and gradually improve students' expression ability. Enables students to explore translation independently, so as to effectively improve students' translation level.

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# Final Project: Religious Holiday Celebration in the U.S. Public High Schools

Ziyu Mo, Dr. Rashidah Bowen White

Teachers College, Columbia University New York, USA 10002

**Abstract:** In U.S. public high schools, religious holidays that have vacation are mostly Christian holidays. Non-Christian holidays or holidays that are celebrated in other cultures or religions are not given days off in public schools. As a result, students and parents from other cultures or religions often face a dilemma between celebrating holidays from their own culture while missing school and skipping religious holidays while attending school. If students choose to celebrate holidays that are not given vacations, they often need to skip school for. Furthermore, absences yielded from celebrating non-Christian holidays are unexcused, which puts more pressure on students who want to celebrate important holidays from their cultures while not missing schoolwork. In this article, one case study is provided and this ethical dilemma will be analyzed by using the ethical decision making model name Solutions To Ethical Problems in Schools (STEPS).

**Keywords:** Religious Holidays Celebration; Public High Schools in the U.S.; Ethical decision making model; Solutions To Ethical Problems in Schools (STEPS)

## 1. Religious Holiday Celebration in U.S. Public High Schools

### 1.1 Introduction

The celebration of religious holidays has been a controversial topic in the U.S. high schools. Most celebrated religious holidays are Christian-oriented, and holidays from other cultures are excluded from being celebrated. Even though holidays from other cultures are recognized and taught in school, they are not celebrated and do not have vacation for them. For example, the Chinese holiday of Lunar New Year, the Jewish holiday of Rosh Hashanah and Yom Kippur, the Islamic holiday of Eid, etc. Students from other cultures may face a dilemma of celebrating holidays from their cultures while missing schoolwork. Therefore, since the duty of a school counselor is to ensure student's academic, vocational, and social well-being, one should advocate equity in religious holidays celebration from all cultures. In addition, absence which skips school to celebrate their own cultural holiday may be counted as unexcused, and students may be left behind in school progress.

The ethical debate on this topic is that both sides of the argument are acceptable. A student can choose to skip school because of the respect on one's culture and religion. However, the duty of a student is to attend school and complete schoolwork. The combination of both sides of the argument puts students in an awkward situation between choosing to respect their own culture's tradition or the school discipline. As a culturally responsive school counselor, one may struggle in providing suggestions for the students when they come in for this dilemma. For example, when a Jewish student comes into the office and says he felt frustrated and needed help, because he was marked absent when he skipped school to celebrate Rosh Hashanah, which is an obligation from his family. The school counselor faces the same ethical dilemma as the student does. The school counselor has to consider both the school rules and the student's actual reason for skipping school before consulting with the student. A part of the duty of a school counselor is to inform students about the school discipline and to warn of further violations. However, the problem becomes contentious when a student skipped school because of the celebration of a religious holiday in one's culture. It is difficult for a school counselor to tell students to attend school and not to celebrate religious holidays in their culture, because everyone has the right and freedom to follow a religious culture. On the flip side, the student has already missed school and homework because of the celebration. As a result, it is a difficult question for a school counselor to find a perfect solution that allows students to celebrate their own religious holiday while not missing schoolwork.

### 1.2 Significance of the topic and Ethical Debates on the topic

For students who want to celebrate holidays in their own religion or culture, they have to choose between missing schoolwork and respecting their own culture. For example, Chinese Lunar New Year typically lasts for half a month, but it is not celebrated in the U.S. When Chinese international students or Chinese Americans want to celebrate the most important holiday in the culture throughout the whole year, they have to skip school for two to three weeks. However, two to three weeks of school can mean a lot. Students may miss two chapters of a book in English class, and they may struggle or lose track in any classes after they return to school. Even though students do not want to celebrate religious holidays in their own culture because of the pressure of missing schoolwork, family

obligations could be another reason that they choose to skip school. The ethical problem from the view of a student is that they have to choose between missing a lot of materials in school and celebrating religious holidays in their own culture (from either their own willingness or family obligation).

From parents or guardians' perspective, they have to risk the possibility of their children's poorer performance at school to celebrate holidays in their family culture. In general, parents want their children to maintain a good grade at school. However, when they face a dilemma that religious holidays from their own culture are not celebrated in the U.S. public school contradicts with their children's school performance, they are likely to struggle as much as their children do. For example, East Asian parents, who care about their children's performance in school more than other races and ethnicities, are often frustrated about whether their children should attend the school to keep up the performance or leave the school to celebrate their own culture. This is a primary ethical debate for parents.

Similarly, school administrators, teachers and staff members in school also have an ethical question on this topic. Even though they encourage students to follow school's discipline on vacation, which are mostly Christian-oriented, they could not prevent students from leaving the school to celebrate a religious holiday in their culture or religion. Teachers and staff members in the school want their students not to miss any schoolwork in school, but students also have the freedom to celebrate their own religious holiday. School administrators worry that if students leave the school and celebrate their religious holidays for two to three weeks, it is much harder for them to catch up with the learning progress. After the students return to school, it will also be a burden on students until the end of the semester.

For legal professionals, the ethical question is whether religious holidays from other cultures should also be celebrated with vacation in the U.S. For most states in the U.S., public schools celebrate holidays that are Christian and do not give vacation for religious holidays of Jewish, Islamic, Chinese, etc. The law administrators should show equity in respecting all cultures in the U.S. However, if all religious holidays are celebrated in the U.S., students spend less than ten weeks at school each semester. Therefore, the ethical question for legal professionals is how to maintain enough days at school for students, while giving them freedom to celebrate non-Christian holidays.

## **2. Case Study**

Mike Liu is a Chinese American student in New York High school. He moved to the U.S with his family before he started high school. Mike's parents were from the working class, and both of Mike's grandparents are retired. Currently, Mike lives in a house with his parents and grandparents. Although the whole family moved to the U.S., Mike's grandparents promoted and encouraged celebrating traditional Chinese holidays, instead of western holidays like Christmas, Halloween, and Thanksgiving. Two weeks after spring semester started, Mike came into the school counselor's office and looked hopeless. The school counselor asked what the reason behind his depression was, and Mike answered: "my grandparents and parents wanted me to spend two weeks with them on a vacation, because it is Chinese Lunar New Year in the coming week. However, I asked the school administrator, and she said the school does not have a vacation on Chinese Lunar New Year, which is different from what I had before I came to the U.S. Schools in China have vacation on Lunar New Year. In addition, she also said my absences will not be excused if I choose to skip school to celebrate Lunar New Year. I understand the cultural difference and I respect the holidays in the U.S. But what is wrong if I wanted to celebrate the most imperative holiday in my culture. I have to make the decision between celebrating religious holidays in my culture and getting a good grade on my classes. I am really frustrated right now. Our family has been celebrating Lunar New Year every year, and if we don't celebrate this year, it's just different. Additionally, my grandparents said I have to celebrate Lunar New Year because of my cultural identity. On the other hand, I want to get good grades at school and do not want to disappoint my parents." After looking at Mike's file, he got straight A's in all of his classes in fall semester and is getting A's in this semester as well.

## **3. Analysis by using ethical decision making model**

School counselors should obtain moral principles when counseling with students and making ethical decisions. According to Stones (2017), school counselors can use five moral principles, which includes autonomy, beneficence, nonmaleficence, justice, and loyalty, as a guidance when they are making ethical decisions. For autonomy, school counselors should encourage and foster student's making their own decisions, and in Mike's case, the counselor can encourage Mike to decide on his own. In addition, the school counselor should be doing or saying something that is beneficial to Mike, which is another one in the five moral principles. Beneficence indicates school counselor helps with the growth and development of the student (Stones, 2017)<sup>1</sup>. Moreover, the school counselor should not harm Mike, since the rule of nonmaleficence demonstrates avoiding hurting children in any circumstances. Justice, which illustrates providing equal services to all students in the school, can also be applied in Mike's case. For instance, Mike's friend, who is Jewish and having trouble with not celebrating Rosh Hashanah in late September, comes into the office and looks for help. The school counselor should provide equal assistance to him and any other students having the same issue, regardless of race, ethnicity, sex, socioeconomic status, sexual orientation, etc. It is imperative for a school counselor to remain connected with students and to let them know you are available for them if they need help. A loyal school counselor tells Mike to visit the counseling office anytime he wants, or one can meet him occasionally at the classroom he is in.

In Mike's case, the most commonly used ethical decision in school setting is the Solutions To Ethical Problems in Schools, also known as STEPS, which combines the seven steps in the American Counseling Association (ACA) model and contextual application in school setting (Stones, 2017)<sup>1</sup>. According to Stones (2017)<sup>1</sup>, STEPS contemplates parental rights, chronological and developmental appropriateness and addresses the problem from an emotional influential perspective. Additionally, STEPS can help school counselors determine ethical dilemmas in a school setting, while the ACA seven-step model mainly focuses on private or community counseling.

The first step in the STEPS is to define the problem in both emotional and intellectual perspective. Questions that are often asked in a school counselor's head are: "what is my initial reaction to this problem" and "how do I define this problem intellectually/

unemotionally”. For example, when Mike walked into my office with a depressed mood, my initial reaction would be sympathetic, such as why is he looking frustrated and is there anything I can do to help him. Therefore, sympathy and sadness would be my initial reactions for later reference. These initial reactions are helpful in protecting students’ confidences. As a school counselor, I care for Mike, which is also the reason why I do not want to throw away my initial emotional reactions. However, this is the first step, and I should follow other steps in the ethical decision making model to further define and solve Mike’s problem. Additionally, I should take hearsay or humor into consideration, because they can help me better understand information about the student (Stones, 2017)<sup>1</sup>.

The ethical dilemma in Mike’s case is celebration of Chinese Lunar New Year that has no vacation in the U.S. public school, which is undocumented in any standards and laws and is difficult to find a definite answer. Therefore, it is important for me to make a good decision by following each step in the ethical decision making model and applying ACA ethical codes and laws and ASCA ethical standards for school counselors (Stones, 2017)<sup>1</sup>. Moreover, I should consider Mike’s age, which indicates his ability in making decisions. Mike is a high school student, who can make decisions on his own. Therefore, I could encourage him to make his own decision without considering others’ influences. School counselors should also note that younger students need more help from them, but Mike is a high school student that is mature enough to make his own decisions. Considering a student’s developmental and chronological levels is also required in the ethical decision making process. Another thing that must be considered by school counselors is the school setting, parental rights and student’s rights. In Mike’s case, I need to inform Mike’s parents after the meeting with Mike, because parental rights are the guidance in his life. It is the right thing to do because parents and guardians are always the one that should be informed in any circumstances. Ethical dilemmas in school settings also differ from those in other settings, so I need to be cautious counseling with Mike.

The next step is to apply the moral principles, which includes autonomy, beneficence, nonmaleficence, justice and loyalty, to Mike’s case (Stones, 2017)<sup>1</sup>. In addition to the previously mentioned, I need to decide which principle applies to Mike’s case and find out which principle takes priority. Autonomy is the prioritized principle because Mike is a high school student who needs to make decisions on his own and to be responsible for his decisions. As a result, encouraging Mike to make his own decision is my advice to him. After applying the moral principles, I could ask for help from another school counselor and brainstorm possible solutions in Mike’s case. For example, if I plan to help Mike by asking his teachers for class recordings, I can jot down my plan and ask other school counselors in school if this is a good decision, while keeping Mike’s information confidential. During the conversation with other school counselors, we can determine probable consequences of my plan and list the pros and cons for my plan together. This is beneficial to Mike because the best solution is selected from many possible solutions and is examined by other school counselors.

The review and evaluation part of my selected plan is a significant step in the ethical decision making model. This process keeps going until there is no new ethical dilemma presented. As a school counselor, I need to eliminate solutions that do not gain desired results for Mike. For instance, continuing to attend the school during Chinese Lunar New Year may not be the best option for Mike, because his family wants him to spend some time together. In addition, the selected solution also needs to pass the tests of justice, publicity, and universality and to satisfy the school counselor (Stones, 2017)<sup>1</sup>. After evaluating the solution, I should consult with an experienced professional, who can help me with Mike’s ethical dilemma. Some professionals I could consult with include colleagues, school counselors that work in other schools, staff working in state or national associations. However, I should protect Mike’s information while consulting with other professionals. By doing the consultation step, I can provide increased feelings of security and safety for Mike. The last step in the STEPS ethical decision making model is implementation of the selected plan, even though the best plan may be risky. After implementing my solution, which is helping Mike connect with school teachers to get class recordings and set up virtual meetings for him and his teachers twice a week, I should follow up with Mike to see if the plan goes well and has the desired effect during the weeks that Mike celebrate with his family during Chinese Lunar New Year. In addition, I need to keep myself updated with ethical standards and laws, maintain a counseling network with other counselors, and educate parents/guardians and other stakeholders in the school if necessary (Stones, 2017)<sup>1</sup>. Ethical standards, local policies of the state and the school, and applicable statutes need to be considered as a school counselor.

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# On the Construction Standard of First-class Undergraduate Courses

Changjiu He, Shujun Dong

Anhui Wenda University Of Information Engineering Hefei Anhui 230612 China

**Abstract:** In the process of "double first-class" construction, it is of great guiding significance for colleges and universities to examine the problems of first-class course construction, trace the guidance of first-class course construction, and explore and practice the standards of first-class course construction. This article discusses the historical problems of the construction of undergraduate courses, positioning and standard problems, proposed the first-class course construction from the education development stage, the superior file spirit and the "gold" roots in three aspects: the curriculum construction standard construction practice, the contrast research development center of Shanghai jiao tong university teaching a lesson course construction and four universities evaluation standard. The author thinks independently about the construction standard of first-class course, which can provide inspiration and reference for promoting the construction of first-class course.

**Keywords:** First-class undergraduate; Curriculum construction standards; Practice

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Working in teaching management for more than 20 years, we are often troubled by various indicators and standards, and often think and explore some standard problems in combination with our work. In October 2019, the Ministry of Education issued the implementation opinions of the Ministry of education on the construction of first-class undergraduate courses to implement the "double 10000 plan" of first-class undergraduate courses. In November 2020, the Ministry of Education announced the first batch of national first-class undergraduate courses, and identified 5118 courses as the first batch of national first-class undergraduate courses. In April 2021, the Ministry 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 to continue to identify first-class courses, strive to promote the construction of curriculum quality, guide higher education to promote the rapid development of "quality revolution" with "learning Revolution", and educators began to study and discuss issues related to the construction of first-class courses again.

As for the research on the standard of first-class curriculum construction, using the keyword "first-class curriculum construction" to retrieve the topic-related data from the website: [www.cnki.net](http://www.cnki.net), we can find that the number of papers published in 2012 was 560, then decreased year by year to 480 in 2018, and the number of papers published in 2020 soared to 2000. From this, it can be seen that the construction of first-class curriculum has become a hot spot in education management and education research.

## 1. Main Problems Faced by the Construction of First-class Undergraduate Courses

### 1.1 Historical Problems of Curriculum Construction in Colleges and Universities

There are some universal problems in the construction of undergraduate courses in colleges and universities. Xu Mingming and others believe in the article "Thoughts on the construction of first-class undergraduate courses" that the problems existing in the curriculum construction include the lag in the renewal of teaching content, the weakness of teaching team, unreasonable structure, poor students' active participation and unreasonable curriculum evaluation mechanism. This view is an objective summary from the current situation of the operation of undergraduate courses. The construction of first-class curriculum can not be divorced from the realistic basis of curriculum construction. <sup>[1]</sup>When we talk about the construction of first-class curriculum, we are facing the current situation.

We believe that some problems are fairly common existing in undergraduate education: the renewal is slow, the knowledge is mainly imparted, and the students' active participation is very insufficient; the level of curriculum team is not high and the teaching innovation is limited; the challenge of course learning and assessment is not high, the course academic evaluation is unscientific, and the assessment method is single. The current course assessment mostly adopts the form of written examination; the assessment focuses on the results and neglects the process, takes the final examination results as the main assessment standard, and pays insufficient attention to the process assessment in the teaching process; the assessment focuses on theory and ignores ability, and the assessment content is mainly book knowledge. It fails to comprehensively assess students' ability to flexibly solve practical problems by using theoretical knowledge, <sup>[2]</sup>which is not conducive to the cultivation of students' divergent thinking and innovative spirit.

These problems are institutional, comprehensive and universal, but they appear to varying degrees in newly-built colleges, local



colleges and key colleges.

## **1.2 Orientation of Curriculum Construction in Colleges and Universities**

Curriculum is the basic element of talent training. The original intention of our project to study the engineering curriculum of application-oriented private colleges and universities is to try to explore how to set up the curriculum system to better meet the cultivation of students' professional ability and meet the needs of students' personalized development under the background of "four new construction". A comprehensive understanding of curriculum orientation should consider at least two aspects: the orientation of curriculum in talent training and the orientation of curriculum in education industry.

The orientation of curriculum construction in the process of professional talent training. Generally speaking, the curriculum of undergraduate professional talent training is divided into general courses, professional basic courses and professional courses for positioning and setting. Various courses and professional talent training constitute the support of ability and quality training. Some courses indirectly support majors, and some courses and professional ability training constitute direct support, so as to determine the curriculum positioning of courses in talent training.

It is undeniable that some undergraduate courses have vague objectives and unclear positioning in the construction and teaching objectives. In particular, there is still a lot of work to be done on how to select course teaching content, expand course extension and support professional needs. There is still a gap in action in adopting different curriculum construction ideas, methods and standards in academic universities, application-oriented universities and scientific research universities, and there is no real positioning of curriculum construction.

## **1.3 Standards of Curriculum Construction in Colleges and Universities**

The standard of curriculum construction is a relative concept. The newly constructed courses must meet the standards of qualified courses, while the standards of other courses correspond to the standards of high-quality courses, high-quality courses, "golden courses" or first-class course construction. Subjectively, in recent years, higher education emphasizes "humanism and four returns", and undergraduate education pays more attention to discipline and curriculum construction; Objectively, throughout the country, the curriculum construction standards of colleges and universities are still uneven in understanding and implementation, which belongs to a gray area that is difficult to grasp and implement. Especially since the implementation of the "double 10000 plan", the state has approved the construction of national first-class undergraduate courses, and provinces and cities have approved the construction of provincial first-class undergraduate courses. There is a lack of relatively clear construction standards for construction standards, which is at a large and unified level of extensive understanding.

# **2.Traceability of First-class Undergraduate Curriculum Construction Standards**

## **2.1 To find Standards From the Stage of Educational Development**

Wu Yan, director of the Higher Education Department of the Ministry of Education, pointed out in his article "Standing up to the tide and empowering the future",<sup>[3]</sup> that China's higher education should shift from scale expansion to connotative development. The status and role of higher education should change from "basic support" to "equal emphasis on support and guidance". The development stage has become the "basic education" of most people's career, and the type structure is from "pyramid" to "Wuzhishan", stage coordinate pattern plans development and reform in the world stage, international coordinates and global pattern, and participates in competition and governance.

Higher education is at the crossroads of century change. The construction of first-class undergraduate courses must face the development and change stage of higher education. Corresponding to the current historical stage of the development of higher education, the standards for the construction of first-class undergraduate courses should consider the international content, international level and international standards. Introduce high-quality overseas courses and high-level overseas teachers, so that willing undergraduates can get opportunities for national (border) diplomatic flow during school, and constantly expand students' international vision.

Nowadays, the development stage of China's higher education determines that China's first-class undergraduate curriculum construction standards should be international, leading and innovative. It is the due meaning of the construction standards that the curriculum construction should quickly solve the problems of limitations, obsolescence and tradition.

## **2.2 To find Standards From the Spirit of Superior Documents**

In the measures for the recommendation and recognition of national first-class undergraduate courses of the "double 10000 plan" issued by the Ministry of education, it is mentioned that the first-class undergraduate courses to be applied for construction need advanced teaching ideas, remarkable teaching achievements of the curriculum teaching team, support of curriculum objectives, achievement of training objectives, scientific and reasonable curriculum teaching design, keeping pace with the times, highlighting the student-centered position in teaching organization and implementation The curriculum management and evaluation are scientific and measurable, which have made substantive innovations in seven aspects, have distinctive characteristics and good results in similar courses, and promise to make continuous improvement after being selected. These seven conditions are very important and guide the key direction and construction standards of first-class undergraduate curriculum construction.

The construction of first-class curriculum varies according to level, type and region. From the perspective of level, the construction standards of national first-class, provincial first-class and school first-class courses are different. In terms of types, the construction standards of first-class courses in academic universities and application-oriented universities are also different. From a regional perspective, there are great regional differences in China, the industrial division of local economic and social development is different, and the courses serving regional economic and social development are also different in construction contents and standards.

## **2.3 To find Standards From the Construction Practice of "Golden Course"**

Building a first-class curriculum is to create a "golden curriculum", focusing on the high-level, innovation and challenge of the curriculum.

"High order" is the organic integration of knowledge, ability and quality, focusing on cultivating students' comprehensive ability and advanced thinking to solve complex problems. "Innovation" refers to the content of curriculum should reflect the frontier and the times.<sup>[4]</sup> The teaching form is advanced and interactive, and the learning results are exploratory and personalized. The design of curriculum teaching activities should conform to the direction of student-centered curriculum teaching reform, pay attention to stimulating students' learning interest and potential, and enhance students' sense of social responsibility, innovative spirit and practical ability. "Challenge degree" means that students can "mix credits" if they can't study easily in class. The examination has a certain challenge degree and carries out all-round challenges for course knowledge, application skills and learning attitude.

### 3. To practice and Explore First-class Curriculum Construction Standards

From 2019, colleges and universities across the country began to study and formulate first-class curriculum construction standards. In December 2019 and June 2020, the teaching development center of Shanghai Jiaotong University successively released the first-class undergraduate course evaluation gauge (v1.0 trial version) and v2.0 version. There are 7 primary indicators in both versions, and the secondary indicators are divided into 25 and 27. Focusing on the curriculum construction and evaluation of Application-oriented Colleges and universities, we make a comparative study on the evaluation of first-class undergraduate curriculum construction of four domestic colleges and universities.

Table 1: number of primary indicators for curriculum construction evaluation

University name	Number of indicators 1	Number of indicators 2
Shanghai Jiaotong University Teaching Development CenterV1.0	7	25
Shanghai Jiaotong University Teaching Development CenterV1.0	7	27
Chang'an University	5	13
Anhui Wenda University of Information and Engineering	6	19
Hebei film and Television Media College	6	18
Henan Urban Construction College	8	19

Note: the above table takes the first-class indicators of offline first-class courses as the object

After learning these two gauges, from the perspective of the evaluation index system, its two-level index refining is restricted by the measures for the recommendation and identification of national first-class undergraduate courses in the "double 10000 plan", which basically adopts the original expression in the documents of the Ministry of education, such as "curriculum objectives effectively support the achievement of training objectives" directly refined into "curriculum objectives" from the perspective of evaluation indicators As a primary indicator, it is more professional and concise. In addition, the gauge does not give weight to indicators at all levels, nor does it distinguish five first-class courses: offline, online, online and offline hybrid, virtual simulation and social practice, which is worthy of improvement and discussion.

Table 2: comparison of index content and weight

Indicator 1 name	University 1		University 2		University 3		University 4	
Teaching concept	/	10	/	/				
Course content	20	/	25	10				
Teaching resources	/	25	/	5				
instructional design	30	15	15	15				
teaching process	/	/	/	25				
Organization and Implementation			/	15	/	/		
Activities and evaluation	/	/	/	15	/			
Teaching team	20	15	20	10				
Teaching support	10	/	20	/				
Effect and influence	20	20	15	20				
Information security and intellectual property protection					/	/	10	/
Continuous improvement	/	/	/	/	5			
Characteristic project	/	/	/	10				

**Notes:** 1. University 1 - Chang'an University, University 2 - Anhui Wenda University of Information and Engineering, University 3 - Hebei film and television media college, University 4 - Henan urban construction college; 2. "/" in the table indicates that the university has no such index;

### 4. The above table takes the level-1 indicators of offline first-class courses as the object

In February 2020, Chang'an University issued the measures for the evaluation of first-class undergraduate courses of Chang'an University, which defined the evaluation of first-class courses with five types of first-class courses as the object and seven recommended conditions specified in the documents of the Ministry of Education as the content. Online first-class courses, offline first-class courses, online and offline mixed first-class courses, social practice courses, curriculum content, curriculum teaching design, curriculum team, teaching support, application effect and impact, virtual simulation first-class courses, project requirements, project background, project content, R & D technology, continuous operation, teaching teamproject sharing and other seven primary indicators.<sup>[5]</sup> The indicators at all levels are given weight, and the hundred mark system is used to evaluate the first-class curriculum construction. Compared with the gauge of Shanghai University, the first-class curriculum evaluation standard of Chang'an University not only integrates the first-class indicators, but also increases the weight, which provides quantitative guidance for the standards of first-class curriculum construction.

In October 2020, Anhui Wenda University of Information and Engineering issued a first-class curriculum construction standard.

The first-class courses are divided into school level, provincial level and national level construction standards. Six first-class indicators are set in the construction standards of offline courses, online courses and online and offline hybrid courses at all levels, including teaching concept (15 points), course team (12 points), course construction (25 points), teaching design (13 points), organization and Implementation (15 points) and teaching effect (20 points). There are 20 secondary indicators, covering the requirements of seven aspects of the application conditions for first-class courses. Each secondary indicator sets excellent construction standards and qualified construction standards. The first-class undergraduate curriculum construction standard is limited to newly-built application-oriented private colleges and universities, and lacks requirements and guidance for curriculum internationalization construction. At the same time, the salient points of virtual simulation and social practice curriculum standards are not obvious.

To sum up, the first-class curriculum construction is to face up to the problems existing in the curriculum construction, identify the source of the curriculum construction standards, and combine the University's own development stage and talent training orientation. Although the overall direction of the first-class undergraduate curriculum construction standards in Colleges and universities is the same, they are different due to the different levels, types, regions and school conditions of curriculum construction, which requires college managers and curriculum principals to fully combine their own reality, find the correct positioning, continuously innovate and improve the construction standards, and use the dynamic concept of curriculum construction to continuously improve and innovate. In order to speed up the construction process of first-class universities, first-class majors and first-class courses, improve the construction quality and level, comprehensively promote Chinese education to the world, promote Chinese education to lead the world, and accelerate the pace of Chinese culture affecting the world.

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## Author:

Changjiu He, male, associate professor, graduate student, majoring in teaching management.  
Shujun Dong, male, Professor, graduate student, majoring in teaching management.

# The Targets Prediction of ZYJSW on LDH by Network Pharmacology

Xinzhi Li<sup>1</sup>, Qiang Zhang<sup>1</sup>, Yongan Wei<sup>1</sup>, Chang Tan<sup>1</sup>, Shigang Li<sup>2</sup> Corresponding Author

1. China Three Gorges University Renhe Hospital, Yichang 443001, Hubei China

2. Department of Pharmacy China Three Gorges University, Yichang 443002, Hubei China

**Abstract:** This is a network pharmacology about Zhuangyaojianshenwan (ZYJSW) treats Lumbar disc herniation (LDH), we will talk about the mechanisms. We used oral bioavailability and drug-likeness filtration to find the active ingredients of ZYJSW. At the same time, we sought out the targets. Gene Cards and OMIM were used to find the targets of LDH. So Venn diagram was easy to be drawn out. We used the genetic intersection between the drug and the disease to structure a PPI network, at the same time, bar plot was shown. At last, KEGG pathway analysis and Gene Ontology enrichment analysis were conducted. We could see the top three pathways from the analysis, they were AGE-RAGE signaling pathway in diabetic complications, Lipid and atherosclerosis and Kaposi sarcoma-associated herpesvirus infection. This study uses network pharmacology and provides a strategy that can help us to explore the mechanisms by which ZYJSW treats LDH.

**Keywords:** Active ingredients; Lumbar disc herniation; Network pharmacology; Zhuangyaojianshenwan

## 1. Introduction

LDH is a common disease which is closely related to age. The main clinical manifestations of LDH are back pain, radiating pain in the lower extremities and paresthesia. Conservative treatment is effective for patients<sup>[1]</sup>. Patients with severe LDH may even develop lower limb paralysis and incontinence, this will seriously affect people's health and quality of life<sup>[2]</sup>. When it is activated, patients will spend most of their time in the hospital<sup>[3]</sup>. In the treatment of LDH, it is very important to reduce pain and disability rate<sup>[4]</sup>.

ZYJSW is a classic formula which is made of *Kadsuræ Coccineæ Radix Et Caulis*, *Rhizoma Cibotii*, *Herba Taxilli*, *Flemingia Prostrata* Roxb, *Fructus Ligustri Lucidi*, *Cuscutae Semen*, *Rosæ Laevigatæ Fructus*, *Spatholobus Suberectus* Dunn and *Millettiæ Speciosæ Radix*<sup>[5]</sup>. It has an effect of promoting blood circulation and removing blood stasis, which works by improving the supply of blood and oxygen to relieve pain<sup>[6]</sup>. In addition, it can strengthen waist and kidney. Dehumidifying is also its effect<sup>[7]</sup>. It is found that ZYJSW can enhance osteoblast activity and increase bone mineral density<sup>[8]</sup>, this lays a good foundation for the treatment of lumbar disc herniation.

Network pharmacology is a new discipline, which helps us to analyze the signaling pathway of drug therapy<sup>[9]</sup>. It combines medicine with informatics, and has developed into the multi-drug, multi-target and multi-disease network<sup>[10]</sup>. As a means of data mining, it is of great significance to Chinese medicine, especially the prescription of Chinese medicine.

In this study, we used network pharmacology to analyze how ZYJSW treats LDH. We began from targets of drugs and diseases, and then carried out a series of programming operations. At last, we got a series of charts and pictures, especially the enrichment analysis of GO and KEGG pathways. We hope to find its signaling pathway to explore its possible mechanisms.

## 2. Method

### 2.1 Acquisition of drug targets

At first, we opened TC MSP (<http://www.tcmsp.com/tcmssp.php>)<sup>[11]</sup>. We typed all the herb names of ZYJSW and collected the chemical ingredients, the ingredients satisfied the following conditions: (i) oral bioavailability (OB)  $\geq 30\%$  and (ii) drug-likeness (DL)  $\geq 0.18$ . This was documented<sup>[12,13]</sup>. In addition, the targets came from the same web page<sup>[14]</sup>. However, we couldn't use ingredients or targets directly. We need to change their forms. Here we took a programmatic approach to get the conversion.

### 2.2 Acquisition of disease targets

Here we used two classical web pages, they were Gene Cards (<https://www.genecards.org/>, version 5.5.0) and Online Mendelian Inheritance in Man (OMIM) database (<http://www.omim.org/>)<sup>[11]</sup>. So we could get the targets of disease, and then we took all the targets together and took the union. We took the intersection of drug and disease targets, so we got a Venn diagram.

### 2.3 PPI networks construction and bar plot

As we had got the intersection of drug and disease targets, so these targets were inputted into the Search Tool for the Retrieval of Interacting Genes/Proteins (STRING, <https://string-db.org/>)<sup>[15]</sup>. And then we could get a picture, that was the protein-protein interaction

(PPI).However, because of the complex interactions, we had to make a sort diagram, which is a bar graph, and r programming helped us do that.

2.4 Gene ontology enrichment analysis and KEGG enrichment analysis

We used R programming to change the form of the intersection of drug and disease targets. Besides, R programming was also used to get Gene ontology (GO)enrichment analysis and KEGG enrichment analysis.The GO and KEGG enrichment analysis results were selected by P value less than .05<sup>[1]</sup>.

3. Results

3.1 Venn diagram

We could see the ingredients from the TCMSP.When we used the value of OB that is greater than 30 and the value of DL that is greater than 0.18,we got our ingredients.Besides,targets were also seen in the TCMSP.We took a programmatic approach to attain the forms we wanted,which is the targets of drug.We used two types of web pages to get the targets of disease,and then Venn diagram was present(Figure 1).We could see that there were 48 intersection targets in the Venn diagram.

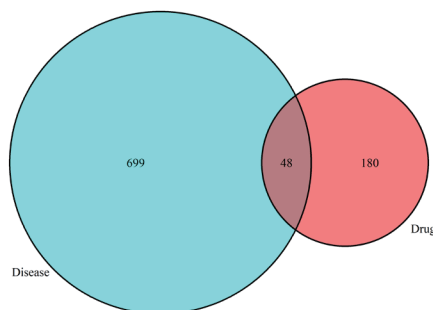


Figure 1 Venn diagram

3.2 PPI network and bar plot

We used STRING database to get our PPI network and we made a ranking based on the complex connections between the various networks, this is the bar plot(Figure 2).We could see the top 30 targets from the bar plot,and the top three were IL6,IL1-β and JUN.

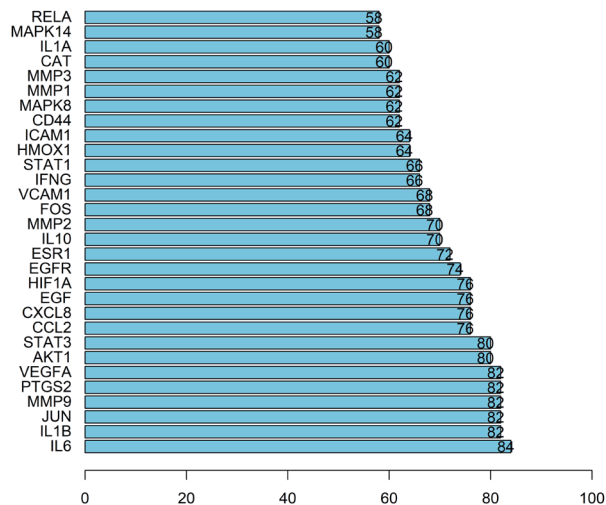


Figure 2 Bar plot of PPI network

3.3 Gene ontology enrichment analysis and KEGG enrichment analysis

enrichment analysis

We used R programming to get Gene ontology enrichment analysis(Figure 3) and KEGG enrichment analysis(Figure 4).Gene ontology enrichment analysis and KEGG enrichment analysis both included bar plot and dot plot,we choose bar plot here.We could see the top three descriptions of Gene ontology enrichment analysis were cytokine receptor binding,receptor ligand activity and cytokine activity.The same was that we could see the top three pathways from the KEGG enrichment analysis, they were AGE-RAGE signaling pathway in diabetic complications,Lipid and atherosclerosis and Kaposi sarcoma-associated herpesvirus infection.Here we put the top one pathway AGE-RAGE signaling pathway(Figure 5).

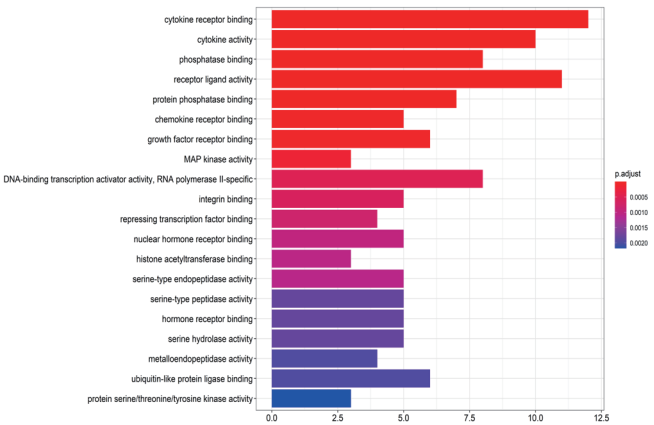


Figure 3 Bar plot of Gene ontology enrichment analysis

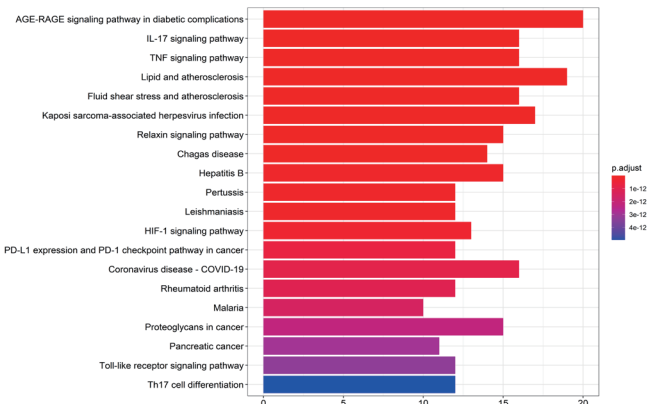


Figure 4 Bar plot of KEGG enrichment analysis

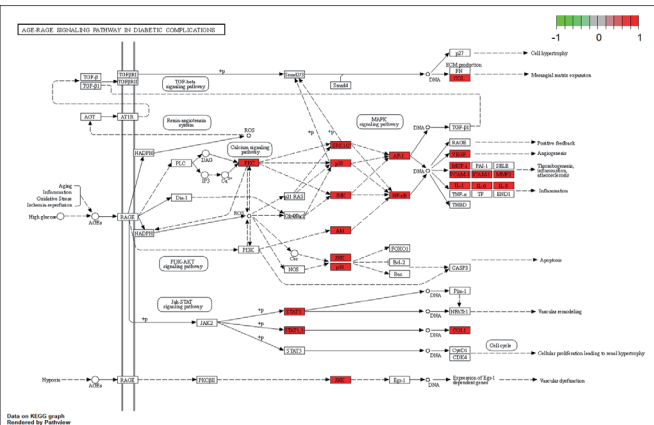


Figure 5 AGE-RAGE signaling pathway



## 4. Discussion

LDH is the most common spinal disease, which is closely related to aging and is a degenerative change. As work habits change and life pressures increase, more and more young people are either standing or sitting too long, leading to a younger trend of the disease. ZYJSW is a proprietary Chinese medicine for kidney loss and low back pain, but it is often overlooked in the treatment of LDH. In fact, the therapeutic effect of ZYJSW is related to the content of various traditional Chinese medicines, especially *Milletiae Speciosae Radix* and *Kadsuræ Coccineae Radix Et Caulis*. These two medicines are grown in remote mountains and valleys, they are very difficult to be obtained. If they are not enough, ZYJSW will not be as effective. Network pharmacology is a new developing subject. It brings together pharmacology, biology and informatics. We can use the programming method to mine the database of Traditional Chinese medicine, which is an efficient, simple and fast way. Data mining is a hot and difficult approach to learn, we should make full use of the existing network technology for data mining. From the mined data, we can find out the direction of the next research or the content that has not been studied before.

## 5. Conclusion

In this study, 48 intersection targets of medicine and disease were mined. And then we did a ranking of those targets and found that first place went to IL6. We guessed that ZYJSW treats LDH through an anti-inflammatory pathway. From the Gene ontology enrichment analysis we could see the top one description was the cytokine receptor binding. And the top one pathway of the KEGG enrichment analysis was AGE-RAGE signaling pathway. We guessed that these were the mechanisms how ZYJSW treats LDH. However, we need to study it further. In conclusion, this study provides another strategy to understand the mechanisms by which ZYJSW treats LDH.

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# A Journalistic Professionalism Trial in Short Video Platform: The Case of Pear Video

Fengting Hu

Chongqing Institute of Engineering, School of Animation and Digital Film (SADF), Chongqing 400900, China

University of Macau, Avenida da Universidade, Taipa, Macau 999078, China

**Abstract:** With the continuous change of media ecology, online short video has risen rapidly and formed an explosive trend since 2016. Taking Pear Video as a case to study, it is constantly transforming and seeking new development opportunities in the exploration of the industries. This case study conducts comprehensive research on it through the research methods of interview and content analysis. Through the research, it is found that the practical cognition of Pear Video and the judgment of news value among practitioners tend to be self-evaluation, while the lack of news elements and the incline of news themes is corresponding to the short video content. Although it seems that the decline of the Pear Video is a failed trial of the integration between the news and short videos, this pioneering media innovation case still has its essential reference and implications for Chinese media research.

**Keywords:** Pear Video; Journalistic professionalism; Short video platform; News practice

## 1. Introduction

Until entering the era of Web 3.0, the rapid development of personalized classification has led to profound changes in the media environment. In 2016, China's short video consumption rose rapidly, known as the "first year of short video"<sup>[1]</sup>. At the end of the year, Pear Video was officially launched, and its content is mainly "news of current affairs," which fills the blank of the Chinese mainland online media platform and has gained specific social influence. As an online short video media characterized by citizen news ("shooter news" 拍客新闻), Pear Video is constantly transforming and seeking new development opportunities during the exploration period. This study takes Pear Video as the research case to explore its practice of journalistic professionalism trial in the short video.

Taking Pear Video as a case to study, this paper interviewed the practitioners of Pear Video and collected the news data on the official platform to investigate how this media carries out news practice from a perspective of journalistic professionalism. We hope that through the above research, we can get implications from the trial of Pear Video in the past five years.

## 2. Literature review

### 2.1 The Changing Journalistic Professionalism

Journalistic professionalism is an essential concept in Journalism and the most crucial news professional standard Western journalists abide by. It began to form in the late 19th century, originated in the United States. With the disintegration of political party newspapers, the commercialization and emotionality of media, journalistic professionalism emerged. By the middle of the 20th century, journalistic professionalism developed into a leading discourse for interpreting and judging journalism. In 1947, the report of the publishing freedom Committee led by Hutchins, *A Free and Responsible Press*, formally advocated media specialization: "we suggest that our functions be regarded as public services engaged in professional level"<sup>[2]</sup>.

After the development and practice of the news industry in China's media ecology, the concept of journalistic professionalism got a new elaboration.

In addition to professional knowledge, skills, operation process, and evaluation criteria, journalistic professionalism includes a set of beliefs defining the social function of media, a series of professional ethics regulating journalism, and a conscious attitude of serving the public<sup>[3]</sup>.

### 2.2 The situation in China's news environment

If we take journalistic professionalism from a normative perspective, the status quo of news and journalist practice is obviously on the other side of this study. The current news media focuses on business profit pragmatically, and to a certain extent, it is guided by the "user-oriented." The user's attention and liking for video play a role in rating and rewarding the platform, and the advertising cost of the platform is the core consideration of most media. On the contrary, the ambition of editors or journalists has not become the critical consideration of the media<sup>[4]</sup>.

For the booming short video platform, the quality of news publishing, especially the content presented on its platform, are worthy of studying. Whether the production of news content is professional has become the direction that scholars need to explore and study.

This study was proposed to answer the following research questions:

RQ1: In the era of the short video, how does Pear Video carry out news practice in mainland China?

RQ2: What practical implications can we get from the regarded trial of Pear Video?

### 3. Methodology

Pear Video is to be chosen as a case to study the professional practices of the news in the era of short videos. The case study method is most valuable when the researcher wants to obtain relevant information about the research topic. At the same time, it can provide tremendous detail<sup>[5]</sup>. This case study gives a detailed description of the whole development process of a media and how it works on the platform.

#### 3.1 The case profile of Pear Video

Founded in 2016 by Qiu Bing, former CEO of The Paper, Pear Video was his new trial in media transformation. Pear Video is the first market-oriented platform to introduce the traditional media audit system into online short video production. However, Pear Video was ordered to complete rectification in 2017 by Beijing Network Information Office, Beijing Public Security Bureau, and Beijing Cultural market administrative law enforcement corps because it had no authority to report current political news. The current situation of Pear Video is grim. On May 8, 2020, the Pear Video app was officially announced to be off the shelves in the whole internet network. The official website is still in regular operation now. From the announcement of this news, netizens began to guess the reasons for removing from online stores, but the official platform of Pear Video gave no response.

#### 3.2 Multiple research methods in case study

To collect research data, we will mainly use the semi-structured interview on the news practitioners of Pear Video in the case study to understand the application of journalistic professionalism practice in Pear Video. In addition to getting first-hand information from interviews, we also collected data on the platform for media content analysis to provide a more objective supplement to the relevant research.

##### 3.2.1 Media content analysis

This study uses fundamental media content analysis to explore the explanations behind the news content of the videos on the platform. The data collection is based on the Life column ranking list, which has become the closest to the news content during the transformation period of the Pear Video.

##### 3.2.2 Interview

The method of interviewing has long been the primary research method in qualitative research. In the process of an interview, participants could use language and other sign systems in socially situated interactions to reflect and create interactions. It can also go hand in hand with other methods "providing in-depth information about participants' inner values and beliefs"<sup>[6]</sup>.

The interview content of this research focuses on the practice of journalistic professionalism in Pear video to understand their views on news value and media development from the perspective of internal practitioners. The purpose of using the interview as the research method is to hope that the values of interviewing are not only to analyses words, reports detailed views of informants but also to enable interviewees to "speak in their voice and express their thoughts and feelings."

### 4. Results

#### 4.1 The professional performance of the news on Pear Video

##### 4.1.1 The main themes of video content

After the content analysis, we count the word frequency of the news tags of each short video, and the results are shown as the keyword cloud figure and themes classification figure.

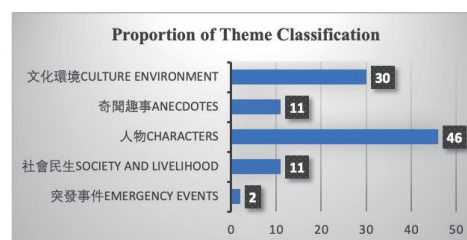


Figure 1 Proportion of the classification

According to Figures 1, the theme of news content of the Pear Video website focuses on people and the cultural environment.

Corresponding to the interview resources, we can find that Pear Video has a strong sense of public responsibility. It pays attention to the social minorities, excavates the news value from social events to help meet the needs of the neglected minorities.

#### 4.2 Practical skills and perceptions of practitioners on Pear Video

##### 4.2.1 Professional background of practitioners

The professional background of most interviewees is related to communication, focusing on journalism, the Internet and new media, television editing, and directing. At the same time, there still exist some practitioners without media-related professional backgrounds. At the same time, the interviewees with relevant professional experiences have a relatively shallow grasp of practical skills related to news and generally master news interview and editing separately, rather than having a systematic knowledge level.

##### 4.2.2 Practitioners' perceptions on news practice

When talking about the professional culture of Pear Video, respondents generally said that the work is highly efficient, and their professional quality and grasp of news value will be greatly improved in a short time.

However, some respondents said that “the content on the platform is highly homogeneous, and it is easy to fall into a fixed and rigid editing mode after long-term contact, which is not conducive to career development due to its low innovation.” Due to the controversial news qualification of Pear Video itself (i.e., whether it has the right to interview News), some interviewees said that their identity as a citizen reporter was unstable, and their media environment was more marginalized. By summarizing the practitioners’ interview data, we can find that Pear Video, as an information video media, pays more attention to first-hand news collecting. The professional requirements of the work are not high, and the difficulty of the work is also low, which leads to the burnout of the practitioners, hoping to seek new development opportunities.

#### 4.3 Internal audit rules in Pear Video

From the interview of practitioners, we can find that Pear Video does have its internal audit rules, generally including confirmation of authenticity, timeliness, news elements. But the embodiment of the above rules are not apparent in the primary editing work. According to the topic selection, the amount of news does not have a rigorous audit, most of which are censored by shooters or editors. The major news events will have higher authority management to guide and audit:

Excerpt. Qin

Translation: I’ll select materials according to my pre-conceived structure, retaining the focus of the conversations and news points for the characters’ interviews.

#### 4.4 Extra reward for news production

When there is no fixed evaluation standard for video quality and difficulty, the communication effect affects the news selection behavior of employees to a certain extent.

According to the interview, the salary of interns of Pear Video is calculated using news production. In contrast, the wages of regular employees are calculated by the number of news published on the platform. If the number of videos is more than 10000 or listed on the forum, they will get the corresponding salary reward. For formal employees, the data of video playback has a higher impact on performance:

Excerpt. Zhang

Translation: Interns’ pay is determined by the number of news articles, if the amount of broadcast more than a million or more than 10 million, there are different rewards.

### 5. Conclusion

With the continuous change of media ecology, the online short video has risen rapidly and formed an explosive trend in 2016. As a short video media platform characterized by citizen journalism, Pear Video is constantly transforming and seeking new development opportunities to explore the industries. It conducts a comprehensive analysis on it through the research methods of case study to obtain implications from the media exploration and trial of Pear Video in the past five years.

Although it seems that the abandonment of news content is a failed trial of the integration between the news and short video, we can still obtain implications from this pioneering media innovation case.

From a positive point of view, the transformation and content repositioning strategy of Pear Video also reflects the affirmation and pursuit of journalistic professionalism. Pear Video has gradually been recognized by the Chinese media industries and liked by users in the past five years. From the social perspective, visual information and video information will present a pattern of multiple coexistences. Different ways of information dissemination will meet the needs of other social groups.

As pan and Lu said, the basic idea of journalistic professionalism still has the ability of standardization and liberation today. This vitality comes from the restarting of Journalism and is more rooted in motivation. The professional expectations of media and journalists and the core value of public life as its foundation<sup>[7]</sup>. The short videos may need more professional news presentations in the future, but the current data shows that life and story are still the backgrounds of short videos. As a product of the transformation from traditional media to new media, Pear Video itself represents the first application of citizen news in China. From the integrated media The Paper to the Pear Video, the media itself is only the carrier of information, and the media ecological situation and transformation behind it are the focus of research.

Therefore, the practice of journalistic professionalism in Chinese media still has a long way to go. However, probably not in the online short video platform, at least for now.

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# Taking Qi Cultural Tourism as an Example to Analyze the Integrated Development of Culture and Tourism

Xiuli Liu

The Department of Tourism Management, Zibo Vocational Institute, Zibo, 255300, Shandong, China

**Abstract:** Culture and tourism have a natural coupling relationship. They complement each other. How to deeply integrate them to achieve superimposed effects is a popular and important issue in the development of tourism. This article takes Qi cultural tourism as an example, analyzes the highlights and experiences in the development of Qi cultural tourism, and briefly expounds the significance, essence and effective measures of the integrated development of culture and tourism.

**Keywords:** Qi Culture; Tourism; The integrated development of culture and tourism

There is a natural coupling relationship between culture and tourism. Tourism is the support of cultural development, and culture is the soul of tourism development. The competitiveness of tourism products is ultimately reflected in the competition of culture. Culture undertakes an important task—serving the tourism industry and enhancing the taste and style of tourism. Linzi, a district of Zibo City, was once the capital of the State of Qi for more than 800 years. It is known as the “head of the five hegemons in the Spring and Autumn Period and one of the Seven Heroes of the Warring States Period.” It is the birthplace of the splendid Qi culture. In the integration of culture and tourism, we always insist on integrating the core element—“Qi culture” into the whole process of tourism industry development, and realizing effective guidance for the integrated development of culture and tourism, and providing the “Linzi Practice” of integrated development of culture and tourism.

## 1. The significance of the integrated development of culture and tourism.

(1) The integration of culture and tourism is conducive to expanding cultural influence and enhancing cultural soft power.

Tourism is an important form of cultural consumption and an important channel for cultural inheritance. Based on the needs of the tourism market, we will deeply explore, develop and utilize cultural tourism resources, and integrate them into tourism products and services. So that tourists can naturally complete the dissemination and inheritance of culture in the process of visiting, experiencing, feeling and identifying. Therefore culture can be shining in the world and expands the influence of culture.

(2) The integration of culture and tourism makes the tourism industry more vigorous and competitive.

Culture, the soul of tourism and the most natural and natural IP for tourism, is the core element supporting the development of tourism. Whether designing tourism products or shaping tourism images, once culture is implanted, it will bring extremely high added value and make it uniquely attractive. Therefore, only by integrating the promotion of cultural connotation through the whole process of tourism development and realizing the unification of the appearance and cultural connotation of scenic spots can the affinity, vitality and attractiveness of tourism be enhanced, and the quality and upgrading of the tourism industry can be better realized.

## 2. The essence of culture and tourism integration

The integration of culture and tourism is not just the addition of elements, but mutual penetration and deep integration. In essence, it is the unity of the “tourism” in culture and the “culturality” in tourism.

(1) Comprehensively expand tourism in culture

The so-called “tourism in culture” refers to the possibility of transforming a cultural resource into a tourist resource. There are mainly the following three situations:

① Obvious resources—cultural objects themselves are tourist attractions.

Such resources are abundant in Qi cultural tourism. As the ancient capital of Qi State, Linzi District has many ancient tombs and ancient cultural relic, which is known as the “underground museum”. A group of celebrities, cultural relics and historic sites show Qi culture. Such as the Qi Culture Museum, China Ancient Car Museum, Eastern Zhou Dynasty Martyr Keng, Cuju (ball-kicking) Museum, Jiang Taigong Temple, Guan Zhong Tomb, etc., present a magnificent historical picture of the ancient Qi State to tourists.

② Potential resources—through refining and processing, cultural objects can be transformed into tourist landscapes, tourist situational experience and tourist souvenirs.

In the Qi cultural tourism, Linzi District has developed the “Jiang Festival” (a folk memorial ceremony for the birthday anniversary of Jiang Taigong), the experience of Cuju, and the common people’s Wen Shao through the excavation of Qi cultural elements such as



Jiang Taigong, Cuju and Music of Shao. Participatory, interesting and educational tourism activities, as well as tourist souvenirs with the theme of Qi culture, such as Qi totem, Cuju, brick carving, ceramics, etc., make static and abstract culture glow with vitality.

③ Invisible resources—the influence of regional cultural image on the overall image of regional tourism.

Walking into Linzi District, you can feel the strong Qi cultural heritage and regional culture from the naming of roads (Taigong Road, Yanying Road, Wenshao Road, Jixia Road, etc.), the design of street lamps and street signs, themed sculptures and the numerous museums. The image is prominent.

(2) Digging deeper into the cultural aspects of tourism

The so-called “culturality in tourism” refers to the uniqueness, richness and rationality of cultural integration in the whole process of tourism activities.

① Seeking differences in quality and chasing novelties and differences is the nature of human beings. And it is also the origin of motivation for tourism behaviors. For tourism, the culture integrated into it must be differentiated and differentiated in order to have meaning and value.

Linzi was used to be the capital of Qi State for 800 years and has deep regional cultural roots. This is a unique business card of Qi cultural tourism and has an intangible value that cannot be copied. In the past few years, Linzi District has paid attention to the discovery and integration of regional cultures in promoting the development of cultural tourism, attaches great importance to the inheritance and development of intangible culture, and uses the historical celebrities, historical stories, historical relics and customs and folklore hidden in Qi district to spread the voice of Qi culture to the world, reappearing the charm of Qi culture and realizing the deep integration of culture and tourism.

② Pursuing abundance in quantity. Simple cultural content is impossible to meet the needs of tourists’ needs of cultural experience. We must strive to fully integrate the content in all aspects of tourism activities such as food, accommodation, transportation, travel, shopping, and entertainment.

At the beginning of the development of Qi Culture, most cultural attractions did not fully consider the needs of tourism functions. There were problems such as loose cultural heritage, low level of cultural display, few dissemination carriers, and poor participation. Tourists’ visiting time was short and the tourism income was too low. In order to improve the quality and influence of the cultural tourism industry, Linzi District has effectively integrated Qi Cultural Industry Park, Qi Cultural Tourism Festival, Jiang Taigong Culture, Football Culture and other tourism resources, adjusted development thinking, optimized support carriers, and extended the industrial chain. Starting from the needs of all aspects of tourist tourism activities, Linzi District created cultural tourism experience destinations, and achieved good results by introducing local specialties, cultural theme hotels, special shopping and entertainment activities, etc.

③ The itinerary should be reasonable—cultural content and tourist landscape, cultural content and tourist activities, cultural content and tourist psychology, should be compatible with each other.

Taking the Qi Culture Study Tour as an example, Linzi District has developed a series of courses such as Qi-seeking, Cuju-kicking, Quest and handicrafts-making, etc. Cultivate children’s creative ability, practical ability and teamwork ability through situational, experiential and interesting activities. So that outstanding Qi cultural traditions can be deeply impressed into the hearts of children, opening up a new model of moral education. In the Cuju classroom and the Cuju experience area of the Linzi Football Museum, children can learn about the evolution and production of Cuju, make their own characteristic Cuju by themselves, or wear ancient costumes to travel to the ancient times and experience the fun of Cuju., Face to face with the distant ancient civilization.

### **3. Effective measures for the integrated development of cultural and tourism**

#### **3.1 Resource integration, scientific planning and top-level design**

Resource integration is a process of resource optimization allocation with a clear direction, integrating regional tourism resources, highlighting characteristics, and forming a joint force for regional tourism development. It is an inherent requirement for regional tourism development and an inevitable choice for achieving win-win results in various places.

Linzi District takes the construction of Qi culture inheritance and innovation demonstration zone and the creation of a national-level tourism demonstration city as an opportunity to integrate local superior resources, far-sighted, and scientific planning. The cultural tourism industry of the whole district is carried out in accordance with the idea of “one belt, two wings, four poles and ten points”. Scientifically coordinate the layout, with Zihe as the link, Qi culture as the main line, and the four poles of Jiang Taigong, Guan Zhong, Cuju, and Jixia Xuegong<sup>[2]</sup>. A number of high-quality cultural tourism projects such as Qi Culture Research Base and Qi Ancient City will be planned and constructed with high standards and high levels.

#### **3.2 Integrate modern technology and creative cultural tourism industry**

In an innovative society, the core of innovation lies in creativity, and creativity is the core of cultural tourism. Without creativity, cultural tourism will lose its vitality. The so-called cultural tourism creativity is to deeply explore and re-recognize the cultural value of tourism, from a multi-dimensional perspective to refine the cultural content, imagery and symbolic meaning contained in tourism resources, to complete the transition from static to dynamic, from old-fashioned to lively, from sightseeing to participation and experience, and then to a series of changes in leisure and recreation, thereby comprehensively improving the taste and grade of tourism landscapes, effectively enhancing the cultural value of tourism products and the value experience of tourists.

With the advent of the era of autonomous tourism, tourists pay more and more attention to the sense of experience that tourism products bring to them, and they always “love and love” immersive experience projects. The rapid integration of the ever-changing modern technology and cultural tourism has just met the needs of tourists. A variety of innovative, conceptual, and experiential new tourism products continue to emerge, which also endows the tourism industry with new connotations. For example, the Qi Culture Museum uses modern technology such as sound and light to vividly show visitors the tactics invented by the great general Tiandan

during the Warring States Period-Fire Bull Array,which makes people immersive.

### **3.3 Function integration,resource sharing,creating a coexistence space that is livable and suitable for travel**

In the context of global tourism,the development of cultural tourism is not simply an industrial issue,but a panoramic and full coverage of the tourism industry.It is a scientific and systematic tourism with optimized resources,orderly space,rich products,and developed industries.It requires the participation of the whole society,the participation of the whole people,and the joint construction and sharing.Therefore,the development of the cultural tourism industry must also consider the integration of the social functions of the region and the life needs of local residents.Functional integration is actually a process of realizing the sharing of resources between local residents and tourists and realizing a normal coexistence space that is suitable for living and traveling<sup>[1]</sup>.

### **3.4 Cross-industry integration,extend the industrial chain,and create a new type of tourism industry.**

With the advent of the era of large tourism consumption,the connotation and extension of tourism continue to expand.From online to offline,from tourism to"tourism+",the industrial chain continues to extend,and cross-border integration becomes inevitable.Based on the brand advantage of"Football Origin",Linzi District actively builds a characteristic Cuju town with the Qi Culture Research Base in Shandong Province as the main body.It successfully integrates Cuju culture,sports events and youth campus football industry,and the Cuju cultural industry chain has been extended.Successfully realized the cross-industry integration of tourism and culture,sports,and education.

### **3.5 Comprehensive marketing and all-round promotion**

In addition to the conventional marketing methods,like image promotion,event promotion,it is popular nowadays to build a"smart travel platform",which implement"Travel to Zibo with one mobile phone"plan.It will build an online service center for tourists through websites,Wechat public accounts,Tiktok,etc.Projects and activities in the scenic area are pushed in current time,and intelligent experiences such as online booking and online payment are realized.Through online and offline all-round marketing and promotion,the popularity of cultural tourism in Zibo City will be improved.

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# Research on Rainfall Factors in Zhengzhou Based on Gray Correlation Analysis

Jianguang Xu, Canyu Guo

Hebei University of Engineering, Handan, Hebei, 056038

**Abstract:** Firstly, the Pearson correlation coefficients between rainfall and other meteorological indicators were calculated in this paper, and significance tests were performed to determine whether they were correlated and the strength of the correlation. At the same time, considering the small data samples and the existence of data errors, gray correlation analysis can be used, and then the main effects of dew point, air temperature and wind speed on the variation of precipitation can be derived. The years 2003, 2004, 2016, and 2018 with high precipitation were screened out through M-K mutation test, cluster analysis based on the characteristics of total annual precipitation and number of days of rain during the year.

**Keywords:** Rainfall factors; Gray correlation analysis; M-K mutation test

## 1. Introduction

Many parts of Henan were severely affected by the historically rare heavy rainfall in July 2021. Among them, Zhengzhou suffered an extraordinarily heavy rainfall, which is the scale of a once-in-a-millennium event. All of the single-day precipitation on July 20 broke the 60-year record since Zhengzhou established a weather station in 1951, reaching the extreme value of hourly rainfall on land in China<sup>[1]</sup>. The extreme rainfall brought huge losses and disasters to Zhengzhou, which has a population of tens of millions-subways were flooded, stations leaked, streets turned into rivers, and flooding and secondary disasters from the rainstorm have posed serious threats to the lives, safety and property of local people<sup>[2]</sup>.

## 2. Establishment of precipitation factor model

It is for us to analyze the data in the annexes and analyze the Pearson correlation coefficients between rainfall and other meteorological indicators in two counterparts and perform significance tests to determine whether they are correlated and the strength of the correlation<sup>[3]</sup>. At the same time, considering the small data sample and the existence of data errors, grey correlation analysis can be used, which in turn leads to the main effects of dew point, air temperature and wind speed on the variation of precipitation. The years with higher precipitation are filtered out by M-K mutation test, cluster analysis based on the total annual precipitation, the number of days of rain in the year and other characteristics.

A correlation is a non-deterministic relationship, and the correlation coefficient is a quantity that studies the degree of linear correlation between variables. Due to the different objects of study, the correlation coefficient is defined in several ways as follows.

Pearson's correlation coefficient: also known as the correlation coefficient or linear correlation coefficient, generally denoted by the letter  $r$ , is used to measure the linear relationship between two variables with the following formula:

$$r = \frac{n\sum xy - \sum x \sum y}{\sqrt{n\sum x^2 - (\sum x)^2} \sqrt{n\sum y^2 - (\sum y)^2}} \quad (1)$$

where the value of the correlation coefficient  $r$  is between -1 and +1, i.e.  $-1 \leq r \leq 1$ . It can generally be classified in three levels:  $|r| < 0.4$  for low linear correlation;  $0.4 \leq |r| < 0.7$  for significant correlation; and  $0.7 \leq |r| < 1$  for high linear correlation.

To further investigate the correlation between precipitation and other meteorological indicators, we used grey correlation analysis, first we manually processed the data in the annexes, and the meteorological indicators in the annexes were DEWP, FRSHTT, GUST, MAX, MIN, MXSPDSL, SNDP, ISTD, TEMP, VISIB, WDSP twelve influential factors, which are mean dew point, occurrence of unusual hazards, gust wind speed, maximum temperature, minimum temperature, maximum sustained wind speed, precipitation, mean sea level pressure, snow depth, mean station pressure, mean temperature, mean visibility, and mean wind speed.

The formula for calculating the grey correlation coefficient is as follows<sup>[4]</sup>.

$$\xi_i(k) = \frac{\min_s \min_t |x_0(t) - x_s(t)| + \rho \max_s \max_t |x_0(t) - x_s(t)|}{|x_0(k) - x_i(k)| + \rho \max_s \max_t |x_0(t) - x_s(t)|} \quad (2)$$

The above equation is defined as the grey coefficient, i.e. the correlation coefficient of each influencing factor is:

$$y(x_0(t), x_i(t)) = \frac{a + \rho b}{|x_0(t) - x_i(t)| + \rho b} \quad (3)$$

where a is the bipolar minimum difference, b is the bipolar maximum difference, and  $\rho$  is the resolution factor.

$$a = \max_i \max_t |x_0(t) - x_i(t)| \quad (4)$$

Define the gray correlation  $y(x_0, x_i)$ , i.e., find the mean value of each column of the matrix for which the correlation coefficients are obtained.

$$y(x_0, x_i) = \frac{1}{n} \sum_{k=1}^n y(x_0(t), x_i(t)) \quad (5)$$

The influence of the correlation of different meteorological indicators on precipitation can be derived by comparing the grey correlation.

### 3. Model solving

The Pearson correlation coefficients were derived from the SPSS analysis of precipitation and other meteorological indicators in the annex, which yielded the following results.

Tab1 Correlation data of precipitation PRC and dew point DEWP.

		PRCP	DEWP
PRCP	Pearson Correlation	1	.069**
	Sig.(bottail)		.000
	Number of cases	19447	19447
DEWP	Pearson Correlation	.069**	1
	Sig.(bottail)	.000	
	Number of cases	19447	19447

\*\*Significant correlation at the 0.01 level(two-tailed).

By analyzing the data in Table 1, we can conclude that the Pearson correlation coefficient is close to 1 and the two-tailed is at the level of 0.01, we can conclude that the precipitation PRC is significantly correlated with the dew point DEWP.

Tab2 Data table of correlation between precipitation PRC and temperature TEMP.

		PRCP	TEMP
PRCP	Pearson Correlation	1	.029**
	Sig.(bottail)		.000
	Number of cases	19447	19447
TEMP	Pearson Correlation	.029**	1
	Sig.(bottail)	.000	
	Number of cases	19447	19447

\*\*Significant correlation at the 0.01 level(two-tailed).

Analysis of the data in Table 2 shows that the Pearson correlation coefficient is close to 1 and the two-tailed is at the level of 0.01, we can conclude that the precipitation PRC is significantly correlated with the temperature TEMP.

Tab3 Correlation data table between precipitation PRC and gust wind speed WDSP.

		PRCP	WDSP
PRCP	Pearson Correlation	1	.022**
	Sig.(bottail)		.002
	Number of cases	19447	19447
WDSP	Pearson Correlation	.022**	1
	Sig.(bottail)	.002	
	Number of cases	19447	19447

\*\*Significant correlation at the 0.01 level(two-tailed).

By analyzing the data in Table 3, we can conclude that the Pearson correlation coefficient is close to 1 and the two-tailed is at the level of 0.01, we can conclude that the precipitation PRC is significantly correlated with the wind speed WDSP.

The magnitude of Pearson's correlation coefficient led to the conclusion that dew point, air temperature and wind speed play a major role in precipitation variation and passed the significance test.

According to the grey correlation analysis can be obtained according to the grey correlation of each indicator in the sub-series are: 0.9892, 0.9894, 0.9888, 0.9889, 0.9890, 0.9892, 0.9888, 0.9888, 0.9888, 0.9889, 0.9887, 0.9894, comparing the magnitude of the scores of different indicators can be the following table.

Tab4 Table of grey correlation between precipitation and other meteorological indicators

targets	connotation	gray correlation
DEWP	Average dew point	0.9892

FRSHTT	Occurrence of unusual disasters	0.9894
GUST	gust wind speed	0.9888
MAX	highest temperature	0.9889
MIN	minimum temperature	0.9890
MXSPD	Maximum sustained wind speed	0.9892
SLP	precipitation(meteorology)	0.9888
SNDP	snow depth	0.9888
STP	Average station pressure	0.9888
TEMP	average temperature	0.9889
VISIB	Average visibility	0.9887
WDSP	Average wind speed	0.9894

The ranking of the above data table of grey correlation between precipitation and other meteorological indicators shows that FRSHTT occurrence of anomalous hazard,WDSP average wind speed,and DEWP average dew point have the greatest influence on precipitation with grey correlation of 0.9894,0.9894,and 0.9892 respectively.

To observe the trend of precipitation at different meteorological monitoring points in Zhengzhou,we performed a linear fit to the precipitation data collected at meteorological stations 1,2 and 3 from 1984 to 2021,respectively,as shown in the following figure.

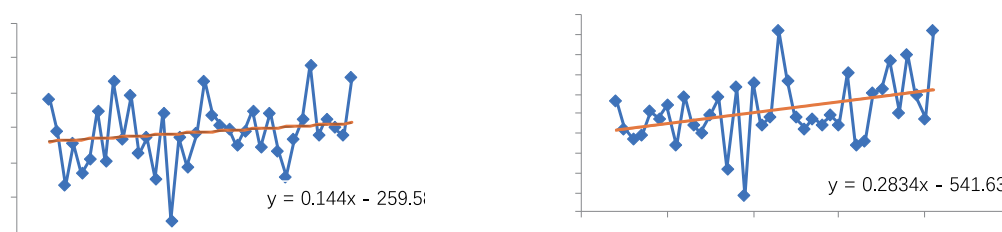


Fig1 Linear Regression Plot of Zhengzhou Weather Station 1(left)and Station 2(right),1984-2021.

Observing the trend of annual precipitation changes in three meteorological stations in Zhengzhou,we find that the precipitation from 1984 to 2021 all show an upward trend.The linear regression equation of station 1 is: $y=0.144x-259.58$ ;the linear regression equation of station 2 is: $y=0.2834x-541.63$ ;the linear regression equation of station 3 is: $y=0.1203x-215.61$ .The regression coefficients of all three regression equations are greater than zero,so the annual precipitation of Zhengzhou shows an upward trend.

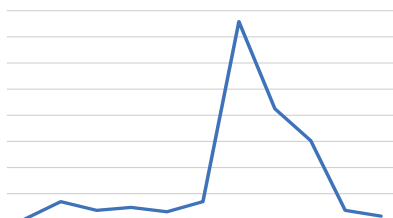


Fig2 The month-by-month precipitation folding statistics for 2021 in Zhengzhou.

By plotting the month-by-month precipitation folding statistics for 2021 in Zhengzhou,we find that the peak precipitation in 2021 was reached in July 2021,and the precipitation in August 2021 declined,but was still higher than the precipitation in other months.the single day precipitation on July 20 had both broken the 60-year historical record since the establishment of the weather station in Zhengzhou in 1951.At the same time,the heavy rainfall in Zhengzhou lasted for many days.In the previous rainfall history of Zhengzhou,the heaviest rainfall was at 3pm on July 3,1986,and the cumulative six-hour precipitation for that time was as high as 201mm.

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# Research on Integrating Socialist Core Values into the Professional Personality Cultivation of Medical Students

Lingpeng Mao

Students' Affairs Division of Wenzhou Medical University, Wenzhou, Zhejiang Province ,325035

**Abstract:** The socialist core values have important guiding significance for medical students' professional personality cultivation, However, in the specific guidance process, we are still faced with the problems of deep-rooted utilitarian values, weak cultivating teachers, poor awareness of student cultivation and disconnection between knowledge and practice, In view of the above difficulties, the article puts forward corresponding suggestions from the cultivation of values, the leading role of core values and the construction of tangible cultivation carrier.

**Keywords:** Values; Integration; Medical students; Professional personality; Cultivation

In recent years, with the development of the Internet, the exposure rate of scandals and disharmonious doctor-patient relationship in the medical and health field is getting higher and higher, The prejudice of all walks of society against the medical field and the dissatisfaction with the medical staff make people begin to reflect on medical education. Due to the particularity of medical major, medical students will basically grow into medical staff who heal the wounded and save the dying, which puts forward higher requirements in institutions of colleges , especially medical schools. How to become a doctor in a real sense is not only an urgent problem for medical schools, but also the ultimate goal of medical students' professional personality cultivation.

## 1. The importance of professional personality cultivation for medical students

Professional personality is a stable attitude and its unique behavior of a person when engaged in a certain career, generally including world outlook, outlook on life, values, beliefs, interests, ability, temperament, personality and other aspects. The cultivation of a good professional personality of medical students is their professional responsibility and the inevitable requirement of social development.

### 1.1 People's growing health needs

The development of social and economy makes people's health awareness increase rapidly, and the requirements for health are also very different from those of those before the 1970s. After the 1970s, there were significant changes in both the human disease profiles and death profiles. Research found that people's main cause of death is no longer infectious diseases (such as lung disease, smallpox, cholera, etc.), cardiovascular diseases, malignant tumors, accidental death, respiratory diseases and mental diseases in the forefront of the cause, and these diseases and the ecological environment, social pressure, personal behavior and lifestyle is closely related. The increase of people's health needs has more expectations and requirements in the field of medical and health care. Therefore, medical students also need to re-examine themselves, and not only to become skilled talents to heal the wounded and save the dying, but also to become compound talents with a good professional personality.

### 1.2 Tension of doctor-patient relationship causes the thinking on the cultivation of professional personality of medical students

The current social medical environment is positive and in line with the mainstream requirements of the society. However, it is also seen that under the impact of the market economy, a few doctors have problems such as receiving red envelopes, prescribing large prescriptions and excessive examinations, resulting in serious damage to the image of medical personnel. Illegal operations such as accepting red envelopes, kickbacks and prescribing big prescriptions are not born with doctors. Under the influence of bad environment and bad atmosphere, medical staff tend to lose themselves, be guided by wrong values, and then make wrong behavior choices. So how under the influence of social environment, adhere to do yourself, the correct values in the heart, it needs to learn to strengthen the correct faith, especially medical school application development view of this problem, to cultivate medical skills of professional medical talents, also should pay attention to the cultivation of medical students' professional personality.

### 1.3 The inherent requirements of the core socialist values

Core socialist values are what have been created and accumulated in the process of building socialism with Chinese characteristics. They comprehensively and systematically answer the questions of "what kind of people to cultivate" and "how to cultivate people".

They are not only a response to the objective reality and the needs of the people, but also the common ideal goal and beautiful yearning for diversified societies.

The moral decline in the medical and health care field, such as receiving red envelopes, kickbacks and excessive medical treatment, in the final analysis is that the ideals and beliefs are not firm, which is vulnerable to the influence of evil tendencies. The cultivation of professional personality of medical students is the concrete embodiment of the requirements of socialist core values in the field of medical and health care, and it is an important part of the cultivation and practice of socialist core values. The socialist core values lead the whole social values, point out the direction for the cultivation of medical students' professional personality, make clear requirements for the professional attitude and professional behavior of medical students, and clarify "what kind of doctors should be cultivated" and "how to cultivate doctors". Medical schools should be guided by the socialist core values and combine with the development goals of the school to deliver qualified medical talents to the society.

## **2. The difficulty of integrating the socialist core values into the cultivation of medical students' professional personality**

### **2.1 The formed utilitarian values are deeply rooted**

Medical students enter college from high school, their values have not been fully formed, and they lack a clear understanding of the future development direction. A large number of medical students are influenced by the occupation category of their native family, follow the advice of their families or relatives, do not start from their own interests, and have not really thought about what I am suitable to do. High salary and high social reputation have become important reasons for them to choose medicine. Under the guidance of this values, medical students attach excessive importance to the sense of achievement brought by professional skills. They will learn professional courses into a good hospital as the goal of unremitting efforts, and are completely immersed in the wrong concept of "only technology theory".

### **2.2 Weak teachers of professional personality cultivation and poor awareness of student cultivation**

For medical students, the university is a critical period for the formation of values and good professional personality, but the absence of the guidance of good teachers directly leads to the lack of the cultivation consciousness of forming a professional personality in school. The professional teachers of medical schools attach importance to clinical practice and often cultivate the professional personality of medical students, while the teachers specializing in ideological and political education are difficult to combine medicine and professional personality cultivation due to the lack of medical knowledge background. The above two phenomena directly lead to the weak teachers of the professional personality cultivation of college medical students, which cannot meet the actual needs of medical students' professional personality cultivation, and directly reduce the medical students' attention to the cultivation of professional personality, and lack the awareness of active cultivation.

### **2.3 Lack of effective carriers leads to the disconnection between knowledge and action**

Theory and practice are simply logically about "knowledge" and "Action". Only under the unity of knowledge and action can we constantly consolidate our knowledge and improve our words and deeds. In many cases, it is often clearly aware of the interests, but it makes a choice that is against the mainstream social values in practical action, which is closely related to the current value learning of medical students focusing on paper talk. Most of the cultivation of medical students' professional personality in colleges and universities adopt cramming education, continuing the old mode of teachers' explanation and students' listening, which leads to theoretical education before practice education and ignoring the consolidation and test role of practice in theoretical learning. Students do not practice to experience, feel things, will not leave a brand in the heart, more will not deeply understand it, grasp it.

## **3. Suggestions for integrating socialist core values into the cultivation of professional personality of medical students**

### **3.1 Extend the cultivation of values to all stages of life**

Now universities have generally offered career planning courses in their freshman year, highlighting the importance of career planning. However, career planning should run through everyone's life, especially prior to college. For medical students, in middle school or even earlier, under the guidance of educators, they can explore their own interests, discover their own strengths, and constantly stimulate their potential, which will help them to make earlier judgments in professional selection and career planning, and take less injustice. Students' active choice to become medical students is conducive to enhancing their subjective initiative in the formation of professional personality. In the process of professional learning, they will also pay attention to other relevant aspects besides professional courses, and are more willing to become a good doctor who can both save the dying and heal the wounded and is full of humanistic quality.

### **3.2 Give full play to the leading role of the core socialist values**

Without to put theoretical study and the formation of values in a correct position, in the final analysis, we do not deeply grasp the key leading role of socialist core values in the cultivation of medical students' professional personality. As the cradle of medical students, medical schools should strengthen the cultivation of values, and play the leading role of core values in multi-channel and diversified ways from classroom and after class. Use campus publicity window, display screen, WeChat public account, etc., to create a learning atmosphere of socialist core values for students to understand; organize a group of key ideological and political education teachers to establish special teaching and research section, the students, according to the second classroom, the students, outside the classroom, and develop values through all stages of university education.

### **3.3 Build a tangible cultivation carrier, and make concrete the abstract content**

In the process of leading the cultivation of the professional personality of medical students, the socialist core values should not only be based on the abstract and theoretical preaching, but should let the audience have a practical experience in the specific practice,

which requires educators to spend more energy to think about how to concretize the abstract things. Take a university in Wenzhou as an example, build integrity cultivation base, through no sales mode, cultivate students integrity awareness, build mutual public service platform, students volunteers provide free love porridge, ironing, glasses and other services, cultivate friendly quality; in the process of service, the volunteer work as their own career, cultivate professional dedication. Let the students feel the personality charm under the guidance of the correct values, feel the power of their own growth, gain positive energy, and lay the foundation for becoming a good doctor with a good professional personality in the future.

In short, integrating socialist core values into the cultivation of professional personality of medical students needs a process, and new breakthroughs should be made in the process of constantly analyzing and solving problems.

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# On the English Translation of Internet Buzzwords From the Perspective of Memetics

Yiqiong Zhang

Nanchang Normal University, Nanchang, Jiangxi Province, 330032

**Abstract:** The development of language is closely related to the society. Changes in people's daily life would be reflected in the language. Internet buzzwords are used to express netizens' opinions and describe social events. The spread of Chinese Internet buzzwords provides cultural exchanges between countries, thus making the translation necessary. This essay takes the memetic theory as a guide, analyses the translation of Chinese Internet buzzwords, and summarize the feasibility and strategies of C-E translation of Chinese Internet buzzwords based on the theory of memetics, which are conducive to better cross-cultural communication.

**Keywords:** Internet buzzword translation; Characteristics of Internet buzzword; Memetics

## Introduction

China has experienced rapid economic development, an increasingly prominent international position and growing cultural influence in recent decades. The Outline of the 13th Five-Year Plan for Cultural Reform and Development (2017) states that it is necessary to implement the strategy of "going global" for culture, organise translations of outstanding academic results and cultural masterpieces, and improve the country's cultural soft power and international competitiveness.

Language is the mirror of society. A growing amount of new words and expressions about social development, economy, culture, science, and technology fill up the deficiency in the past vocabulary to illustrate the new concepts, especially the occur of Internet buzzwords. Internet buzzwords are used to express netizens' opinions and describe new events. They are now enriching the Chinese vocabulary and exert significant influence on every aspect of society, especially how people communicate. Nowadays, a significant number of foreigners would like to learn Chinese to have a better understanding of Chinese culture. Chinese Internet buzzwords have typical Chinese cultural characteristics. Appropriately translating Chinese Internet buzzwords into English into acceptable and understandable versions to foreign readers has become an issue worth exploring.

## 1. Chinese Internet Buzzwords and Memetics

### 1.1 An Introduction to Chinese Internet Buzzwords

Internet buzzwords are more affected by social development and culture compared with daily expression and written language. Internet buzzwords are a form of communication language transforming from social dialect to common social language. With the increasing amount of Internet users and the improvement of Internet technology, the form and the number of Internet buzzwords nowadays have increased dramatically. From the emoticons and abbreviations in the early stage to the current various forms. Internet buzzwords now include words, phrases, sentences, numbers, alphabets, and even emojis. For example, "– P" for sticking out the tongue, single word "高富帅", and sentence "你幸福吗" can all be seen in the communication.

Internet buzzwords are also epoch-oriented. Internet buzzwords come into being with the occurrence of a particular event or social phenomenon and decay with the rising of other events. For example, in 2012, the TV series *Mad Detective Di Renjie* was popular among all age groups. In the play, Detective Di Renjie, always asks his assistant, "Yuan Fang, what do you think?" every time they have a case. This interrogative sentence makes Detective Di look like a naive officer, entirely depending on his subordinates' advice. Later in 2012, when netizens posted their opinion online, they started with "元芳你怎么看?". As time went by, people seldom use this expression nowadays.

### 1.2 Translation Memetics

Memetics is a new theory explaining the law of cultural evolution based on the new Darwinian theory of evolution. Richard Dawkins put forward the term meme in his book *The Selfish Genes*. Dawkins believes that social culture can be spread because of a replicator of genes similar to biological inheritance, namely "meme". A meme is the parallel or horizontal transmission of cultural factors among individuals.<sup>[1]</sup> Later, Blackmore pointed out the transmission characteristics of memes, which are replicated and transmitted through imitation and are carriers of human cultural transmission ideas.<sup>[2]</sup> Language itself is a meme, and the meme is also contained in language. Translation is a necessary condition for integrating linguistic memes with the world. In *Memes of*

Translation: The Spread of Ideas in Translation Theory, Chesterman stated, "The concepts and viewpoints related to translation itself and translation theories are collectively referred to as translation memes, and a large number of translation memes, translation meme variants or translation meme complexes exist in the translation meme library."<sup>[3]</sup>

However, every meme of Internet buzzwords contains its social background or related events, so we cannot blindly pursue the translation of the source language meme into the target language, which will make it difficult for target language readers to decode the source language cultural meme, resulting in the transmission difficulty. Meme is the unit of cultural transmission and exerts a great effect on language. Therefore, methods and process of reproducing memes are of vital importance. According to He Ziran, there are two ways to replicate and transmit language memes. The first is memetic genotype which means the same content with various forms. The other is memetic phenotype which means the same form with different content".<sup>[4]</sup> In what follows, the source and the target texts will be discussed via meme genotype and phenotype in translation memetics.

## **2. Application of Memetics in the English Translation of Internet Buzzwords**

Memes are generated because information is copied and spread so buzzwords become popular. The information arouses people's resonance, so people are willing to process and imitate the information, then the information becomes widespread. Dawkins summarized three characteristics of successful memes :copying-fidelity, fecundity and longevity. The characteristics of Internet buzzwords meet these conditions, so these words can be known and spread by the public. Due to cultural differences and other factors, there are still certain problems in the English translation of Internet buzzwords, thus making the study of applying the memetics to the translation of Internet buzzwords necessary to explore more potential for the translation and provide more theoretical basis for translators.

### **2.1 Genotype**

Genotype is the equivalent conversion of original information between the source and target texts and retain cultural connotation and content to a great extent. Thus, the translation strategies of literal translation and transliteration correspond to the characteristics of meme genotype.

#### **2.1.1 Literal translation**

According to memetics, literal translation maximally approximates the form of the source language and maintains the structure, image and cultural connotation of the original text. Although the source and the target languages are unique, sometimes similar memes in the source language culture can be found in the target language culture to produce similar infection and pragmatic effects on the host. In this case, literal translation can be adopted to translate the meme, that is, to retain the referential meaning of Chinese Internet buzzwords as much as possible and find equivalent memes from the target language meme database. Literal translation can preserve the Chinese language style, and be easy for English readers to understand, which helps to recognize the source language memes.

Example 1:

Source text: 觉醒年代(one of the 2021 top Chinese Internet buzzwords )

Target text: The Age of Awakening

This expression is a heated Chinese TV series in 2021 which traces the founding process of the Communist Party of China and delivers a vivid recreation of the great changes in China's modern history. The translation sticks to the mode of meme genotype transmission and successfully achieves the equality of information of two memes between the source meme and the target meme. Moreover, it preserves the core of the source text and facilitates the target readers to understand the original meaning. The word "awakening" fits the theme of the TV series perfectly.

#### **2.1.2 Transliteration**

Transliteration memes are phonemic translation memes. In short, it translates directly into the target language according to the pronunciation of Mandarin. China has a long history. Many things or concepts are unique. There is no equivalent concept in other cultures, so directly transliteration can realize the effective cultural transplantation. Transliteration memes mainly include people's names, place names, material names and abstract names.

Example 2:

Source text: 土豪(one of the 2013 top Chinese Internet buzzwords )

Target text: Tuhao

"Tuhao" represents a tongue-in-cheek satire of China's breakneck pursuit of material affluence in the get-rich-quick era. It also heralds a future where face-driven materialism will be less paramount in consumption." Citizens believed that the meaning behind this word was meant to be funny and tongue-in-cheek. This word reveals the open-mindedness of Chinese and a sense of humor about themselves. Therefore, transliteration applied in this example conveys the original meaning and form without destroying the features of the source text, which correspondingly reflects the core of meme genotype.

### **2.2 Phenotype**

Phenotypic Internet buzzword translation memes are mutated memes, which retain the core content or part of the source language meme and undergo mutational replication and transmission from the source language meme to the target language. Free translation, amplification and omission belong to this category of translation memes.

#### **2.2.1 Free translation**

Chinese rich cultural connotations bring with the difficulty of interpreting the inner meaning via literal translation. In this case, free translation can be applied to explain the information hidden in the source text. It is impossible to find matching words in English directly. Free translation can flexibly convey the meaning of the source language meme, copy the core meme of the original language, and make the generated English meme and Chinese meme synergize to achieve an equivalent cognitive effect. Therefore, translators need to figure out the true meaning of the buzzword when using free translation, find an English meme suitable for the reading habits of the target language readers, and then paraphrase it properly.



Example 3:

Source text: 我也是醉了 (one of the 2014 top Chinese Internet buzzwords)

Target text: Are you kidding me?

This phrase is used to express frustration and the feeling of depression and speechlessness, especially when people can't have a smooth conversation with the other person. It also expresses people's speechlessness when they can't reach the agreement with each other. China Daily translated this sentence into "Are you kidding me?" which is often used in daily conversation by native English language speakers. In the target language, "Are you kidding me?" means "I'm surprised that you just said that". It is used for saying that you do not believe or agree with what someone is saying. The translator translates it into a corresponding target meme by assuring to reserve the source meme's content to the greatest extent, even though they are not equivalent. However, the genetic content of the source meme is still conveyed and perceived by the target audience.

### 2.2.2 Amplification

Amplification refers to the adding of certain words, phrases or sentences in the translation process, according to the differences in source and target language habits and expressions, as well as differences in contextual logic to more accurately express what is contained in the source text.

Example 4:

Source text: 双减 (one of the 2021 top Chinese Internet buzzwords)

Target text: "double reduction" policy (ease the burden of excessive homework and off-campus tutoring for students undergoing compulsory education)

"双减" is an abbreviated form representing an educational policy in China that was published in 2021. In the source text, its word-formation process is shortened, which consists of reducing of a word to one of its parts while the meaning of the word remains. The translator changes the content of the target meme by adding the hidden points and detailed explanation in the gene of the source meme, which makes the target meme "double reduction" policy thoroughly explained and completes the transmission of meme phenotype in order to reduce misunderstanding of the target readers.

## Conclusion

Through the analysis of Internet buzzwords and the corresponding translation, it can be noted that the translation process is a process of meme replication and transmission. The assimilation and memory of memes are regarded as the input of language, and the output of language is achieved through genotype memes and phenotype memes. The input is the basis of the output, and the output realizes the whole language learning process.

From the perspective of English recipients, they have their expectations for text type, vocabulary, sentence pattern selection and collocation, language style, which requires translators to abide by professional norms and expected norms. Network buzzwords belong to strong memes. To translate Chinese network buzzwords into language memes in English countries requires translators to use their professional knowledge to select appropriate translation strategies and authentic words for translation.

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# Relationship Between Tourism and Economic Growth in Lishui City Based on Multiple Linear Regression

Lunfu Li

Business School, Lishui University, Lishui 323000, Zhejiang, Chian

Philippine Christian University, Manila0900, Philippine

**Abstract:** A research method on the relationship between tourism and economic growth in Lishui City Based on multiple linear regression is proposed. Combined with multiple linear regression algorithm, the relationship between tourism industry and economic growth is evaluated and analyzed, and the impact index and management system of tourism industry economic development are constructed, Taking Lishui City as an example, it is confirmed that the proposed research method on the relationship between tourism and economic growth in Lishui City Based on multiple linear regression has high practicability, fully meets the research requirements, and can better guide the healthy and long-term development of regional tourism industry and economy.

**Keywords:** Multiple linear regression; Tourism industry; Economic development

## Introduction

The development of tourism plays an important role in regional economic growth. But because of the difference of economic foundation, geographical location, tourism industry orientation and development stage, economic growth, etc., there are many contents, which are in the mainstream of research. Such studies are adequate, but the conclusions are not uniform. To sum up, there are a lot of research results on the relationship between tourism development and economic growth at home and abroad, forming a rich literature [1]. However, in the study of the relationship between the two, most of the literatures regard each region as an independent individual with less spatial heterogeneity and dependence, and lack of analysis of the spatial relationship between the object and the surrounding area. While some literature considers spatial correlation, such studies also lack accuracy [2]. This paper chooses Lishui City as the research object, studies the impact of tourism development on economic growth from both qualitative and quantitative perspectives, and puts forward relevant policy recommendations on the basis of empirical analysis to provide theoretical basis and development ideas for tourism development. Tourism development and the benign development of local economy in Lishui City.

## 1. The relationship between tourism and economic growth in Lishui City

### 1.1 Evaluation algorithm of tourism economic development based on multiple linear regression

According to the above theoretical analysis<sup>[3,4]</sup>, in order to deeply reveal the effective complex mechanism of China's TLG hypothesis in different stages of tourism specialization, this paper empirically tests the nonlinear relationship between the two by constructing the PSTR model of tourism affecting economic growth. The econometric model is set as follows:

$$\ln Y_{i,t} = \mu_i + \varpi / g(TR_{i,t}; \gamma, c) + \delta Z_{i,t} u_{i,t} \quad (1)$$

Where,  $Z_{i,t}$  is the economic growth level of province I in period T,  $u_{i,t}$  is the tourism development level of province I in period T with tourism specialization, and  $\delta$  is a set of control variable vectors.  $g(TR_{i,t}; \gamma, c)$  is the conversion function with tourism specialization  $\varpi$  as the conversion variable. The elasticity coefficient of economic growth of province  $\partial$  to tourism specialization in period  $e_{i,t}$  is:

$$e_{i,t} = \ln Y_{i,t} + \beta TR_{b,t} \frac{\partial g(TR_{i,t}; \gamma, c)}{\delta Z_{i,t} u_{i,t} - \mu_i + \varpi} \quad (2)$$

If x is the independent variable, y is the dependent variable and E is the elastic coefficient, then

$$E = \frac{\Delta y / y}{\Delta x / x} - e_{i,t} \left| \frac{\Delta y}{\Delta x} - \frac{x}{y} \right| - \ln Y_{i,t} \quad (3)$$

Let  $\ln w = E \ln(a+b)(y-x)$ , take the derivative of X on both sides of the equation, and get

$$\frac{dy}{dx} \cdot \frac{1}{y} = Eb - \frac{1}{\ln w - x} \quad (4)$$

$$b = \frac{dy}{dx} + Ea \frac{x}{y} \quad (5)$$

The basic PSTR model of multivariate linear regression univariate two mechanism is defined as follows:

$$\varpi = S\mu_i x + \varphi a_{i,t} g(q_{i,t}; \gamma, c) + Ryu_{i,t} \quad (6)$$

Where,  $\varphi$  is the province and t is the time; The explained variable is y, which is a scalar, and the explanatory variable x is a k-dimensional vector of a time-varying exogenous variable;  $S$  is a fixed individual effect;  $a_{i,t}$  is the error term.  $g(q_{i,t}; \gamma, c)$  is a transformation function, which is a bounded continuous function

billion yuan, with a range of 41.697 billion yuan. In terms of total retail sales of social consumer goods, the difference between the maximum and minimum is 8.9 times.

with the value range of transformation variable  $R$  as  $[0,1]$ . For the specific function form of multiple linear regression, Granger and terasvirta define  $g(Q; c)$  as the formal graph of logical function

$$\psi = \left( 1 + (a+b) \exp \left( E - \gamma \prod_{i=1}^m (q_{i,t} - c_j) - R \right) \right)^{-1} \quad (7)$$

Where,  $C$  is a position parameter vector of m-dimensional transformation,  $\gamma$  is a smoothing parameter that determines the conversion speed of the conversion function.  $W_{ij}$  is the results of descriptive statistical analysis of each variable.

The development of tourism will also stimulate economic growth and contribute to economic growth. The contribution rate of industry to economic growth is an index often used when investigating an industry. It can reflect the proportion of economic growth made by the industry. Generally, the contribution rate of an industry can be calculated by the following formula:

$$R_i = \Delta x_i / \Delta y_i \quad (8)$$

In terms of total tourism revenue, the average value is 12.216

Table 1 descriptive statistical analysis of each variable

variable	Variable name	capacity	mean value	standard deviation	Maximum	minimum value
GDP	Regional GDP (100 million yuan)	20	561.5	318.5	1112.2	160. 0
PNT	Total number of tourists (10000)	20	2093.6	2011.6	6285.1	165.1
TTR	Total tourism revenue (100 million yuan)	20	123.65	126.65	426.85	9.19
SALE	Total retail sales of social consumer goods (10000 yuan)	20	372.5	204.5	749.9	85.3

## 1.2 Construction of tourism economic development impact system

The key to judge whether an industrial element (such as star hotels and hotels) constitutes tourism and whether it belongs to tourism is to see whether its existence meets the needs of tourists. If the core of tourists' demand is removed, the enterprise has no market, and the enterprise element belongs to tourism. On the contrary, if there is still a demand market or less affected, the enterprise element belongs to the category of tourism. If the tourist source accounts for a small proportion of its total tourist source, or does not receive tourists, mainly to serve the local economic and social development, then it does not belong to tourism. For another example, if the same performance is sold to tourists as a characteristic product, it will be included in the tourism industry. If it is only the local people's own customs and activities, it will not be included. In other words, whether the same industrial element belongs to tourism should be determined according to its internal nature. Therefore, to measure the development degree of a regional tourism, we should not look at its potential ownership of tourism elements, but its actual ownership of tourism.

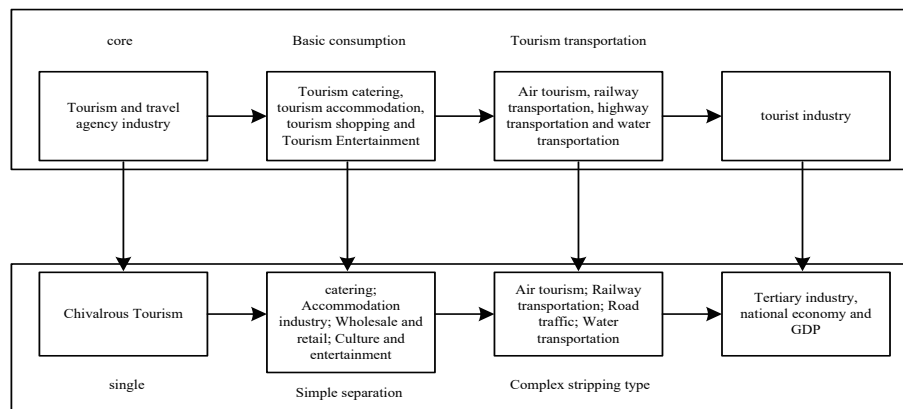


Fig. 1 model of tourism acting on the national economy

The expansion of the tourism industry refers to the process of continuously strengthening itself by absorbing and integrating

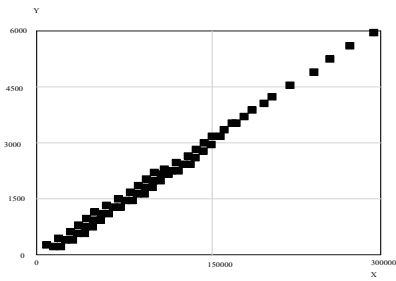


Fig. 3 scatter diagram of economic growth and tourism development

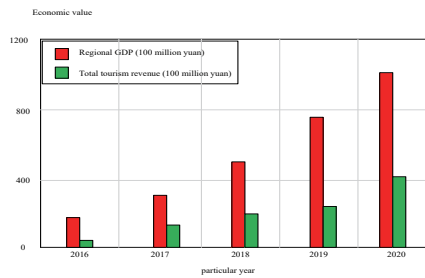


Fig. 4 regional GDP and total tourism revenue of Lishui City (100 million yuan)

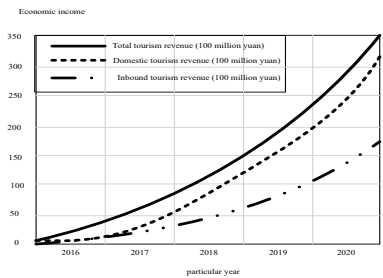


Fig. 5 broken line chart of total tourism revenue, domestic tourism revenue and inbound tourism revenue of Lishui City

various resource elements provided by other industries due to structural surplus and new input from the society after the tourism industry is formed. It contains two contents: one refers to the expansion in the connotative sense, including the improvement of tourism operation and management level, the development of technology, the upgrading of products, and the rationalization of the organizational structure of the tourism industry, etc., these factors are all in the connotative sense. It promotes the expansion of the tourism industry and the evolution to a higher industrial level; the second refers to the expansion in a purely extended sense, such as the increase in the number of companies producing similar tourism products in the tourism industry, the improvement of comprehensive development capabilities, and the extension of industrial distribution in the region As well as the rapid growth of the number of tourism products, the expansion of the tourism industry reflects and describes an evolutionary process formed by the tourism industry in its growth period and rising period due to its failure to grow. It can be measured by indicators such as the proportion of tourists in local residents, the proportion of tourism revenue in GDP, and the proportion of tourism revenue in exports. Foreign scholars often use tourism specialization to reflect the proportion of tourism in GDP. Therefore, from the perspective of measuring indicators, the professionalization of tourism is equivalent to the concept of tourism dependence.

## 2. Analysis of experimental results

According to the data in Table 1, calculate the correlation coefficient between China's total tourism revenue and GDP in recent years, and fit the regression equation (run on eview s3.1 software). The simple correlation coefficient between them is 0.9861, indicating that they have a great correlation. It can be seen from the scatter plot (Figure) that although the outbreak of COVID-19 has greatly affected the tourism industry, there has been a normal outlier, but this does not affect the obvious linear relationship between economic growth and tourism. Based on this, a linear regression model is established and estimated by the least square method.

This paper selects four variables of Lishui's regional GDP, total tourism income, total number of tourists and total retail sales of social consumer goods as the research object, and makes quantitative analysis with stationarity test, cointegration and regression analysis. According to the economic growth theory, human capital investment, material capital investment and technological innovation are introduced into the model to explore the interaction relationship and temporal and spatial evolution trend between China's tourism development and economic growth, so as to provide reference for the coordinated development of China's tourism and economic growth. Lishui is one of the areas in Zhejiang Province where the development of tourism started last, and it is also the "cold zone" of tourism in the province. However, in recent years, Lishui tourism has risen rapidly and made remarkable achievements. The contribution of Lishui tourism to regional GDP has increased year by year. The following is a further analysis through the trend chart of regional GDP, total tourism revenue, total tourism revenue and domestic and foreign tourism revenue from 2015 to 2020.

As can be seen from the figure 4, from 2016 to 2020, on the whole, the total regional GDP and total tourism revenue maintained an upward trend. Among them, the proportion of total tourism revenue in regional GDP is also rising, especially since 2016, the growth rate of total tourism revenue has accelerated. It shows that Lishui tourism economy is an important part of regional economy.

As can be seen from the figure 5, the growth rate and trend of total domestic tourism revenue and total tourism revenue are consistent, with fast growth, while foreign tourism revenue is also growing, but the growth rate is slow; From another aspect, we can also see that the proportion of domestic tourism revenue in total tourism revenue is far greater than that of inbound tourism revenue.

## 3. Conclusion

This paper investigates the current situation of the relationship between tourism and regional economic development in Lishui, finds that the development of tourism in Lishui has a positive role in promoting the regional GDP, and further explains that the tourism economy in Lishui plays a role in promoting the economic growth of Lishui. Based on the SWTO analysis of the development of tourism in Lishui, this paper puts forward relevant suggestions for the development of tourism in Lishui.

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# Research on the Digital Inheritance and Development Path of Traditional Handicrafts under the Background of Rural Revitalization

Ying Zhang

Zhengzhou Business University, 451200 Zhoukou, Henan, China

**Abstract:** My country's rural revitalization strategy has established the general requirements of "prosperous industry, livable ecology, civilized rural customs, effective governance, and prosperous life", and opened up the integration of urban and rural development, common prosperity, quality agriculture, rural green development, rural cultural prosperity, and rural development. Good governance, and a new journey of rural revitalization for poverty reduction with Chinese characteristics. Rural revitalization is inseparable from the revitalization of rural culture. Traditional handicrafts are an important carrier, which not only includes the traditional national creation wisdom, aesthetic awareness, technical ability, and ethical concepts, but also has the industrial function of superimposing the connotations of agriculture, industry and information economy. Pay attention to the development of traditional handicrafts, promote traditional handicrafts to adapt to the needs of the development of the times, fully pay attention to the use of advanced technology, and combine modern technology closely and scientifically, which will help to create a high-level material life and spiritual life, and help cultural development and rural revitalization. At the same time, the implementation of the rural revitalization strategy will also spawn a group of emerging groups, gather a new force, and promote the revival and development of traditional national culture.

**Keywords:** Rural revitalization; Handicraft; Digitizing

## 1. The current situation of traditional handicraft culture and development—Taking Zhengzhou City as an example

### 1.1 The development status of traditional handicrafts

The ancient capital of Zhengzhou is located in the hinterland of China. It is the hometown of Xuanyuan Huangdi, the ancestor of Chinese humanities. It has been the capital for five times in history and the state for eight generations. It is one of the eight ancient capitals of China. In the long history of prosperity and prosperity, Zhengzhou, with its own openness, tolerance and harmonious and different personality, has not only created a sustained and prosperous material civilization, but also nurtured a rich and splendid urban culture. In the long-term production and life practice, the people of Zhengzhou have not only created a large number of material cultural heritage, but also created a variety of intangible cultural heritage, including 27 traditional handicraft skills, covering crop cultivation skills, handicraft production skills, food handicraft inheritance and other traditional craft.

#### 1.1.1 Zhengzhou handicraft has a high degree of traditional handicraft

Zhengzhou is located in the Central Plains and has been in an agricultural society for a long time in history. After entering the modern society, it has not been as highly modernized as the economically developed areas. So far, the villages of Zhengzhou still retain the traditional way of life and production to a large extent. The local civilization that gave birth to intangible cultural heritage handicrafts still has deep soil in Zhengzhou, and many people still retain the wisdom and skills of traditional handicrafts. Compared with other economically developed areas, Zhengzhou's intangible cultural heritage handicrafts maintain a high level of authenticity and the simplicity of handicraft skills. For example, the traditional crafts of straw weaving, wheat straw paintings and New Year pictures, clay sculpture, as well as traditional art projects such as paper cutting, dough sculpture, wood carving, etc., all maintain a high degree of traditional handicraft technology and long-standing cultural traditions.

#### 1.1.2 Various forms of handicrafts in Zhengzhou

As intangible cultural heritage, handicraft has natural and social attributes, and exists in the whole of natural ecology and cultural ecology. Zhengzhou has a diverse natural and geographical environment. Mountains, plains and river valleys are all distributed in Zhengzhou. Handicrafts rely on the local natural ecology, such as straw weaving and bamboo weaving, which are widely distributed in various places. The inheritance, development and continuation of their skills depend on the natural growth of plants. The physical properties of plants in different regions are different, and the weaving techniques and product styles will also be different. In terms of cultural ecology, Zhengzhou is located in the hinterland of the Central Plains, with dense population, extensive exchanges among



various ethnic groups, and diverse cultural forms, which endows handicrafts with rich and diverse cultural connotations, forming a diverse cultural ecology for its protection, inheritance and development. In the concept of harmony between natural ecology and cultural ecology, Zhengzhou handicrafts are also diverse and colorful.

### **1.1.3 Folk forces play an important role in the inheritance of handicrafts**

The basic feature of the inheritance of Zhengzhou handicraft projects is that the family inheritance is the core, or in the long-term family inheritance process, it gradually spreads to a village, township and other nearby cities with the family's residence as the core. This is in line with the traditional inheritance ethics of agricultural civilization. Family making and small handicraft workshops are the main forms of its inheritance and management, which also shows that handicraft is an important resource and main means for the local people to live on. At the same time, it means that the inheritance and development of handicrafts lacks vitality and the production scale is small. In recent years, there have been a number of modern enterprises with large-scale industries and traditional craftsmanship with industrial workers as producers and inheritors. But in a strict sense, these producers and inheritors are still mainly farmers in the main distribution areas of the technique, and still in the tradition of local artisans.

## **1.2 The predicament of the spread of traditional handicrafts**

Traditional handicraft mainly produces civil society, has a relatively long history and can reflect the traditional craftsmanship of national sentiment and aesthetic taste. This is the product of human development to a certain stage. Under the background of the current rapid development of society, the protection of traditional handicrafts is more important. However, in the process of handicraft development, there is still a lack of a fixed success model. Influenced by other factors, the methods and methods of traditional handicraft protection and dissemination are also different. At present, the protection and dissemination of traditional handicraft culture in my country still faces many difficulties, which can be understood from the following aspects:

### **1.2.1 lack of media**

The protection and dissemination of traditional handicrafts requires the participation of the media to play a promoting role, but from the actual situation, it can be found that the intervention and role of the media have not yet formed a mature development path. Under the influence of the media operation concept and mechanism factors, there are Most of the reports are time-sensitive event reports, and there is a lack of comprehensive and in-depth reports, which makes the value of traditional handicrafts not fully presented. In order to attract the attention of the public, some media reports are more formalized and the content is untrue.

### **1.2.2 Talent dilemma**

The protection and dissemination of traditional handicrafts requires the influx of talents. The problems of aging and uninherited craftsmen are more serious. As the main body of genes that carry and transmit culture, traditional handicrafts are passed down from generation to generation. Effective protection of traditional handicrafts requires participation. However, the current aging phenomenon of traditional handicraft artists is more prominent, many precious skills are facing the problem of disappearance, and some intangible cultural heritages are on the verge of extinction. On another level, the new forces also have problems with the identity of traditional handicrafts and craftsmen.

### **1.2.3 Market Dilemma**

The development of the cultural industry requires the industrialization and marketization of the potential economic value of handicrafts, so as to promote the inheritance and dissemination of traditional handicrafts. In the current market economy development environment, driven by the pursuit of short-term economic interests, the relationship between culture and the market has also broken down. Many fakes and defective products flood the market, which makes the unique art and culture lost. Meaning back. There is also the development of over-industrialization, lack of regional characteristics, forming a development trend of benefiting and forgetting heritage.

## **2. Status quo of digital application of traditional handicraft protection and dissemination**

In the process of protection and dissemination of traditional handicrafts, the application of digitization needs to be paid more attention from various aspects, and the advantages of digital technology should be brought into play to promote the sound development of intangible cultural heritage. From the current status of digital protection of traditional handicraft intangible cultural heritage, it can be found that there are still some shortcomings, which are reflected in the following levels:

### **2.1 The problem of digital stagnation**

The protection and dissemination of traditional handicrafts requires the use of modern technology, and digital dissemination methods help to fully reflect the value of traditional culture. Traditional handicrafts are mostly ethnic and regional characteristics, and some are in remote mountainous areas, such as Xiangxi blue calico and Hunan embroidery. The cultural level of traditional craftsmen is relatively low, and they lack the awareness of digital protection and dissemination. This will affect the protection of handicrafts. In the context of the current information age, the close combination of digital technology and the protection and dissemination of traditional handicrafts can help to promote the implementation of protection and dissemination. However, under the development situation of economic globalization, strong cultural shock and invasion, the protection of handicrafts also requires a lot of material and financial resources under the application of digital technology, which will increase the difficulty of protection and dissemination.

### **2.2 Monotonous form and lack of innovation**

The protection and dissemination of traditional handicrafts has problems of monotony and lack of innovation in the application of digital technology, which will inevitably affect the good development of protection and dissemination work. At present, my country has stepped up efforts to protect traditional handicrafts, and established a portal website and two micro-ends, which can play a positive role in the protection of intangible cultural heritage. However, in terms of form, content and sections, there are problems of simplification and lack of innovation, which will inevitably affect the good development of the protection and dissemination of traditional

culture.

### **2.3 Lack of fun and lack of practical connection**

When digital technology is combined with the protection and dissemination of traditional handicrafts, it is necessary to focus on interesting presentation content, so as to help attract the public's attention, only with the user's fragmented time, interesting reading and fast entertainment and leisure life. , in order to play a good application effect, but from the actual situation can be found, there are still shortcomings in this aspect.

## **3. Application of digital technology for traditional handicraft protection and dissemination**

Application of digital technology for protection and dissemination of traditional handicraft intangible cultural heritage

In the application of digital technology for the protection and dissemination of traditional handicraft intangible cultural heritage, it is necessary to fully pay attention to the flexible use of methods, and strengthen attention from many aspects. The following points are for reference:

### **3.1 Application of digital technology in collection and storage**

In the process of protection and dissemination of traditional handicrafts, it is necessary to combine with actual work requirements, give full play to the positive role and advantages of digital technology, and take the dissemination and development of traditional handicrafts as the goal to improve the quality and efficiency of protection and dissemination as a whole. Traditional handicrafts have a long history and have many types. Traditional handicrafts have different regions and characteristics. In the process of protection and dissemination, digital technology is used to take photos, record and collect items. This simplified protection method has been used for a period of time. plays an important role within. In the new development period, this requires the scientific application of digital storage technology, the establishment of databases to ensure traditional handicraft resources, and the ability to process traditional handicraft archives (photos, manuscripts, craft images) using digital technology, and save them to CDs. The content is dumped into a digital disk, and then multi-dimensional scanning of data is used to preserve the graphic structure of cultural relics through the application of digital images and 3D modeling technology, so that high-precision texture information can be stored. The use of multimedia network database can play a positive role and can effectively guarantee the preservation and integrity of intangible cultural heritage.

### **3.2 Use of Digital Diversified Platforms**

In the protection and dissemination of traditional handicrafts, the scientific application of digital technology and the use of diversified platforms, such as 3D scene modeling, and the application of animation technology to coordinate the display of virtual scenes after rendering, can reproduce traditional handicrafts and production methods. It can also play a positive role by establishing a digital museum. The multi-media form and traditional handicraft information are organically combined, and the Internet and cable TV are used for dissemination, so as to break through the limitation of place and time factors, and adapt to the application of modern technology. Mass media, this new application platform can play a positive role in safeguarding the intangible cultural heritage of traditional handicrafts. For example, the method of digital museum, which is a digital display platform suitable for mass communication, can digitally convert static collection displays, traditional handicraft production processes and communication methods, and store them in the network, which can help to give full play to digital Active role of museums.

### **3.3 Digitalization promotes interactive cultural experience**

In the process of protection and dissemination of traditional handicrafts, full attention should be paid to the positive role of digital technology to achieve the goal of interactive cultural experience. Digital communication is aimed at different audience groups, and because of different appreciation levels and cultural levels, when protecting and disseminating traditional handicraft intangible cultural heritage, it is necessary to focus on excavating the essence of intangible cultural heritage, organically integrating with modern life, and applying digital technology. In order to achieve the goal of protecting communication, this can also have a different impact in terms of technological innovation and the cultural experience of the audience. In order to maximize the expansion of users and digital interactive communication space, the communication works under digitalization must integrate art and technology, and use virtual reality technology and AR technology to protect and disseminate traditional handicraft intangible cultural heritage. Do a good job, show fun and be artistic. Through the application of digital technology, the charm of handicraft intangible cultural heritage art can be displayed in more detail. The digital immediacy and repeatability can break through the limitation of time and space, and can effectively combine your own preferences for viewing and learning experience.

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# Research on Big Data Teaching Oriented to the Cultivation of Engineering Ability

Xiqiang Duan<sup>1,2</sup>, Lei Zhang<sup>2</sup>

1. Taishan University, Tai'an, Shandong province, 271000, master, lecturer, research area: Big Data.

2. Taishan University, Tai'an, Shandong province, 271000, master, lecturer, research direction: Data Security.

**Abstract:** In view of the current problems in the teaching of elective courses for graduate students, such as teachers' lectures, students' writing and reading reports, and the lack of systematic training in engineering literacy, in the course of "Big Data Processing Technology", probe into the teaching reform method of the elective course of specialty. While teaching the knowledge of big data, through the design and implementation of group projects, training students in system analysis and design, as well as team cooperation and the ability to solve engineering problems. Practice has proved that ability-oriented teaching, the way of good results, students highly recognized.

**Keywords:** New Engineering; Big data; Engineering capability; Teaching research

## 1. Course teaching mode

At present, many universities offer courses related to big data analysis, different universities open, set big data courses, the focus of their knowledge are different. But, basically, it falls into the following categories: first, courses on data analysis and data mining; and second, courses on parallel and distributed programming architectures and models, hadoop MapReduce and the Spark ecosystem; NoSQL and NewSQL database technologies for NON, structured data processing and storage management; and cloud storage oriented courses. By consulting the big data related courses of world-class universities, the following knowledge points are adopted as the main teaching content of the Big Data Application Technology Course: Big Data Storage, and management technologies, big data programming models, big data analytics and visualization technologies, as well as new big data applications such as business intelligence and Data Lakes. Curriculum learning is an important learning process faced by graduate students. Professional courses can enable graduate students to master more extensive professional knowledge and play an important role in future research. The teaching of elective courses for graduate students should adopt different teaching methods and models according to the nature of courses and the characteristics of students. The teaching mode should not be single, it needs to adopt various teaching methods according to the characteristics of the course. In the course of "Big Data Processing Technology", teaching, technical lectures, course experiments, seminars, course group projects and other ways.

## 2. Course objectives

### 2.1 Theoretical objectives

The course covers the basic concepts of big data technology, big data ecosystem, big data storage model, big data programming model, Big Data Analysis Technology, big data, visualization technology and mainstream application technology of big data.

### 2.2 Engineering capability development objectives

The cultivation of students' ability to solve engineering problems is achieved through curriculum experiments, design, and comprehensive engineering projects in the curriculum. The problem of engineering ability development is not only a personal problem, but also a team work. Big data, process technology aims to develop students' ability to work in teams, communicate effectively, manage projects, and learn throughout their lives through project teams. (1) work as a team. Divide students into discussion and project teams, because a project can not be solved by one person and requires collaboration with others. (2) effective communication, discussion class, written and oral students, report, we discuss together to form a final solution. (3) active learning and life-long learning, so as to enable students to take the initiative in learning and reduce classroom teaching by teachers. Students are required to design experiments to verify and solve problems, to collect information, to seek resources, and to improve their professionalism. (4) project management, where students try to execute projects, plan tasks and time.

## 3. Implementation of curriculum teaching

### 3.1 Class schedule

"Big Data Processing Technology" is an elective course for graduate students. It has a total of 48 hours. The course consists of lectures, course experiments, literature reading, group discussions and course groups, projects, final exams, and so on. The teacher

spent 32 class hours on the core big data ecosystem architecture and key technologies, and the students in the optional course, 2 -- 4, formed a project team that had to complete a project related to big data processing technology, projects. The teacher arranges 4 class hours to review the students' Literature Reading Report and the project opening report that the group plans to carry out, the work load, the difficulty degree, the experimental data source, the key technology and the algorithm and so on carry on the gatekeeper. Each project team will report on the project, the construction of the experimental environment, the design of the key technologies and algorithms, the programming implementation, the system testing, the problem description and the solution, etc. , to discuss. By each graduate student group members to explain or demonstrate, a total of 6 times, 12 class hours, teachers to participate in the discussion and guidance, students encounter problems to give solutions, suggestions.

### **3.2 Theoretical content**

#### **3.2.1 Big data storage and management**

In the past ten years, the growing demand for large-scale data storage and processing has been driving the rapid development of data storage technology, parallel computing technology and database technology. From local storage to cluster, from distributed storage to cloud database, storage, data storage methods have been greatly enhanced. Database systems have evolved from traditional, traditional relational database systems to the latest NewSQL database systems based on NoSQL and support for database, integrity constraints. In addition to structured data, big data involves a lot of Unstructured data, NoSQL and NewSQL are new ways of storing unstructured, structured data. Big data storage is built on top of distributed data store, and HDFS is the most widely used distributed data store. NoSQL database, a variety of documents, graphs, column clusters and key values. The course will cover big data storage models and management techniques. Most NoSQL database systems are open source, so they can be easily incorporated into the experiments of the big data course.

#### **3.2.2 Big data programming model**

The distributed computing model is the core of the big data application architecture. Big Data Programming Model provides a general interface for writing Big Data Application System, and provides a simple way for building big data application system. Big data, often involving distributed parallel computing on a cluster. MapReduce is the primary, stream-oriented framework for parallel computing, which supports a variety of data-intensive programs and is the de facto programming model for big data. The core of big data processing is to adopt two basic process objects, Mapper and Reducer, which are processed on different nodes of the cluster by two special computing methods, Map and Reduce. Another widely used algorithmic framework for big data is the Resilient Distributed Dataset RDD (Resilient Distributed Dataset) based on the implementation of the Spark platform. By using RDD, the user does not have to worry about the distributed nature of the underlying data, but only needs to express the specific application logic as a series of transformation processing, thus avoiding the storage of intermediate results, greatly reduces the overhead of data replication, disk I/O, and data serialization. The class will provide an overview of the different programming models in the big data frameworks Hadoop and Spark through more specific code examples.

#### **3.2.3 Big data analytics and visualization**

Visualization has become a core technology to extract meaningful information and bring value from the results of big data analysis. Effective tools and technologies that can easily, visualize large amounts of messy data, and improve business decision-making capabilities by visualizing big data. For powerful data analysis and excellent visualization, using the R language on Hadoop will provide a flexible platform for data analysis. R provides the most popular open source statistical analysis software package, Hadoop's powerful data processing capabilities and R's powerful visual analysis capabilities of the combination of RHADOOP, provides a good platform for big data analysis. Visual tools such as the R language and Tableau will be introduced.

#### **3.2.4 Big data applications**

With the continuous updating and iteration of big data technology, data management tools have been developed rapidly, and related concepts emerge in endlessly, such as from the initial decision support system (DSS) to business intelligence (BI) , data warehouse, Data Lake, data center, and so on. A Data Lake is a single store of all data in an enterprise, including raw copies of the source system data and the transformation of data for reporting, visualization, analysis, and machine learning tasks. Data Lakes can include a variety of types of data: relational database structure, data, semi-structured data (CSV, XML, JSON) ; unstructured, data (e-mail, documents, PDF) and binary data (images, audio, video). Hadoop is the most common technique for deploying data lakes. Data Center is an intelligent data processing platform that takes on technology, leads business and builds standard definition. Many businesses are already experimenting with using big data and cloud technologies to build data, lakes, and data centers, and to support data driven intelligent decision making. Today, the world's top companies and large corporations have deployed or are deploying data lakes and data centers. The course will introduce students to these new technologies and give them an understanding of the real state of big business, according to the application.

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# Study on Rural Water Pollution Management in Honghu City from the Perspective of “Two Mountains” Theory

Shizhen Liao, Jun Wu\*

College of Urban Construction, Yangtze University, Jingzhou 434023, Hubei Province, China

**Abstract:** With the rapid development of social economy and the increasing improvement of farmers' living standards, many problems have emerged, among which rural water pollution is particularly prominent, restricting the sustainable development of rural social economy and threatening the life of rural residents. In this paper, we analyze the causes of rural water pollution from different aspects such as production, life, management and system through field research in Honghu City. The countermeasures are proposed to provide scientific and feasible guidance for the improvement of rural water environment management in Honghu city.

**Keywords:** “Two Mountains” Theory; Water Environment; Honghu City; Governance measures

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## 1. Introduction

Rural water environment is an important part of rural ecological environment, roughly including rivers, ditches, lakes, fish ponds, paddy fields and groundwater, etc., which are distributed in rural areas. Through field research we found that the most prominent problems are domestic pollution, industrial pollution, agricultural planting pollution and aquaculture pollution in rural areas of Honghu, indicating that the problem of water pollution needs to be solved.

As a typical county-level city in the Jiangnan Plain of Hubei Province, Honghu City is a major grain-producing area in the Yangtze River Basin and is the largest city in China for freshwater products farming. Therefore, in Honghu City, whose pillar industry is aquaculture and fishery farming, it is of great importance to protect rural water environment.

## 2. The Origin and Connotation of the Two Mountains Theory

In August 2005, Xi Jinping, secretary of Zhejiang Provincial Party Committee, proposed that “green water and green mountains are golden mountains” during his visit to Anji, Huzhou, Zhejiang Province. Later, Xi Jinping once again pointed out when talking about environmental protection: “We want both green water, green mountains and golden, silver mountains. We would rather have green water, green mountains than golden mountains”, further elaborating on the three stages of development between green water, green mountains and golden mountains. Subsequently, General Secretary Xi Jinping mentioned the “Two Mountains” Theory many times on various public occasions, gradually enriching and developing the theory to form a complete and scientific theoretical system.<sup>[1]</sup>

After 16 years of ecological construction practice, the connotation of the “Two Mountains” Theory is getting richer and richer. The essence of the “Two Mountains” Theory is to realize the dialectical unity of economic development and ecological protection. When we develop the economy, we should pay attention to the protection of the environment, stop the deterioration of the environment, and ensure the normal cycle of ecology. In addition, we need to transform good ecological resources into visible and tangible income for the public, so that a beautiful environment can bring about substantial improvement in living standards.

## 3. Basic information

The author has analyzed the main causes of the continuous deterioration of the rural water environment through a number of surveys on the planning of beautiful villages in Honghu City, and summarized them as follows.

### 3.1 Free discharge of domestic sewage without treatment

With the improvement of people's living standards, the generation of rural domestic sewage increases year by year, and there are also more and more chemical adherents in the sewage. Furthermore, the villagers' domestic sewage is directly discharged into the nearby waters without any treatment, and over time the pollution of the surrounding water environment is becoming more and more serious. At the same time, a large amount of domestic sewage residue gradually deposited due to slow water flow and small flow rate of rural rivers and ditches which were scarcely cleared, resulting in greatly reduction in the functions of self-purification, water storage and agricultural irrigation of rivers and ditches.



### **3.2 Insufficient supervision on rural enterprises' sewage discharge**

In rural areas, industry often stays at the level of small workshops, and only a small number of villages have quite large-scale breweries, grain processing plants, aquatic product processing plants and other rural enterprises, most of the product processing enterprises constructed in rural areas lack the appropriate sewage treatment facilities. Therefore, these unsupervised rural enterprises discharge untreated quantities of industrial wastewater that produced in their producing process into waters. The long-standing discharge has caused serious pollution to the surrounding rivers and ditches which are natural water bodies, and greatly increased the probability of agricultural pollution accidents.

### **3.3 Extensive application of fertilizer in agricultural**

In Honghu City, agricultural development is strong, agricultural planting covers a wide area, and farmers apply fertilizers and pesticides in large amounts on a daily basis and more frequently. At the same time, Honghu area is rich in rainfall, excessive application of chemical fertilizers and pesticides is very easy to lose with rainwater. Along the river system gradually gathered, the chemical elements which are difficult to decompose will cause serious pollution to regional water bodies and irreversible damage to the ecological balance, most importantly, endanger people's lives and health eventually through the ecological cycle.

### **3.4 Eutrophication of water boodies caused by aquaculture**

Honghu City is a typical aquaculture exceptionally prosperous area, almost every household engages in aquaculture. However, the good economic effect makes the villagers keen to pursuit of aquaculture production and excessive blind unplanned feeding. Overcapacity and high load of aquaculture with a large amount of excess feed easily leads to eutrophication of the water body and decline of the water body oxygen content. The deterioration of aquaculture water quality seriously affects health of the interconnected rural water environment.

### **3.5 Imperfect management mechanism and system of water environment**

In rural areas, rivers, ditches, lakes, ponds and other natural water quality has been largely untested for a long time and a variety of drainage networks, irrigation canals and other infrastructure maintenance situation also are long-term unmanaged. This has led to various problems such as stagnant water deposits, smelly water bodies and clogged ditches everywhere, almost unmanaged and unasked for. Although the local government has implemented management policies such as the river and lake director system, there is a lack of corresponding management efforts and means, and the policies are not well implemented on the ground.

## **4. Suggestions**

To promote the comprehensive management of water pollution in Honghu Lake, we need to grasp the contain of "Two Mountains" Theory, take the construction of ecological civilization as leading goal, take economic development as the core, take characteristic organic agriculture as supporting industry. Based on new requirements of rural development, we must coordinate resources and make an overall layout to address both symptoms and root causes, both construction and management. And we should combine with national, provincial and municipal rural development policies to vigorously promote measures for water environment improvement and to achieve a "beautiful Honghu" with smooth rivers, clear water and green shore.<sup>[2]</sup>

### **4.1 Improving rural sewage treatment system**

It is imminent to implement centralized treatment of village sewage and construct a comprehensive sewage treatment system. For the specific situation of each village, we should implement a "three-pronged" layout in sewage treatment, separate and classify villagers' daily washing sewage, toilet sewage and industrial sewage from each other to ensure a complete collection. For daily washing sewage, after simple purification, tail water can be directly discharged into the canal or farmland irrigation; for toilet sewage, after combined treatment in several villages, waste resources can be fully-utilized to reconstruct and build the septic oxygen tank; while for industrial sewage, the sewage can be concentrated to nearby sewage disposal plant in the town. Overall, it is imperative to establish a complete rural sewage treatment system to ensure that every share of sewage be properly disposed of.

### **4.2 Strengthening training in agricultural science cultivation**

For water environment protection in Honghu Lake, accelerating the national guidance on scientific fertilization and medication of crops and regulating standards of pesticides and fertilizers applied by farmers in agricultural production is an urgent task to be performed. Specifically, the Municipal Bureau of Agriculture must take the initiative in refining the guidance for agricultural planting and strictly prohibiting the use of strong polluting chemicals according to the national guidance, taking into account the actual situation in rural Honghu; each town must assign corresponding person in charge of publicizing policies to each village; village cadres should set an example on implementing policies, and finally form a public sense of recognition of reasonable fertilization and scientific planting from top to bottom and achieve an ecological and scientific agricultural planting model.

### **4.3 Investing in organic farming**

How to make industrial development and ecological protection to reach an organic balance? Combining with their own ecological characteristics and developing special organic agriculture is undoubtedly a two-pronged strategy and the most way in line with the "Two Mountains" Theory of development. In the specific implementation, they should proceed an appropriate amount of planting according to their own advantageous industries and ecological carrying capacity of the land. Each village should gradually guide the advantageous industries into the ecological planting level to form an overall layout of ecological and organic agricultural planting and to create a regional brand of organic products. And they can jointly promote the development and progress of the village, and ultimately achieve a happy scene with beautiful environment, wealthy life, prosperous industries.

### **4.4 Vigorously promoting healthy farming model**

In the context of the "Two Mountains" Theory, making a reasonable program for fishery ecological civilization construction is a very effective measure to achieve the goal of green water. Firstly, we should focus on the promotion of rice shrimp, rice frogs, rice crabs, rice loach and other rice field integrated ecological breeding model and reduce the cost of breeding through holding training courses for

mastery of technology in aquatic fishery culture and doing point demonstration and so on; secondly, we should adjust the number and proportion of fish stocking, change throw fertilizer for breeding to ecology breed, standardize the use of drugs, baiting, fertilization, and vigorously promote integrated oxygenation, fine feeding and low emissions, low emissions breeding technology; thirdly, we need to establish the standardization of ecological and healthy aquaculture, formulate the technical regulations of aquaculture, and guide the fishermen to make ecological and healthy production.<sup>[3]</sup>

#### **4.5 Perfecting a long-term management mechanism of water**

In view of imperfection of the existing rural water environment management mechanism system in Honghu City, we should increase the investment in water environment testing and management in order to introduce professional water management talents. We also need to set up special management institutions and develop management programs for water environment, so that we can hand over sewage treatment, pass the rights of water quality supervision and infrastructure construction to professional teams. Eventually we can achieve global control, construction management, operation and maintenance and other aspects, and deeply promote the full coverage of long-term management mechanisms such as river and lake long system, responsibility system and assessment system, so that rural areas can maintain a long-lasting ecological blueprint of clear water and green shore.

### **5. Conclusion**

In the background of “Two Mountains” Theory, the future construction of rural areas in Honghu City must not take the old road of development first and governance later, but focus on the protection and construction of rural water environment while developing the economy, so that rural areas can embark on the road of sustainable development in harmony with people and land, and truly realize the “Chinese dream”.

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# Research on the Integration of Teaching Resources Construction Under the Background of Educational Informationization -- Taking the Course of Architectural Engineering Metering and Valuation as an Example

Li Wang

Taishan University, Shandong, Tai'an 271000

**Abstract:** The integration of teaching resources under the network environment breaks through the limitation of traditional teaching resources in a certain area and realizes more sharing and integration of teaching resources through the network platform. The integration and development of the course resources of architectural engineering metering and valuation in colleges and universities can not only enrich the content of classroom teaching, but also improve the quality of classroom teaching by means of a large number of excellent teaching resources, students can also provide a wealth of extra-curricular learning resources, students can use extra-curricular time for self-study, to develop the spirit of self-exploration and self-learning ability of students. At present, the integration and development of course resources of architectural engineering metering and valuation is the key work to ensure the healthy development of education and the sustainable development of higher education.

**Keywords:** Information; Teaching resources; Integration; Construction; Engineering

## 1. The integration of teaching resources in the course of architectural engineering metering and valuation in China and the existing problems

### 1.1 The scope of integration of teaching resources in the course of architectural engineering metering and valuation is small, and the sharing efficiency is relatively low

At present, although the integration of English resources in universities has achieved some results, and also urgently needs a large number of teaching resources to support, but in the base

There is still a lack of infrastructure, so that the integrated and shared content has not been deployed on a large scale, so this part of the content application rate is not high. In addition, the integration and sharing of college teaching resources are basically free, so the school for their own resources or more conservative, lack of enthusiasm. In the process of integration and sharing of teaching resources, there is also a lack of special policies to improve the management of many problems, that is to say, the lack of a unified platform for integration of resources.

### 1.2 Under the network environment teaching resources conformity platform's construction investment is insufficient

The development of network technology can be said to provide a good platform for the integration of teaching resources in the course of architectural engineering metering and valuation. The campus network resource platform mainly includes three aspects of technology, display layer technology, database technology and server technology. The technology of display layer is mainly web page making, which provides the content of resources in visual form through HTML or other web pages, and is the human-computer interface of teaching resources platform. Server technology mainly uses large-scale data to store teaching resources, and to provide users with an efficient retrieval function. There are many kinds of teaching resources, which need to be integrated with many universities, so it needs a very strong database to support it; the server technology is mainly to use Javascript or JSP for server business implementation, connecting to the database, processing the request information, returning the web page information and so on all need the support of the server. In addition to technology, the most important is the construction of hardware, schools need to invest a certain amount of funds, but the current network integration of teaching resources lack of related machines system regulation, so colleges and universities in this area are generally subject to inadequate investment restrictions.

## 2. The significance of the integration of higher education resources

### 2.1 The needs of the information age

With the coming of Information Age, information technology is developing rapidly, and the education work in the new period

has more room for development. With the advancement of the educational reform, the teaching concept and teaching mode are being updated, and important educational breakthrough has been achieved, and important changes have taken place in the contents and methods of education. In the information age, we still need new teaching theories and teaching methods to guide the new teaching system in the process of educational reform. Therefore under the network environment, the architectural engineering metering and the valuation curriculum teaching resources conformity work is conforms to the time development need.

## **2.2 Demand for educational technology development**

The development of education technology under the network environment promotes the application of information technology in education. In the new curriculum standard, the architectural engineering metering and valuation curriculum teaching resources must be rich, can satisfy the more flexible teaching demand. In terms of teaching methods, the importance of students is constantly highlighted, communication and communication become the main means of teaching, the relationship between teachers and students shows more diversity, and the integration of educational resources gives students more opportunities to study.

## **2.3 Help to improve the quality of teaching and classroom teaching efficiency**

The teacher's lesson preparation work is very heavy, not only must guarantee the teaching quality, but also must enhance the student's participation enthusiasm, the long time lesson preparation work lets the teacher undertake, bears the bigger pressure, moreover one person's wisdom is always limited, classroom, teaching progress is also subject to certain restrictions. If we realize the integration and sharing of online educational resources and resources, teachers will have more content for reference in preparing lessons. They can absorb advanced teaching experience and provide a large number of teaching resources at the same time, improving the effect and efficiency of classroom teaching.

## **2.4 It is beneficial to cultivate students'innovative ability**

The greatest advantage of the integration of educational resources in the course of architectural engineering metering and valuation is to enrich the contents of science departments and systems, so that students have a broader learning space. Under the network environment, the excellent educational resources are integrated into one, which fully satisfies the students'study and needs. Under the guidance of teachers, students can actively collect relevant information, and carry out relevant learning, make use of integrated resources to give full play to the advantages of the main body, and then improve according to their own characteristics, in order to achieve a faster and better talent training. Such a teaching method, greatly enhance the enthusiasm of students to participate, at the same time, with rich teaching resources to cultivate the innovative ability and problem-solving ability of college students.

# **3. The principle of network integration of teaching resources in the course of architectural engineering metering and valuation**

## **3.1 Engineering principles**

The network integration of English teaching resources should be developed and built from the engineering point of view, which needs the support of a complete professional education team. The education team should include teachers with rich teaching experience, instructional designers, and relevant programmers. The construction team should include all aspects, each has its own duties, and form a mutually supporting development team together, so as to ensure the concrete effect of the integration work and complete the integration construction work as soon as possible.

## **3.2 Principles of Educability and applicability**

The integration of educational resources is mainly for the teaching work, so no matter from the content aspect or from the function aspect, we should design from the teaching use demand. The first is to meet the learning needs of students, the content to provide students with a variety of learning resources and learning information, so that students can, in the extra-curricular time according to their own learning conditions for self-study; But the function aspect also must satisfy the student's demand, for example on-line test as well as the answer, the question platform, designs the concrete function for the convenience student to use. Secondly, to meet the needs of teachers, teachers can master a lot of teaching and research information, as well as teaching experience, at the same time their own experience should be able to share and exchange.

## **3.3 The principle of cooperation and sharing**

At present, the biggest problem of the teaching integration of architectural engineering metering and valuation course is the small scale, which has not realized the large-scale cooperation and sharing, which has greatly limited the resources and the effect of integration. First of all, colleges and universities should unify their concepts, cooperate with each other, implement a resource standard together, and integrate and share teaching, learning resources and teaching experience. The cooperative approach can increase the total amount, of shared resources, and integrate more discrete teaching information together, and unify the sharing rules, so that these resources can be used more efficiently and shared resources can not be wasted.

# **4. The application of cloud computing in the integration of network teaching resources in colleges and universities**

## **4.1 Overview of cloud technology**

The cloud technology mainly uses the distributed processing and the grid computation, relies on the computation, the computer technology and the network technology, will the massive information carry on the distributed storage through the network, makes it possible for a personal computer to acquire large amounts of information through simple operations. In the integration and construction of online educational resources in colleges and universities, cloud computing is just able to meet the storage and transmission requirements of massive educational information, innovative approaches to the integration of educational resources in the course of architectural engineering metering and valuation.

## **4.2 The main advantages of cloud computing**

Large-scale: can be distributed to store a huge amount of education information, in the network can be almost unlimited information.

Safe and reliable: network distributed storage stores huge amount of information in logical structure to avoid the danger of the information concentrated in the same equipment.

Virtualization: the integration of educational resources through cloud computing is just a virtual collection, together, in fact, universities only need to provide an address, can be unrestricted access to resources, greatly enhanced the construction of architectural engineering metering and valuation courses, teaching resources integration and construction of the scope of the design.

Economics: schools may not be able to integrate and share educational information, because of the cost of the hardware, but cloud computing provides high-performance data servers, it only needs to pay a certain amount of operating and maintenance costs to achieve integration and sharing.

### **4.3 Teaching Resource Integration of architectural engineering metering and valuation course based on cloud technology**

According to the characteristics of cloud platform, we can build a resource platform based on cloud server first. In the cloud system, the IaaS layer provides the development environment of resource sharing, and the cloud server can reasonably allocate and store all kinds of teaching resources. The PaaS layer provides a functional interface for schools to develop applications based on IaaS, such as management, interaction, and online testing. The SaaS layer is designed for school teachers and students to access educational resources in the cloud via a traffic controller or mobile client.

Colleges and universities in the integration and sharing of teaching resources, the use of cloud computing, computing ideas, can build their own private cloud services, the external network, public cloud information, integrated into their own pool of resources. The control of private resources is more free, the school can carry on the overall management and control. Public and cloud resources are jointly constructed by universities and have unified management norms, while universities themselves can form private clouds that meet their own needs, manage them in an all-round way and provide personalized functions at the same time, let the education resources carry on the conformity according to own development, the direction.

Under the network environment, the integration and sharing of teaching resources in the course of architectural engineering metering and valuation is inevitable for the development of education. Only in the relationship of cooperation and sharing, can colleges and universities learn from each other and develop their innovative advantages. For students and teachers, it is also necessary to integrate teaching resources in the course of architectural engineering metering and valuation. Teachers need to improve teaching level through sharing and communication, and students need to pass, a large number of learning resources to improve. Therefore, under the network environment, the integration of resources must keep up with the pace of the times, through the construction of advanced network technology, the information platform to meet the development of education.

### **About the author:**

Li Wang, Taishan College, master, lecturer, research direction: Village Construction and Regional Development, project cost and whole process management.

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# Study of Factors of Internet Financial Services Influencing the Satisfactory Level of Sichuan Consumer Expectation

Chuanshu Ding

North Bangkok University, Bangkok 10220, Sai Mai

**Abstract:** Internet consumer finance refers to an emerging consumer finance model that relies on Internet information technology. Traditional consumer finance mainly focused on mortgage products such as mortgages and car loans, and users were primarily high-quality customers of banks. In contrast, internet consumer finance solved the financial consumption needs of everyone. This research study combined the technology acceptance model, the expected confirmation degree model, and related theories to construct a theoretical model of the factors affecting the satisfaction of Chinese residents using Internet consumer finance in Sichuan. The unique attributes of Internet consumer finance have been fully considered. Three characteristics of perceived risk, system quality, and service quality were added to construct the theoretical model with consistent results.

**Keywords:** B2C Marketing Strategy; Word-of-Mouth Promotion; Consumer Purchase Intention

## 1. Introduction

E-commerce has fundamentally reshaped the vigorous development of the Internet finance industry in the past decade with its convenient, low-cost, and fast characteristics. In recent years, the Internet has replaced newspapers and television. The social media of Tencent have exploded. Mobile applications have created a new lifestyle of “mobile phone overuse.” The digital age has had a significant impact on people’s daily lives. Bank customers no longer need to visit their bank for the banking industry. The development of Internet finance has had a significant impact on the marketization and structural transformation of the banking industry—consumer satisfaction results from meeting consumers’ expectations of product and service performance. If the performance of the product/service meets their expectations, most satisfied customers usually have the intention to repurchase or reuse the product/service (Atlas: et al., 2019)<sup>[1]</sup>. Consumer satisfaction is affected by many factors. Extensive research has been conducted to determine the determinants of online consumer satisfaction. To improve business performance and consumer satisfaction in Internet financial services, it is necessary to have a clear and profound understanding of the antecedents of consumer satisfaction in the online environment. From this perspective, this study aims to determine the factors that affect Sichuan consumers’ satisfaction with Internet financial services.

## 2. Theoretical Basis

### 2.1 Research on network externalities

Competitive Market Theory outlined traditional economic models driven by economies of scale and scope, and network externality is the trendy driving force of the network economy. It is essential to realize that economies of scale/economies of scope and network externalities represent the extremes of a series of influences, and the existence of one does not mean that the other is excluded. Companies may feel the impact of the two to varying degrees of usefulness (McGee; & Sammut-Bonnici. 2015)<sup>[2]</sup>.

### 2.2 Research on expected confirmation

Based on the expectation-confirmation theory model (ECM), consumers' satisfaction and repurchase intention are determined by two fundamental constructs: the initial expectation of the product or service and the confirmation level of use (Oghuma: et al. 2016)<sup>[3]</sup>.

### 2.3 Perceived usefulness and perceived ease of use

Internet technology has become an indispensable tool for individuals, organizations, and nations to achieve growth and prosperity. China has one of the best Internet usage rates among all countries worldwide. The study expanded the Technology Acceptance Model (TAM) to include the leading variables (i.e., perceived compatibility) and output variables (i.e., net benefits) of Internet use by Isaac: et al. (2016)<sup>[3]</sup>.

## 3. Understanding the Study of Factors of Internet Financial Services Influencing the Satisfactory Level of Sichuan Consumer Expectation

### 3.1 Internet Consumer Finance

Wang (2019)<sup>[4]</sup> defined consumer finance from traditional finance, extended this thinking model, and believed that consumer finance includes: the payment function, risk management function, intertemporal consumption function, savings, investment, etc. Four aspects. From a broad perspective, traditional consumer finance includes various financial activities, such as savings, credit,

wealth management, payment, etc.

### 3.2 Rational behavior theory

This theory was proposed by American social psychologists Ajzen and Fishbein (1977)<sup>[5]</sup> to analyze the decision-making process of individual behavior from social psychology. The model's basic assumption is that people are rational; that is, before doing a particular behavior, they will consider the results that will be triggered.

### 3.3 Technology acceptance model (TAM)

Chanio: et al. (2017)<sup>[6]</sup> proposed the technology acceptance model (TAM). The model proposed two new variables based on rational behavior theory: perceived ease of use and usefulness. The model is composed of 6 variables: external variables, perceived effectiveness, perceived ease of use, use attitude, behavior intention, and service behavior.

## 4. The Conceptual Framework for the Research Study

First The theoretical significance of this research includes two aspects: First, this research has identified the key factors that affect users' satisfaction in using Internet consumer finance, further expanding the satisfaction theory and adoption theory in Internet finance. Internet consumer finance is a new type of consumer finance model, and it is necessary to study the factors affecting the satisfaction of this new type of product and service. Based on the original theory, this article combines the characteristics of the current situation of Internet consumer finance in Sichuan to find various influencing factors that affect the satisfaction of Internet consumer finance.

Second The practical significance includes two aspects: One is to provide a valuable reference for companies that offer Internet consumer financial products or services to improve user satisfaction. The gradual liberalization of the financial market has made the competition between various financial institutions more and more fierce.

## 5. The Countermeasures for the Study of Factors of Internet Financial Services Influencing the Satisfactory Level of Sichuan Consumer Expectation

### 5.1 Internet financial service

Internet financial service allows you to perform banking transactions like checking your bank account and credit card balances, making transfers between accounts, and paying bills whenever you can access the Internet safely.

### 5.2 Satisfactory level

A satisfactory level means the performance of all essential functions of the role to the high standard expected and contributes to the continuous improvement of established ways of working.

### 5.3 Network externalities

A network externality is a phenomenon in which the increase in the number of people or participants will increase the value of goods or services. The Internet is an example of network effects. Initially, there were few users on the Internet because it was of little importance to anyone outside the military and some research scientists.

### 5.4 Perceived usefulness

Perceived usefulness refers to users' subjective perception where they believe that using certain technologies can improve their work performance.

### 5.5 Expected confirmation

Expectation confirmation is a cognitive process that seeks to explain post-purchase or post-adoption satisfaction as a function of expectations, perceived performance, and disconfirmation of beliefs.

## 6. Conclusion

Maintaining the economy through financial development is an essential issue to consider. As it affects socio-economic development, the financial sector authorities should pay more attention to promoting innovation and technology to improve inclusive finance and consumer protection. In China, the online financial system is regarded as one of the best tools to develop inclusive finance. As China is a pioneer in digital economic transformation, policies, and strategies for sustainable growth are very important when using online financial services. The history of China's digital transformation of financial inclusion is not so extensive and in-depth, so the measures and strategies are not so scattered. Therefore, this study points out standards and policies to promote inclusive finance in China. These initiatives and techniques will help different regions of China to promote inclusive finance through the digital transformation of appropriate financial products and services.

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# Factors Influencing Chengdu University Students' Repurchase Intention on Domestic Cosmetic Brand

Yingying Liu

North Bangkok University, Bangkok 10220, Sai Mai

**Abstract:** In the age of the beauty economy, the Sichuan cosmetics industry continued to maintain a high level of prosperity thanks to the expansion of the beauty consumer population into the university student market, which prefers to use more cost-effective domestic brands for their consumption. This study listed three research objectives: influencing factors of students' repeated purchase intention, critical factors affecting students in domestic brands, and marketing strategies for sustaining the student market in Sichuan. Four sets of hypotheses were tested based on the significant impacts between perceived value, brand image, and repurchase intention; perceived product quality, perceived service quality, and perceived value; product image, corporate image, and brand image; and purchase satisfaction and repurchase intention.

**Keywords:** Influencing Factors ; Repurchase Intention ; Domestic Cosmetic Brand

## 1. Introduction

In the era of the beauty economy, the cosmetics industry continues to maintain a high boom thanks to the expansion of the beauty consumer population, the increase in skincare steps, and the upgrading of consumption performed strongly. From 2015 to 2020, the consumption scale of cosmetics in China had increased from 204.9 billion yuan to 340 billion yuan, with a compound growth rate of approximately 8.81%. According to statistics from the National Bureau of Statistics, in 2019, the retail sales of cosmetics units above the designated size were close to 300 billion yuan. The industry's overall market size was compact at 500 billion yuan. In 2020, the total retail sales of cosmetics in China were 340 billion yuan, an increase of 9.5% compared to 2019. The pandemic in 2020 had had a more significant impact on the overall economy. In this environment, retail sales of cosmetics can still maintain growth (Chen 2021) [1]. Overall, the cosmetics market in China has great potential for future development and a large market scale. It is expected to maintain an important position in the global cosmetics industry market in the next five years.

## 2. Theoretical Basis

### 2.1 Influencing factors of perceived value

European customer satisfaction index evaluation model, ECSI model developed the American customer satisfaction index evaluation model. The model has seven structural variables: corporate image, customer expectations, perceived product quality, service quality, value, customer satisfaction, and loyalty. Among these variables, the five structural variables of corporate image, customer expectations, perceived product quality, perceived service quality, and perceived value are the cause variables of customer satisfaction (Ari; et al. 2016) [2]. To the scholars mentioned above, customer satisfaction is defined as the perception of consumption results, comparing the feelings before and after consumption. If the customer's feelings after consumption are equal to or exceed the "expected," the customer will be satisfied.

### 2.2 Customer satisfaction

The in-depth study of customer needs and customer satisfaction began in the mid-1960s. Cardozo (1965) [3] suggested that customer satisfaction leads to repeat purchases through empirical research on consumer behavior for first time. Afterward, many discussions and analyses on the concept of customer satisfaction have been produced, and many definitions have been given by academia. The connotation of repurchase intention is similar to that of personal relationship persistence. Social transaction theory has become one of the social psychology theories that study the determinants of personal relationship persistence. Social transaction theory also reveals some relevant determinants of repeat purchase intention

## 3. Understanding the Influencing Chengdu University Students' Repurchase Intention on Domestic Cosmetic Brand

### 3.1 American Customer Satisfaction Index Model (ACSI) model

The ACSI model is currently adopted or borrowed by many countries and regions. In this model, customer satisfaction is placed in a causal interaction system that affects and interacts. The model can obtain the relationship between customer experience and

customer satisfaction and indicate the consequences of customer satisfaction: customer complaints and customer loyalty, thus giving the characteristics of forwarding customer satisfaction expectations (Hult; et al. 2019)<sup>[4]</sup>.

### **3.2 European Customer Satisfaction Index (ECSI) model**

The European Customer Satisfaction Index (ECSI) model is constructed based on ACSI and under the organization of the European Quality Organization. European Quality Management Foundation and other institutions.

### **3.3 Influencing factors of brand image**

Khoironi; et al. (2018)<sup>[5]</sup> divided brand image dimensions based on the existing brand equity system, mainly product image, corporate image, humanized image, and symbolic image. A tendency for a product or service. Repeat purchase intention is a kind of consumer psychological activity. It is an attitude or reflection of consumers after purchasing products or services. Consumers may feel happy after buying the right products they need.

## **4. The Conceptual Framework for the Research Study**

First This study takes the domestic cosmetic brand consumers from the university student population in Chengdu, Sichuan Province, China, as the target audience and studies the influencing factors and significance of their repeated purchase intention after purchasing and using domestic cosmetic brand products. First, centering on the core concept of “repurchase intention,” based on the research results of Lee; et al. (2019)<sup>[6]</sup>, repeat purchase intention is divided into perceived value, satisfaction, brand research on three aspects of the image. Secondly, according to the ACSI model and the ECSI model.

Second The perceived value is divided into perceived product quality and service quality for research. At the same time, the perceived value is used as a dimension that affects satisfaction measurement. According to the research conclusions of Kim and Chao (2019)<sup>[7]</sup>, brand image is divided into product image and corporate image research.

## **5. The Countermeasures for Influencing Chengdu University Students’ Repurchase Intention on Domestic Cosmetic Brand**

### **5.1 Influencing factors**

Influencing factors are those factors that can affect specific characteristics of the target object. Influencing factors can be used as control variables to determine the key influencing factors of an object. In mobile phone behavior analysis, the influencing factors mainly include demographic, geographic, and psychological factors.

### **5.2 Domestic cosmetic brand**

Compared to foreign cosmetics brands, Chinese brands intend to put their eggs in more baskets. Their marketing efforts are spread through a much more variety of activities and spread across many more platforms to adopt local users’ acceptance.

### **5.3 Perceived value**

In marketing terminology, perceived value is the customers’ evaluation of a product or service’s merits and ability to meet their needs and expectations, especially compared to its peers.

### **5.4 Perceived product quality and service quality**

Perceived product quality can be defined as how customers view product brand equity and overall advantages compared with existing alternatives. Perceived service quality is the customer’s evaluation of the general superiority or excellence of the service.

## **6. Conclusion**

Consumer satisfaction of domestic cosmetics brands can be measured from three aspects: perceived value, perceived product quality, and perceived service quality. Due to the trend of “domestic products rising” in domestic cosmetics brands in recent years, more and more emerging brands have emerged, traditional brands have begun to innovate gradually, and domestic cosmetics brands have started to become active in the domestic and foreign markets. Domestic cosmetics brands need to stick to their cost-effective advantages and occupy more markets. At the same time, we should also pay attention to improving product quality, product innovation, and staff quality. Only when consumers perceive that the money, energy, and time spent are worthwhile, the product quality is guaranteed, the product effect is good, and the service attitude is good.

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# Study of Online Banking Service Influencing Factors on Chengdu Commercial Bank Customer Usage Intention

Shuang Liu

North Bangkok University, Bangkok 10220, Sai Mai

**Abstract:** With the rapid development of electronic information technology and its penetration in the financial field, online banking has become a convenient, fast, efficient, and low-cost advantage. This paper first reviewed the research on the factors affecting the development of online banking by domestic and foreign scholars. It then analyzed the effect of online banking services in the Sichuan area. Based on the academics' influencing factors on online banking, such as trust, service quality, system quality, use attitude, conversion cost, perceived ease of use, perceived usefulness in adopting the Technology Acceptance Model (TAM) and Planned Behavior Theory (TPB) for the analysis of the relationship between the influencing factors and customer usage intention.

**Keywords:** Online Banking Service; Commercial Bank; Customer Usage Intention.

## 1. Introduction

With the rapid development of electronic information technology and its penetration in the financial field, online banking emerged. With its real-time, convenient, fast, efficient, and low-cost advantages, online banking has promoted more and more people's support for online banking, enabled the rapid rise of online banking, and increased its depth in people's daily life. China's online banking industry has developed step by step in recent years. Some experts predict that China will maintain a stable development trend during the 12th Five-Year Plan period. However, compared with China's banking industry, the proportion of online banking transactions is still very small; and compared with foreign countries, there are many problems in the development of domestic online banking, such as independent operation mode, single development entity, and service function level. Low levels, outstanding security technology issues, etc., and immature credit mechanisms have seriously hindered the further development of online banking development potential. Vigorously developing online banking of commercial banks will enhance their brand competitiveness and even their overall strength. In addition, the development of online banking directly depends on the intention to use online banking. Therefore, studying the influencing factors of the intention to use online banking will benefit the development of the entire banking industry.

## 2. Theoretical Basis

### 2.1 Usage intention and attitude in online banking service

Service quality, perceived risk, and trust level affect behavioral intention and attitude to use online banking services. They are implementing and developing systems that meet the needs and lifestyles of potential users (Namahoot; & Laohavichien. 2018)<sup>[1]</sup>.

### 2.2 System quality

Shankar; & Jebarajakirthy. (2019)<sup>[2]</sup> incorporated security, timeliness, availability, and reliability as system quality into system security as independent variables. Among them, security refers to the security technology of the system; timeliness refers to the degree to which the system provides a timely response to information or behavior requests; availability refers to the ease with which the system can obtain or extract information; reliability refers to the reliability of system operation.

### 2.3 Perceived usefulness, perceived ease of use, and usage attitude

Perceived usefulness: Refers to customers' perception of changes in revenue due to acceptance and use of online banking to handle related businesses. Its intuitive performance is the customer's perception of the increase in revenue efficiency and the reduction of costs after using online banking. Customers perceive the "usefulness" of online banking (Mutahar: et al. 2018)<sup>[3]</sup>.

## 3. Understanding the Study of Online Banking Service Influencing Factors on Chengdu Commercial Bank Customer Usage Intention

### 3.1 Rational behavior theory (TRB)

Ajzen and Fishbein first proposed the theory of Reasoned Action. It is a typical model for studying customer attitudes, intentions, and behaviors. It refers to individual behaviors determined by behavioral intentions and individual intentions determined by personal subjective standards and behavioral attitudes. It also points out that after individual attitudes are affected by individual actions, their beliefs and perceptions of potential benefits will be affected (Gong; & Yi. 2018)<sup>[4]</sup>.



### 3.2 Planned behavior theory (TPB)

Since customers cannot fully control their behavior in practice, many scholars have optimized and extended this hypothesis of rational behavior theory. Ajzen (1985)<sup>[5]</sup> was the first to try and propose the Theory of Planned Behavior (TPB) based on rational behavior. It does not assume that the participants are entirely reasonable but believe that they cannot fully control their behavior, so their intentions, attitudes, and behaviors will change accordingly.

### 3.3 Technology Acceptance Model (TAM)

Davis: et al. (1989)<sup>[6]</sup> proposed the Technology Acceptance Model (TAM). They suggested the relationship between attitude-behavior and intention, which further develops and extends the theory of planned behavior.

## 4. The Conceptual Framework for the Research Study

First Theoretically speaking, based on the theory of technology acceptance model, this article constructs the evaluation model of Chinese commercial banks' willingness to use online banking, surveys the use of online banking by customers of Bank of Chengdu through questionnaires, and further uses statistical software to sort out the actual data obtained comprehensively. The analysis clarifies which factors are susceptible to the online banking customers of Bank of Chengdu in using their online banking, which has improved the research framework of my country's commercial banks online banking to a certain extent.

Second In practice, this article uses appropriate statistical analysis methods, combined with the actual development of Bank of Chengdu's online banking, to clarify many factors affecting the willingness of Bank of Chengdu's online banking customers to use it. It proposes a targeted development strategy for Bank of Chengdu's online banking, promoting Bank of Chengdu's online banking development.

## 5. The Countermeasures for the Study of Online Banking Service Influencing Factors on Chengdu Commercial Bank Customer Usage Intention

### 5.1 Online banking service

Online banking service refers to accessing your bank account and carrying out financial transactions through the Internet on your smartphone, tablet, or computer. It's quick, usually free, and allows you to do tasks, such as paying bills and transferring money, without having to visit or call your bank.

### 5.2 Influencing factor

Influencing factors are those factors that can affect some features of the target object. Influencing factors can be used as control variables to determine the key influencing factors of an object.

### 5.3 System quality

System quality represents the quality of information system processing itself, including software and data components. It is an index to measure the technical soundness of the system.

### 5.4 Quality of service

Service quality is the description or measurement of the overall performance of a service, such as a phone network, travel agency, or banking institution.

### 5.5 Trust

Trust in technology refers to any technology that enhances and propagates trust in personal, social and business settings.

### 5.6 Perceived usefulness

Perceived usefulness refers to the subjective feelings of users that they believe that using certain technologies can improve their job performance.

## 6. Conclusion

Based on customer satisfaction theory and expectation theory, this paper analyzes the characteristics and shortcomings of the development of online banking in my country's commercial banks. It takes the Bank of Chengdu as an example to conduct an empirical analysis, using questionnaires and other methods to clarify its online banking. The reliability and validity of the development are analyzed. The correlation with each indicator is analyzed. Finally, the practical ways and reasonable countermeasures for China's commercial banks to develop online banking are put forward, and the following conclusions are initially obtained.

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# Impact of Need Theory for Improving Employment Satisfaction of Y-Generation in Sichuan Enterprise

Xiaoxia Lu

North Bangkok University, Bangkok 10220, Sai Mai

**Abstract:** As companies gradually shifted from “manufacturing” to “intelligent manufacturing,” a new generation of employees represented by “Gen Y” became the leading force in accelerating Sichuan development. The majority of the company still used the traditional management model, which caused low enthusiasm and job satisfaction for younger employees at work and led to a high turnover rate. Therefore, exploration and analysis of the Need Theory were required to develop a better environment for Y-generation in terms of job satisfaction through proper motivation. This paper established research objectives of investigation for Y-generations’ expected job satisfaction, influencing and motivating factors to job satisfaction, and analysis of practical strategies in a corporate level of human resource management to Y-generation employees for Sichuan enterprises.

**Keywords:** Need Theory; Employment Satisfaction; Y-Generation

## 1. Introduction

The competition process is a process of reverse growth of companies, which is full of hope and will not be smooth sailing. “Generation Y” employees occupy a significant position in developing an enterprise. If an enterprise wants to grow, it must have sufficient human resources. The competition of “Gen Y” employees is the core of enterprise competition, and the enterprise’s human resource reserve is the most direct manifestation of enterprise strength. The popularization of Internet technology has pushed us into the era of the knowledge economy. Today’s economy has achieved global development, and the competition between enterprises is more focused on core technology competition. The mastery of core technology reflects the ability of an enterprise’s talents, and human competition is manifested in the transformation and application of knowledge (Zhao. 2017)<sup>[1]</sup>. Therefore, an essential factor in measuring a company’s strategic resources is the comprehensive quality of its employees. Companies that can attract top talent are often companies that can take the initiative in competition.

## 2. Theoretical Basis

### 2.1 Research study on employment satisfaction

Employee satisfaction refers to the workplace atmosphere that the company gives employees, such as salary and benefits, career promotion, and working environment. When employees work in the company, their inner potential feelings, whether they meet the established standards of their requirements, whether they are happy and satisfied. Employee satisfaction is a relative concept related to employees’ expectations (Duan: et al. 2019)<sup>[2]</sup>.

### 2.2 Research study on self-actualization needs

Self-actualization In the workplace translates to maximizing one’s true potential. Employees want to do their best in what they do, and the manager’s job is to help them realize this. Through self-realization, employees feel trusted, and empowered-they can control their work and future (Caesens: et al. 2019)<sup>[3]</sup>.

### 2.3 Research study on the need for respect

Respect needs are generally divided into two conditions: self-esteem and respect by other people. Self-esteem is manifested explicitly in people’s confidence and ability to accomplish something in different social environments to achieve specific achievements (Walsh: et al. 2017)<sup>[4]</sup>.

### 2.4 Research study on the sense of security

A sense of security needs is the needs of people at a higher level than physiological needs. When the physiological needs are met, people will pursue safety needs. People living in real life will have requirements for labor safety, life stability, family safety, and job security (Naim; & Lenka. 2018)<sup>[5]</sup>.

### 2.5 Research study on physiological needs at the workplace

If a person wants to survive, they must eat, drink, dress, and sleep. These are the necessary conditions for human existence, the physiological needs theory in Maslow’s hierarchy of needs theory (Guo: et al. 2019)<sup>[6]</sup>.

### **3. Understanding the Impact of Need Theory for Improving Employment Satisfaction of Y-Generation in Sichuan Enterprise**

#### **3.1 “Gen Y” employees prefer freedom and pursue individuality**

Due to the particularity of the age of birth, this generation of knowledge workers is more open-minded, accepts new knowledge, new culture, and new ideas from the outside world, eager to learn, and eager to be free; regardless of work, dress style and attitude towards life. Constantly pursue personalization.

#### **3.2 “Gen Y” employees are stubborn and do not quickly develop a sense of identity**

Since 1993, the rapid popularization of Internet technology in China has penetrated every corner of life. “Generation Y” employees are at the age of learning and establishing values, and diversified and multi-level information has provided “Generation Y.”

### **4. The Conceptual Framework for the Research Study**

First The unique characteristics displayed. Nowadays, the research results on “Gen Y” employee satisfaction are few and not systematic enough. There is even less related research on this type of employee satisfaction problem from Maslow’s hierarchy of needs theoretical model. By referring to other people’s research on employee satisfaction, this paper takes Maslow’s hierarchy of needs as a perspective. It combines the personality characteristics of “Generation Y” employees to comprehensively study the requirements of “Generation Y” employees and fill the company. There is a gap in the “Generation Y” theory of employee satisfaction.

Second The competition among modern enterprises is fierce, especially for talents. Talents have become an essential element of enterprise development. Statistics show that the turnover rate of Chinese “post-80s and post-90s” employees is over 30%, which is 5% higher than the average level. And these new-generation employees who “go away” make it difficult for many business owners and heads of human resources departments to adapt and cause headaches. Based on the realistic background of poor workplace stability, high turnover rate, and low corporate satisfaction of “Generation Y” employees, this article will start with Maslow’s hierarchy of needs theoretical model, starting with the need for self-realization, the need for respect, the need for belonging, and the need for safety.

### **5. The Countermeasures for the Impact of Need Theory for Improving Employment Satisfaction of Y-Generation in Sichuan Enterprise**

#### **5.1 Need Theory**

Need theory is a motivational model that explains how the needs for achievement, affiliation, and power affect people’s actions from an organizational context.

#### **5.2 Employment satisfaction**

Employee satisfaction is usually measured using employee satisfaction surveys. The factors that affect employee satisfaction in these surveys may include salary, workload, management concepts, flexibility, teamwork, resources, etc.

#### **5.3 Y-generation**

Y-generation is known as the generation which was born between the early 1980s and the early 2000s. People of Gen Y can be described as self-confident and ambitious. Sometimes folks think that they are not self-confident but rather arrogant.

#### **5.4 Enterprise team building**

Enterprise teamwork can be defined as an organizational culture where teams see the big picture and collaborate to create purpose, strategy, and value across the enterprise, while moving away from self-interest and controlling systems, processes, talent, and projects.

#### **5.5 Self-actualization needs**

Self-actualization needs are also referred to as our ‘being’ needs; these include personal and creative self-growth, which are achieved by fulfilling our full potential.

### **6. Conclusion**

Job satisfaction reflects employees’ attitudes toward decision-making and job attributes. This study shows that gender and organizational type influence this job satisfaction relationship in Gen Y. Awareness of one’s potential as a professional, personal safety, prospects for advancement, and having a voice within the organization significantly predicted job satisfaction. The findings contradict previous research showing that job security has lost importance to Gen Y. Getting appreciation at work increases job satisfaction for both men and women. Yet even with little appreciation at work, women are still more satisfied than men. We use this finding to extend Generation Y’s social role theory and the job satisfaction paradox. Finally, firm type moderates the job satisfaction relationship.

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# Study of the Rural Revitalization and Development in Tianzhu County of Guizhou Based on The Rural Collective Economy Model

Mingming Zhou

North Bangkok University, Bangkok 10220, Sai Mai

**Abstract:** With the development of the economy and society, the development model with households as the main production unit had greatly improved the industrialization structure's upgrading and development due to the low degree of land intensification, the difficulty of large-scale investment of funds, and the backward development and management concept. The proposal of the rural revitalization strategy would provide an opportunity for the development of the rural collective economy. The research objectives of this study were the impact of the rural collective economy model, the attitudes of residents toward economic growth, and strategies for economic development. Five independent variables, housing development, economic growth, financial security, quality education, and health and safety, were set to test the relationship with residents' attitudes on rural economic development.

**Keywords:** Rural Revitalization and Development; Tianzhu County; Rural Collective Economy Model

## 1. Introduction

In the context of the broader structural trends wrought by globalization, industrialization, and urbanization, emerging rural issues have swept through both developing and developed countries and hindered rural sustainability, including out-migration of working-age residents, rural depopulation and exodus, empty housing units, abandoned land, rural poverty, industrial recession, culture decline, and environmental pollution, etc. (Chen: et al. 2014)<sup>[1]</sup>. From the history of social, economic, and social development in New China, we can see that the rural economic production model of production teams was implemented at the beginning of the founding of the People's Republic of China and then developed into a household contract responsibility system to assist the development of the rural collective economy. In the process of socialist construction and development, the policy of giving priority to the development of cities has promoted the rapid development of the urban economy, which has also led to a trend of increasing differentiation between urban and rural development.

## 2. Theoretical Basis

### 2.1 Factors influencing economic development in the rural area

Economists generally agree that economic development and growth are influenced by four factors: housing development, economic development, financial security, quality education, and health and safety. Highly developed countries have governments that focus on these areas. Less-developed countries, even those with high amounts of natural resources, will lag when they fail to promote technology research and improve the skills and education of their workers (Wang; & Zhang. 2017)<sup>[2]</sup>.

### 2.2 Related research on economic cooperatives

As early as the early 20th century, many Western scholars and economists conducted in-depth research on cooperative economic organizations. When Fan (2015)<sup>[3]</sup> first studied rural financial cooperatives, they believed that individual farmers were not competitive in market competition; only through the formation of cooperatives among farmers can effectively enhance market competitiveness and increase farmers' income.

### 2.3 Research on the development of rural collective economy in China

Because the rural collective economy has developed widely in China and has specific development characteristics, many foreign scholars have researched the development of China's collective economy as the research object. In the book "Sharing Economy" published by Yan: et al. (2020)<sup>[4]</sup>.

## 3. Understanding the Study of the Rural Revitalization and Development in Tianzhu County of Guizhou Based on The Rural Collective Economy Model

### 3.1 Improvements in housing development

Improvements in housing development have a high impact on economic growth. As the community stabilizes, residents find ways to apply these needs as more family and financial markets. Using better housing development means the people will be more productive and need economic growth to pay for their living quarters (Wang: et al. 2020)<sup>[5]</sup>.



### 3.2 The impact of economic development

The creation of wealth in the labor force directly affects the growth of an economy. It is more than a jobs program; it's an investment in growing your economy and enhancing all residents' prosperity and quality of life. Economic development means different things to different people (Xu: et al. 2020)<sup>[6]</sup>.

### 3.3 The impact of financial security

The financial security gives the residents confidence in pursuing their work and life in their community, having enough passive income to cover expenses for the rest of their lives.

### 3.4 The impact of quality education

The skills, education, and training of the labor force directly affect the growth of an economy. A skilled, well-trained workforce is more productive and will produce a high-quality output that adds efficiency to an economy. A shortage of skilled labor can be a deterrent to economic growth. An under-utilized, illiterate, and unskilled workforce will become a drag on the economy and lead to higher unemployment.

## 4. The Conceptual Framework for the Research Study

First This paper obtains many relevant policy documents and primary data on promoting rural revitalization and developing a rural collective economy in Tianzhu County of Guizhou Province through various methods and on-site interviews and designing, issuing and collecting questionnaires, and conducting interviews, scientific, statistical analysis. Based on a comprehensive analysis of the current situation, existing problems, and causes of developing rural collective economy in Tianzhu County of Guizhou Province, based on the actual issues encountered in the process of developing rural collaborative economy in Tianzhu County of Guizhou Province under the background of rural revitalization, the This paper puts forward the countermeasures of developing rural collective economy by relying on rural revitalization policies and opportunities in China's economically underdeveloped areas. The research results have universal practical significance.

Second The research in this paper is based on a large number of survey data on the economic development of Tianzhu County in Guizhou Province. The study concludes that it has particular innovative value to enrich the theoretical research on promoting China's rural revitalization work and the high-quality development of the rural collective economy.

## 5. The Countermeasures for the Study of the Rural Revitalization and Development in Tianzhu County of Guizhou Based on The Rural Collective Economy Model

### 5.1 Rural collective revitalization and development

Rural revitalization is a way of positively transforming rural areas for current and future development. The development will involve a great deal of policy to improve the rural economy and sustainability of future growth (Han. 2016).

### 5.2 Rural collective economy model

The collaborative economy gets the opportunity for growth and earning capacity, and all prosper cumulate growth potential of all types of business classes.

### 5.3 Housing development

Housing development involves cooperating with real estate and land use for developed areas. A strong housing development can transfer substantial revenues to local government through real estate tax and other business transactions.

## 6. Conclusion

Rural revitalization needs to further consolidate the system of "separation of powers" in rural land, thereby extending the reform of the rural homestead system and stimulating the endogenous driving force for the market access reform of rural collectively owned construction land. In this way, the innovation of the land acquisition system is deepened, and the decision-making reference is provided for improving the adaptability of the reform of the rural land system and maximizing the optimal utilization of rural land resources. The entry of rural commercial construction land into the market has become the most significant breakthrough in the new pilot land system reform round. To adapt to the rural revitalization strategy, the market access reform of rural collective construction land should focus on stimulating the endogenous driving force of the system reform and follow the basic principles of "same price and same rights, smooth circulation, and benefit-sharing." Determine the balance of interests between the state, the collective, and the individual.

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# Mechanism of Online Shopping Dependence on Consumer Satisfaction in Guizhou for Daily Commodities under the Outbreak of COVID-19

Ronghui Tang

North Bangkok University, Bangkok 10220, Sai Mai

**Abstract:** Based on the description of the current situation and dependence behavior of consumers' online shopping for daily necessities in the COVID-19 era, this paper aimed to examine the changes in consumer behavior and shopping habits, customer dependency, and policy measurement for daily commodities during this period. A correlation analysis model was constructed to analyze the formation mechanism of consumers' online shopping dependence behavior for daily necessities based on the influencing factors of system quality, information quality, service quality, practical value, and hedonic experience value relating to customer satisfaction.

**Keywords:** Irrational Consumption Pattern; Usage of Sanitizing Products; COVID-19

## 1. Introduction

The new coronavirus disease (COVID-19) pandemic has dramatically increased the global adoption of online instead of face-to-face events. To reduce the spread of infection during COVID-19, the government has adopted lockdown and social distancing measures, which disrupt daily life and personal participation in activities. The development of information and communication technology allows citizens in many parts of the world to continue performing some daily life activities in a virtual way rather than. Telecommuting, telemedicine, online learning, online shopping (e-shopping), and video calls are some remote online activities (also known as "remote activities") that are used to replace face-to-face work, healthcare, education, shopping, and meetings where possible. The global COVID-19 pandemic has severely affected societies and economies worldwide and hit various sectors of society in different ways. This unprecedented situation has had a variety of impacts on consumers' daily lives and has dramatically changed the behavior of enterprises and consumers. The research showed the antecedents and dynamics of impulse buying patterns during the rise of COVID-19 and assessed the impact of citizens' fear-based impulse buying behaviors in this situation.

## 2. Theoretical Basis

### 2.1 Theory of technology Acceptance Model relating to online shopping

The Technology Acceptance Model (TAM) attempts to establish a relationship. It also describes the user's intention and how the product or service affects the user. It emphasizes the importance of perceived usefulness and ease of use in technology adoption through the online shopping model (Taherdoost. 2018)<sup>[1]</sup>.

### 2.2 O2O Business Model relating to buying satisfaction

Big data provides new opportunities for companies to create business value. However, data sources are still a challenge for organizations seeking to adopt and implement new data technologies for daily use, especially in a turbulent business environment. The online-to-offline (O2O) business model has become China's mainstream e-commerce model.

### 2.3 Information system affecting buying behavior and satisfaction

The framework of this research relies on the model developed by Hashmi; et al. (2019)<sup>[2]</sup>. In this research, the factors that affect online purchasing behavior are recognized. A purchasing decision-making process model is established and empirically verified through an information system and trust, price, and convenience through the online process to affect the consumers' online buying behavior.

## 3. Understanding the Influencing Factors of the Online Shopping Dependence on Customer Satisfaction

### 3.1 Related research for online shopping system quality and information quality

Hongdiyanto (2019)<sup>[3]</sup> showed that product quality was the main factor influencing customer satisfaction. Many customers count on system quality to search for their products from online platforms. Especially during the pandemic, the dependency becomes deeper as many parts of China use enclosed systems to prevent further infection.

### 3.2 Related research for online shopping service quality and practical value

The study by Rita; et al. (2019) <sup>[4]</sup> developed practical knowledge to understand better the most critical dimensions of e-service quality on four dimensions of customer satisfaction – service quality, reasonable value, word-of-mouth, and trust. Those four factors indicate that consumers use online shopping with a certain degree of satisfaction and retention.

### 3.3 Related research for online shopping hedonic experience value

The study of consumer satisfaction and retail patronage through brand experience, cognitive pleasure, and shopping enjoyment by Sina and Kim (2018) <sup>[5]</sup> examined the mediating role of hedonic shopping experiences operationalized through brand experience, shopping enjoyment, and cognitive pleasure. This variable shows that it should create a higher brand experience, shopping enjoyment, cognitive pleasure, satisfaction, time spent, and patronage intentions than the product-centric display.

## 4. The Conceptual Framework for the Research Study

First Maintaining long-term customer loyalty is a crucial determinant of the success of an online shopping business. Previous research has found that repeated customer purchases due to long-term commitment positively correlate with increased profitability and growth. Therefore, this study regards the “customer dependence intention” that reflects loyalty as a construct to evaluate the success of the Internet shopping business, rather than “use intention.” Previous studies have shown that perceived service usefulness, online shopping satisfaction, and past online shopping experience are the core factors that affect Internet consumers’ repurchase intentions. The model partially borrows from the e-commerce success model proposed by DeLone; & McLean. (2004) <sup>[6]</sup>. The model shows that e-commerce success is determined by four variables: system, information and service quality, usage, customer satisfaction. The model proposes that the customer’s attitude (for example, pleasure) and subsequent behavior (for example, actual purchase or purchase intention) depend on their beliefs in the quality of information, systems, and services.

Second Empirical study of quality, value, satisfaction, and loyalty chain has been extensively tested in the offline marketing environment as a mechanism for the success of the Internet shopping business. Assuming that business success depends on customer satisfaction and loyalty, the agency recognizes the interaction between product/service quality, customer perceived value, and satisfaction. Quality and value are the prerequisites in this model, and satisfaction and loyalty are the results.

## 5. The Countermeasures for the Influencing Factors of the Online Shopping Dependence on Customer Satisfaction

### 5.1 System Quality

System quality is a feature of the internal information of the system itself, where system quality refers to the ability of the information system’s hardware, software, and program strategies to provide information about user needs and system quality as a degree of use matching—a set of elements that combine to meet customer needs and satisfaction.

### 5.2 Information Quality

Information quality refers to the output quality produced by the information system, from reports or online screens. Information quality has four dimensions: accuracy, completeness, consistency, and circulation.

## 6. Conclusion

The results show system quality, information quality, service quality, practical value, and hedonic experience have a relationship with consumer satisfaction for daily commodities during COVID-19. People have different lifestyles, different ways of buying, and different ways of thinking in many ways. As consumers adapt to home isolation for a long time, they have adopted new technologies that promote work, study, and free-time activities and adopted related ways to consume. If retailers and marketers want to survive before COVID-19 restrictions are a thing of the past, they need to learn quickly. The government needs special market rectification, launches a market price monitoring and early warning mechanism, pays close attention to market price dynamics, and strengthens the supervision of critical industries closely related to people’s lives such as catering, accommodation, and tourism through double random and one available management, as well as on the farmer’s market, supervision of crucial places such as shopping malls and fresh supermarkets.

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# Exploration on the Concrete Path of Classroom Teaching Reform of "Introduction" Course Under New Media

Ning Zhang

Shi He Zi University, Shihezi 832000, Xinjiang, China

**Abstract:** In today's society, science and technology is becoming more and more developed, information technology is becoming more and more mature, with the maturity and development of basic conditions, a variety of new media is also slowly developing and growing. Nowadays, all walks of life have begun to widely use new media for publicity and management, and new media has gradually penetrated into the education industry. The main content of this paper is to discuss the significance of applying new media teaching methods in the introduction course, and how to reform and innovate the classroom teaching of the introduction course under the background of new media.

**Keywords:** New media; Introduction to course; The teaching reform

Introduction: Under the background of new media, the way of social information transmission has undergone great changes, and the application of new media is becoming more and more common in the teaching of colleges and universities. Under this background, the teaching of introduction course needs to be improved and adjusted to some extent. The traditional introduction course teaching is influenced by teaching methods, teaching ideas and teaching environment, and there are some problems and obstacles. In order to further improve the situation, teachers can use new media teaching methods to enrich the classroom teaching of introduction course and improve the teaching quality.

## 1. The significance of introducing new media technology into the teaching of introduction course

### 1.1 Meet students' interests

The traditional teaching mode of introduction course is relatively simple and rigid. Generally, teachers will focus on the content of the textbook in class teaching, give detailed explanation, and then ask students to recite the key knowledge. In addition, the theory of the course is strong, so teachers in the teaching is basically the theory of teaching, teaching content changes little, teaching mode is consistent, leading to the students gradually lose interest in learning the course of introduction. The application of new media technology in the teaching of the introduction course can effectively improve the classroom teaching atmosphere, enhance the fun of classroom teaching, make classroom teaching richer, more flexible, more in line with students' interests and characteristics, and stimulate their learning interest and internal learning initiative.

### 1.2 Improve the teaching quality of introduction courses

Teachers' application of multimedia technology in the course of introduction teaching is actually the embodiment of teachers' advanced teaching concepts. Teachers are willing to work hard on the reform of teaching mode, which shows that teachers pay more attention to students' interests and needs, and respect students' status as the main body of teaching. Teachers to respect students' subject status, will pay more attention to students' learning and growing demand, teachers aware of the needs of students, will target of survey course teaching under the new curriculum reform, innovation and reform of the teaching content and teaching method, so it can promote students' professional knowledge and the core accomplishment of ascension. Teacher is willing to try new things and introduction to the course teaching, will be trying to gain more experience in the process, its teaching quality can be effectively promoted, the teaching then can better improve the capacity to carry out the survey course teaching, students can also benefit for greater progress, finally realizes the survey course teaching quality improvement.

## 2. The problems existing in the course teaching

### 2.1 The timeliness of teaching materials needs to be improved

The implementation of the course of introduction is mainly based on the teaching materials. From the actual teaching situation at present, the teaching materials of the course of introduction are not timeliness. The reason why the timeliness of the introduction textbook is not strong is that the current new media industry is developing very rapidly, and many cases in the textbook are out of date. As the publication of the textbook requires a certain amount of time and process, cases, information and other contents cannot be updated in time, resulting in the timeliness of the textbook is not high. In addition, the new media industry has relatively high

requirements for students' practical ability, but there is obviously a phenomenon of rich theoretical knowledge but lack of practical content in the introduction course materials. Some textbooks are aware of such problems and give consideration to practical content, but practical problems lack pertinence and cannot play a substantial role in practical teaching. Survey course compiled team is mainly composed of university teachers, they are high degree of education, the theory of knowledge, but because they are not engaged in related to the new media industry, so in the new media practice, reflect on the teaching material is the theoretical knowledge, but lack of practice guidance, hindered the promotion of teaching effectiveness.

## **2.2 Lack of interactive teaching**

There is obviously insufficient interaction between teachers and students in the traditional introduction course teaching, which will lead to teachers unable to know students' learning demands, and unable to timely know students' classroom learning and grasp of the introduction course, and naturally unable to provide accurate guidance, which is not conducive to the improvement of the effectiveness of the introduction course teaching; At the same time, it will also lead to students unable to keep up with teachers' ideas, dare not or embarrassed to put forward their own questions, resulting in students' learning difficulties can not be timely solved. The classroom atmosphere of the introduction course lacking interactivity is too dull, which is not conducive to the improvement of students' subjective initiative.

## **3. Introduction to curriculum reform path under the background of new media**

### **3.1 Carry out PPT teaching method**

In the traditional introduction course teaching, "blackboard writing" can be said to be the highlight of the teaching process, the introduction course contains more knowledge content, teachers need to use the blackboard writing in this form to present the teaching content, a general introduction class down, teachers often need to write a lot of blackboard writing. It takes a certain amount of time for teachers to write on the blackboard. During this time, students are easy to zone out, resulting in lack of concentration and reduced learning effect. On the other hand, teachers spend a lot of time writing on the blackboard in the teaching process, wasting the limited class time, resulting in the ineffective use of class time, which is not conducive to the improvement of teaching effectiveness.

In order to solve this problem, we can use PPT to carry out teaching. The application of PPT can help teachers make better use of classroom teaching time and improve teaching effectiveness. With the support of PPT technology, teachers can put effort in extracurricular, better to complete the preparation work before class. For example, teachers can make the teaching content into PPT, so that the teaching content can be presented in the form of PPT in the teaching process, which saves a lot of time on the blackboard and effectively uses the class time, which is conducive to the improvement of teaching efficiency. In addition, PPT is a kind of teaching form that students are more interested in, which can stimulate students' initiative to participate in the learning of introduction courses and improve their learning effect.

### **3.2 Carry out situational teaching**

Introduction to traditional teaching, the teacher did not attach enough importance to classroom import link, always up and started to explain the teaching content, on the surface is teachers' managing the class time, but in fact the student teachers under the condition of the students has not yet been concentrating began to explain the teaching content, teaching effect is not ideal. In order to improve the teaching effect, teachers can use new media means to carry out the import situation teaching, as a class, for example, teachers can according to the teaching content, make up a good story ahead of time, with the aid of related elements and new media means, to the classroom into a more realistic life scenes, guides the student to play different roles in this scenario deduce make up good story ahead of time. Teachers take situational teaching as classroom introduction, which can effectively concentrate students' attention. Classroom teaching can be carried out after students' attention is concentrated, which is conducive to improving the classroom teaching effect.

### **3.3 Open teaching**

The traditional introduction course teaching is basically closed teaching, the teaching environment is limited to the classroom, and the teaching method is limited to teachers speaking, students listening, under this model, the teaching effect is not obvious. In order to improve the teaching effect, teachers should seek a breakthrough on the original basis and adopt the open teaching method to carry out the teaching of the introduction course. For example, teachers can carry out curriculum introduction teaching by changing roles between teachers and students. Under this teaching method, students need to play the role of teachers and independently complete teaching plan design, PPT design and teaching implementation according to the teaching content designated by teachers.

## **4. Conclusion**

The introduction course presents the characteristics of strong theory, so there is a single mode in the traditional introduction course teaching, resulting in the students' learning interest is not strong. Under the background of new media, teachers can fully apply the new media technology to the teaching of introduction course, with the help of new media to enhance the teaching effectiveness, enrich the teaching mode, improve the utilization rate of classroom teaching time, stimulate students' learning enthusiasm, promote the harmonious relationship between teachers and students, so that the teaching effectiveness of introduction course has been significantly improved.

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# The Study of Sichuan University Student Consumption Behavior and Attitude on the New Apparel Trend Platforms

Jing Sun

North Bangkok University, Bangkok 10220, Sai Mai

**Abstract:** The consumption level and proportion of young people had gradually increased, which caused many industries in China to adjust their product types to cope with the new market situation. Three research objectives were set: explore the influencing factors of Sichuan university students' consumption patterns in the latest apparel market, investigate the trend and practice for adopting Sichuan University students' consumption behavior, and suggest policies and ideas for apparel enterprises to improve their market strategies. Four significant independent variables of consumption pattern of apparel, factors in apparel buying, apparel buying frequency and price factor, and way and cause of buying apparel were set to test the relationship with student consumption intention.

**Keywords:** Sichuan University Student; Consumer Behavior, Consumption Attitude; New Apparel Trend

## 1. Introduction

The spread of status awareness and a high degree of attention to brand consumption has put China in a vital position in the commercial and theoretical aspects of fashion apparel and status brands. The growth of identity consumption and the rise of China have converged. They are reflected in a generation of consumers who embrace consumerism and taste high-end fashion and high-end clothing brands. Liang; & Xu. (2017)<sup>[1]</sup> studied that most Chinese consumers are emotionally connected and use products that reflect their image and status. Emotional attachment and a sense of quality strongly influence the purchasing decisions of many Chinese consumers, especially the younger generation. This group of young adults (18 to 24) uses their purchasing behavior to control economic and public policies and their movement towards a consumer society. As an essential consumer group of apparel products, college students' consumption patterns in apparel are worth exploring. At the same time, its aesthetic orientation to clothing affects the development of the youth apparel industry to a certain extent. For this reason, this project took university students in Sichuan as the research object.

## 2. Theoretical Basis

### 2.1 Research study on consumption pattern of apparel to consumption intention

There are many ways to study apparel consumption patterns. One of the studies by Zhao: et al. (2019)<sup>[2]</sup> defined the influence of clothing product attributes and consumer emotions through the case study of college students in Shanghai. The discovery went on with brand awareness, attributes, and motivation, offering a great deal of perceived value to college student buyers with similar expectations for apparel buying.

### 2.2 Research study on factors in apparel buying for consumption intention

Due to the development of the Internet, more and more college students like to stay in the dormitory without leaving home, and online shopping has become the new favorite of college students. The characteristics of college students' demand for clothing: People pay more attention to price, quality, and style. These three factors are basically on the same level. If the quality can be guaranteed, price and style are the main factors considered by consumers. At the same time, style is essential for young people. The version of clothes is the object of most young people's pursuit, and at the same time, unique ethnic costumes have begun to sweep the Chinese market (Zhang; & Cude. 2018)<sup>[3]</sup>.

### 2.3 The research study of way and cause of buying apparel

Way to buy apparel refers to obtaining apparel through offline shopping from retail shops and online shopping from website platforms. Zhang; & Zhong (2019)<sup>[4]</sup> elaborated on the certainty of the B2C marketing method gradually becoming the primary method of e-commerce based on extensively collecting and sorting out the occurrence, development, and current situation of e-commerce, taking college students' B2C clothing consumption behavior as the research object.

## 3. Understanding the Study of Sichuan University Student Consumption Behaviour and Attitude on the New Apparel Trend Platforms

### 3.1 Concepts on attitudes towards clothing consumption of college students as a consumer group



There are four types practical, comfortable, fashionable, and affordable. Suggestions on product development and market segmentation of clothing enterprises are put forward. It is necessary to quickly respond to market demand to develop clothing products and strictly control the quality of clothing products.

### **3.2 The status quo of youth apparel industry development**

In recent years, clothing consumption has shifted from a single consumer demand for food and clothing that shelters the body from the cold to a consumer trend of fashion, culture, brand, and image. In China's huge market, domestic demand has become the primary driving force for the steady growth of the domestic clothing industry (Liu 2018)<sup>[5]</sup>.

### **3.3 The current situation and characteristics of the consumption model of college students in clothing products**

With the rapid development of the intelligent Internet environment, online transactions have become more convenient and faster in recent years. To achieve high-quality economic growth and better meet the needs of the people for a better life, traditional consumption is constantly upgrading and transforming to new types of consumption characterized by new business models and models such as online shopping, mobile payment, and online and offline integration (Su: et al. 2019)<sup>[6]</sup>.

## **4. The Conceptual Framework for the Research Study**

First This article combines consumer behavior theory, questionnaire survey methods, and other theories and methods, and analyzes its influence on the development of the youth clothing industry around the consumption patterns of college students in Sichuan colleges and universities, and further enriches the connotation of consumer behavior theory, which has theoretical significance.

Second Based on the literature analysis method, this article summarizes the research literature of domestic and foreign scholars on the consumption patterns of college students, the impact of college students' consumption patterns on the development of the clothing industry, etc., combined with the relevant theoretical foundations of college students' consumption patterns. It takes college students in Sichuan as the scope of research, combined with questionnaires.

## **5. The Countermeasures for the Study of Sichuan University Student Consumption Behaviour and Attitude on the New Apparel Trend Platforms**

### **5.1 Consumption behavior**

Consumer behavior is the study of individuals, groups, or organizations and all the activities associated with purchasing, using, and disposal of goods and services. Consumer behavior consists of how consumers' emotions, attitudes, and preferences affect buying behavior.

### **5.2 The new trend of apparel**

New apparel trends mean formal or informal clothes worn on an important or respective occasion based on users' attitudes.

### **5.3 Consumption attitude**

Consumer attitudes consist of cognitive information and beliefs, emotions, and behavioral intention regarding a consumer product or service. What do you believe about a product or service, how do you feel about it, and what are your preferences.

### **5.4 Consumption pattern of apparel**

The consumption pattern of apparel is how people search, purchase and consume apparel products to meet all their needs, desires, and value.

### **5.5 Factors in apparel buying**

Factors affecting apparel buying include image, peer group pressure, style and fitting, and price and service.

## **6. Conclusion**

After analyzing the main fashion trends at present, it is possible to highlight those destined to persist in the coming years: the adoption of sustainability practices among fashion designers and buyers, attention to the sustainability of the entire value chain, continuous improvement of customer service provided by digital platforms, increased automation of production processes. More and more attention has been paid to environmental sustainability issues by Governments, consumers, and companies in recent years. The trend of the student market can be a golden opportunity to test the apparel market with the new format in a sustainable way such as materials and style by using recycled resources and cost-effective methods in the future.

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# Strategic Views of Hong Kong SMEs Responding to the Post-COVID Recovery

Mong Kwan Jacky Watt

North Bangkok University, Bangkok 10220, Sai Mai

**Abstract:** The health crisis caused by the current pandemic has been of such magnitude that the drop-off in economic and business activities in Hong Kong is generating an economic and social crisis with consequences that are not easy to measure and recover. This study analyses the origins and evolution of the coronavirus pandemic. It reviews the literature related to the impacts and recovery strategies that will improve the local economy, especially in SME and entrepreneurship policy measures implemented during the post-stage of pandemic crisis. This paper also formulates a practical approach to help management decisions addressing three challenges: First, to continue support measures to the current situation of COVID effect; second, to measure the potential strengthening of SMEs in dealing with COVID; and third, to introduce effective and practical strategic policies that foster SME recovery.

**Keywords:** Strategic View; Hong Kong SME; Post-COVID Recovery

## 1. Introduction

SMEs are the cornerstone of Hong Kong's economy, and they employ roughly 1.2 million people, or 45% of Hong Kong's overall employment, so their prosperity is critical to the city's success. The pandemic has caused the fragility of global supply chains and business activities. It has sounded alarm bells for many local businesses to review and improve the resilience of their operations. For the recovery to take root, companies need to avoid further disruption and emerge stronger than before. Lockdowns and restrictions also accelerate different and better business strategies to keep the organization ahead of the curve. Many SMEs were caught off guard by the rapid spread of the epidemic. They did not have the corresponding policies and resources to deal with the situation and other related consequences caused by the epidemic. According to the Hong Kong Trade Development Council's Local Business Report, 86% of Hong Kong businesses experienced varying supply chain disruption, reduced business, and global travel disruption due to government-policed lockdowns and border closures. When the pandemic first hit, supply chain disruptions in China were primarily centered on the need to expand diversification. In addition, with the travel restrictions imposed by the government to reduce possible virus importation, many SMEs that usually rely on business contacts through exhibitions, business seminars, and face-to-face negotiations were forced to stop or significantly reduce (Zhao 2021)<sup>[1]</sup>.

## 2. Definition of term

### 2.1 Strategic view

A strategic view by SMEs involves the business management and capability in focusing business planning, activities, investments, and operations. The strategies should be practical, transformational, and achievable. An excellent strategic view should be more than simply a vision and philosophy; it involves the functional transformation and operation adoption program with vital functionalities (Niemimaa: et al. 2019)<sup>[2]</sup>.

### 2.2 Hong Kong SMEs

In the Global Innovation Index, Hong Kong ranks as the third most innovative location in Southeast Asia, East Asia, and Oceania. SMEs enjoy lower start-up and operating costs of new technologies, greater flexibility and capabilities, and the ability to respond to market and economic changes.

### 2.3 Post-pandemic recovery

Meeting the challenges posed by the pandemic, global businesses must respond with agility and decisiveness. The recovery phase involves conducting a "post-mortem review" to gather data and insights on lessons learned from the pandemic, followed by prioritizing actions to improve business value today and build strategic resilience for tomorrow. Businesses that take these steps now will be well-positioned to take advantage of the opportunities emerging more effectively in the post-COVID-19 recovery and continue to win in their markets as greater certainty and stability return<sup>[3]</sup>.

## 3. COVID impact on Hong Kong SMEs

### 3.1 Coping the effect of COVID

SMEs have limited resources and inadequate capability in exposing their greater vulnerability through significant economic and social crises (Cepel: et al. 2020)<sup>[3]</sup>.

(1) SMEs are overrepresented in the sectors most affected by the crisis, particularly in wholesale and retail trade, air transport, travel, logistic services, real estate, professional services, and other personal services.

(2) SMEs are typically more financially and operationally fragile and have smaller capital than their larger counterparts, making them less adaptable to crises.

(3) SMEs generally have a minor scale of inventories and supplier networks, making them more vulnerable to supply chain disruptions and risk of price increases.

(4) SMEs lack digital tools and technologies that can help build resilience in the current pandemic crisis.

(5) SMEs often struggle to adapt business operations to uncertainty due to their operational skill and human resource constraints.

### 3.2 The best approach to understanding the advantages of being an SME

(1) Closer to their customer – in terms of the relationship built-up, SMEs could have more agility in dealing with customer and market demand through an efficient decision-making process.

(2) Flexibility in operation –dealing with market change, size, and more straightforward structure could offer substantial flexibility to adapt to the variations in the market and more excellent capability to reduce supply or increase supply when needed.

(3) Taking advantage of small market niches – a better sense of detecting market trends and capturing their best before the more prominent corporations rush in.

## 4. The Countermeasures for Hong Kong SMEs Policy Response to Post-COVID Recovery

First Management should investigate the need to recalibrate the expansion and recovery strategy and decentralize operations from potential market disruptions. Ensure the support measures are inclusive and reach the marketplace through strengthening flexibility.

Second Marketing policy should look for customers in new markets with its enviable connectivity through the import and export gateway to different external markets and mainland markets—the concept of rebooting start-up policies in enhancing the potential of innovative new and joint ventures for recovery.

Third Mission should be set to know where to avoid over-indebtedness and solvency crisis by exploring equity, venture investment, and other non-debt support. The recovery program needs excellent and effective decisions for well-suited to the road of recovery.

Fourth The focus on digitalization could assist data management in capturing market information for a better and faster decision-making process and ensure the best connection to the marketplace through marketing promotion and logistic arrangement through the systems with safeguarding, accountability, and effectiveness (Priyono: et al. 2020)<sup>[4]</sup>.

## 5. New Challenges and Opportunities for SMEs in the Post-COVID Stage

First The pandemic has caused different challenges and opportunities for SMEs and entrepreneurial policies in operation and evaluation. Robust monitoring and evaluation practices and cultures are crucial for traditional and strategic SME and entrepreneurial policies. Still, they are significant in the context of rapid policy responses to crises such as pandemics.

Second One of the challenges is that policy support and measurement are launched quickly, targets and target groups are not always clearly specified, and change during the pandemic. On the other hand, the next challenge, besides the issues of capital and market, human resources would have been another huge concern.

Third Despite SMEs employing fewer people, the post-pandemic stage could have another tide of finding new staff and retaining existing staff from joining competitions. Maintaining strong company values and an engaged workforce has never been more critical. The recovery policy should focus on the external market and examine the internal operation.

Fourth Another critical issue would be lobbying the support from the government, primarily for the help in digital transformation and business credit guarantee, which could give a short- and long-term solution to support the recovery policy for most SMEs in Hong Kong.

## 6. Conclusion

The post-Covid economy will not resume business as usual, just as SMEs hoping to return to the old normal are unlikely to survive. SMEs need to be active by taking advantage of opportunities to rebuild their future success. While the Covid-19 crisis has created enormous challenges, it has also accelerated positive trends such as the digitization and greening of the SME sector. Policy action should take advantage of this opportunity window to support SMEs in increasing productivity and internationalizing through new tools and business models. It should also increase local markets' purchasing power, complementary technological capabilities, and opportunities to support SMEs in the community through technology capacity and access to SMEs in their communities.

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# The Impact of Consumer Credit Affecting Chengdu College Student Buying Behavior on Electronic Products

Siqi Tuo

North Bangkok University, Bangkok 10220, Sai Mai

**Abstract:** With the rapid advancement of science and technology, electronic products became more and more civilians from their original luxury status and status, with lower prices, more powerful functions, and more and more in everyone's lives. Among the consumer groups, the big market of college students could not be ignored. College students would be susceptible to new ideas and new products, and it could be challenging to reach them due to their consumption psychology and behavior pattern. Generally speaking, college students would have significant financial pressure to buy expensive electronic products. However, Internet consumer credit provided a new channel for purchasing electronic products. This article combined Internet consumer credit with electronic product consumer behavior models. It analyzed the influencing factors of consumption structure, degree of convenience, usage range, transaction cost, risk of use, and user experience with student consumption intention through the student sample population in Chengdu universities.

**Keywords:** Consumer Credit; Buying Behavior ; Electronic Product

## 1. Introduction

With the rapid development of the Internet, buying electronic products online has become one of the main ways of consumption. In today's fast-paced world, students hope to buy the credit products they want in a shorter period, and the emergence of network marketing is to meet their expectations. They are willing to accept various credit products online, from small, cheap household goods and educational tools to expensive electronic equipment and luxury brands. It can be said that buying electronic products online has penetrated students' lives. The emergence of online credit products is changing the willingness of college students to choose online consumption, bringing online credit products previously consumed offline. The consumer direction of electronic products for college students in Chengdu is mainly mobile phones, computers, etc. Through the investigation of the reasons for college students' consumption of electronic products and the channels for obtaining relevant information about the product, it can be found that college students have such problems as blindness, herd mentality, ostentation, and comparison mentality in the consumption of electronic products.

## 2. Theoretical Basis

### 2.1 Concepts of the impact of consumer credit on student consumption intention (Pradhan: et al. 2018)<sup>[1]</sup>:

The economic concept of consumption structure refers to the expenditure patterns of income groups among or within product categories such as food, clothing, and disposable items.

The degree of convenience refers to financial freedom without spending constraints on spending for college students and how they obtain the financial funding.

The usage range of financial services gives different consumers respective services, and student credits are considered one of the fastest-growing services from many financial institutions.

The transaction costs of financial services will typically determine the buying decision if they are not in the acceptable range.

The risk of using financial services will also consider other benefits of using the service, such as late payment, skipping a fee, and high-interest rates.

The user experience of financial services will determine how many interactions between financial services and their customers have moved to digital environments.

### 2.2 Internet credit promotes the consumption of electronic products by college students

The online retail environment has not only changed dramatically in the past ten years, but it has also expanded because users can access the Internet through more and more devices. As device ownership, use, and portability increase, people spend more time online, which is reflected in the proliferation of e-commerce and mobile commerce retail platforms available to consumers.

## 3. Understanding the Impact of Consumer Credit Affecting Chengdu College Student



## Buying Behavior on Electronic Products

### 3.1 Theory of impulsive buying tendency

The tendency to impulse buying is an indicator of the degree to which any individual may make “unconscious, direct or spontaneous and non-reflective purchases.” Existing theories believe that impulsive buying tendency (IBT) is composed of the interaction of two parts of the state (situation) and trait (personal) behavior modifiers, indicating that it balances the decision-making aspects of seeking pleasure and self-regulation (Ahmad: et al. 2019)<sup>[2]</sup>. On this basis, individuals with higher IBT are more likely to make impulse purchases and, therefore, more vulnerable to external market stimuli (Ahn; & Kwon. 2020)<sup>[3]</sup>.

### 3.2 Self-efficacy theory

Studies in psychology and behavioral economics have shown that self-efficacy plays an essential role in the relationship between personal knowledge and behavior (Braunstein; & Welch. 2002)<sup>[4]</sup>. Self-efficacy results from self-evaluation of unique expertise and the antecedent of engaging in the desired behavior.

### 3.3 Consumption channel theory

Current research divides the definition of channels into two broad categories: organizational approaches and process approaches. According to the theory of organizational structure, the distribution channel is composed of all organizations that participate in the transfer of commodity ownership from the original producer to the final university student Chantias: et al. (2019)<sup>[5]</sup>.

## 4. The Conceptual Framework for the Research Study

First This study proposes a research model to study the influence of online consumer credit products on the consumption willingness of college students in Chengdu. This research will help to study the behavior of college students on online consumer credit products, attempt to provide a comprehensive picture of college students' demand for online credit products and enable online credit providers to understand college student behavior better. Provide a scientific basis to allow providers of Internet credit for college students to improve their credit products and services.

Second This study analyzes related issues such as electronic product consumption and electronic credit of college students in Chengdu. It proposes how to enable college students to establish credit correctly and electronic product consumption views, promote their reasonable and regular consumption and provide policy recommendations.

## 5. The Countermeasures for the Impact of Consumer Credit Affecting Chengdu College Student Buying Behavior on Electronic Products

### 5.1 Consumer credit

Consumer credit allows consumers to borrow money or incur debt and defer repayment of that money over time. Having credit enables consumers to buy goods or assets without paying for them in cash at the time of purchase.

### 5.2 Student consumption behavior

Student consumption behavior is how an audience reacts to product marketing. Consumption or buying behavior is people's buying attitudes and intentions. The knowledge of specific products or services is often used in interpersonal communication.

### 5.3 Electronic products

Electronic Products mean products dependent on electric currents or electromagnetic fields to work correctly. Electronic Products mean computer monitors, televisions, computers (mainframe, desktop, and laptop), and cell phones.

## 6. Conclusion

College students are considered a high-risk consumer group. Although online consumer credit caters to their growing consumer demand, it may also lead to risky credit behaviors such as delayed payment, credit card abuse, and overcharge (Huang; & Huang. 2018)<sup>[6]</sup>. Therefore, the governance of college students' risk credit behavior has attracted more and more attention from academic circles, financial institutions, university managers, and policymakers. In this case, our work provides important management significance. Schools should guide students to acquire consumer knowledge. At present, the problem of credit consumption has become increasingly prominent. Still, most of our universities have not incorporated the concept of credit consumption into the ideological and political education system, nor have they studied in-depth credit consumption, which is not conducive to the overall development of students.

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# An Empirical Study of Moments Marketing Influencing the Differences in Consumers' Perception of Purchase Consumption in Sichuan

Miaomiao Zhang

North Bangkok University, Bangkok 10220, Sai Mai

**Abstract:** This study aimed to explore the famous Moments marketing that influences consumers' perceptions of purchase consumption in Sichuan. With the advent of big data, relying on big data technology and algorithm analysis, WeChat started a high user base, high user stickiness, high advertising efficiency, and extensive and accurate user portraits. Moments ads offered information in the mode of dissemination and a type of streaming advertising, which accounted for 80% of China's social media advertising and became an essential member of the social advertising industry. This study focused on three research objectives: the impact of Moment marketing on customer purchase intention, the effect of Moment marketing on Sichuan customer perception in purchase intention, and the difference in advertising effect under different perceived values.

**Keywords:** Moment Marketing; Consumer Perception; Purchase Consumption

## 1. Introduction

Today, the relationship between the customer and the company is far more non-linear. They researched and established contacts with companies through different equipment and touchpoints. Marketers must manage and automate interactions with consumers uniquely based on each person's behavior at each touchpoint. Each customer life cycle stage is unique and faces different challenges and choices. It may take time to win new customers because they have established an affinity with them. It is difficult to predict the interaction with lost customers before they leave. Providing relevant content at the right time to create a unique customer journey is a challenge for many marketers, especially when consumers go out of the buying channel—changing the way they research and purchase products. Moments of Friends advertising has become a meaningful way to enhance the awareness of advertising brands and the reputation of advertising brands at this stage.

## 2. Theoretical Basis

### 2.1 The concept of Moments advertising

Huang (2017)<sup>[1]</sup> explained that WeChat officially started the commercialization of WeChat Moments advertising in January 2015. Up to now, WeChat Moments ads support a variety of advertising styles such as graphic ads, video ads, and local promotion ads, and support targeting capabilities in multiple dimensions such as age, gender, region, and mobile phone system. Moments ads in this article refer to native ads displayed in the user's Moments in original content similar to friends.

### 2.2 Features of Moments Ads

The most significant difference between Moments advertising and traditional media advertising is that it can carry out accurate user portraits, rely on extensive data collection and algorithm analysis, carry out different advertising for different users, and rely on the user's social chain to spread.

## 3. Understanding the Moments Marketing Influencing the Differences in Consumers' Perception of Purchase Consumption

### 3.1 AIDA model

The AIDA model is the earliest advertising model, and this model believed that the audience's final action (Action) would go through three gradual stages: Attention, Interest, and Desire. The AIDA model divides different steps to evaluate the effect of advertising. It first explores the relevant influencing factors of advertising affecting consumer psychology and divides consumers' buying behavior into a complex psychological process. Its emergence establishes the advertising effect — the basis of periodic assessment (Abdelkader; & Rabie. 2019)<sup>[2]</sup>.

### 3.2 DAGMAR model

Another classic model comes from the DAGMAR model (Sabbagh; & Ghafari. 2018)<sup>[3]</sup>, also called diffusion. The evaluation

of advertising effects must go through four stages: Awareness, Comprehension, Conviction, and Action. He uses advertising goals to manage advertising effects and believes that advertising is not helpful for final product sales. The impact is only a tiny part, so the focus of advertising effects is on information dissemination. However, with the continuous development of the modern advertising industry, the content and form of advertisements have been greatly enriched and changed.

### 3.3 AISAS model

The most significant difference between this model and the previous two models is that it abandons the linear way of thinking and regards consumer psychology and consumer behavior as a process of repeated decisions. To make up for the limitations of the linear model, Rini; & Harahab. (2018)<sup>[4]</sup> created a more “time-sensitive” AISAS model, which divides consumers’ evaluation process of advertising into attention (Attention) and interest (Interest), Search, Action, and Share, and emphasizes the interactivity between search and sharing.

### 3.4 Theory in information and advertising

(1) Audience acceptance behavior model of information flow advertising - in constructing perception effects, this research is prepared to refer to Li (2016)<sup>[5]</sup> audience acceptance behavior model of information flow advertising.

(2) This study is prepared to refer to the Moments information flow advertising effect model. In establishing this model, with the help of the classic linear and feedback advertising effect model AISAS mentioned above, the advertising effect is divided into three linear dimensions, and the “attention and interest” in the AISAS model are integrated into “advertising.” “Acceptance”; “search, share” is integrated into “consumer participation”; “action” is integrated into “consumer purchase intention,” that is, advertising acceptance, consumer participation, and consumer purchase intention.

## 4. The Conceptual Framework for the Research Study

First Based on AIDA theoretical model, four-dimensional perceived value model, and other theories, this article uses the “AISAS model” and the “two-dimensional theory” of perceived value as the reference objects for the following reasons: In terms of construction, the audience acceptance behavior model of information flow advertising is reduced in dimensionality, and only its “perceived effect” level is selected for this article’s construction. In this model, the perceived effect is composed of “perceived value” and “advertising effect.” “but the dimensions are lacking. For example, the perceived value does not measure moments ads’ interactive and precise delivery characteristics.

Second In the advertising effect theory, the AIDA theoretical model has four stages: attention, interest, desire, and action. The three stages of attention, interest, and action are the same as those in the AISAS model. Still, the consumer purchase generation mechanism it explains is relatively traditional Is based on the “one-way” characteristics of conventional advertising. The AISAS model covers the two stages of search and sharing. It emphasizes the “immediacy” of mobile Internet advertising and the “proactiveness” of consumers towards advertising, which are more in line with the characteristics of information flow advertising studied in this research study.

## 5. The Countermeasures for the Moments Marketing Influencing the Differences of Consumers’ Perception in Purchase Consumption

### 5.1 Moment marketing

Moment marketing can take advantage of ongoing events and create communications & marketing collaterals around such events. Brands use this to insert themselves in the ongoing conversations that bring relevance to their market.

### 5.2 Consumer perception

Consumer perception refers to a marketing concept encompassing a customer’s impression, awareness, or consciousness about a company or its offerings.

## 6. Conclusion

The first is to educate users on dealing with “false advertisements correctly.” As a social platform for the acquaintance society, Moments has led to the rapid development of advertisers in the form of “micro-business,” and many fake articles holding the banner of “health” are rampant in Moments. The second is to establish an effective data supervision mechanism. WeChat could strengthen the review of users who have too much content homogeneity distributed every day can be sent to check and identify users. The third is to ensure the right Moment ad that can spread the right message to the right customers by using precision marketing to retain, cross-sell, and upsell existing customers for the developers who want to create a sustainable business among the young consumers in China.

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# Study of Influencing Factors of Landscape Design on Sichuan Real Estate Customer Buying Intention

Guo Zhang

North Bangkok University, Bangkok 10220, Sai Mai

**Abstract:** This study's objectives included determining the dimensionality of the landscape design for real estate property buyers, understanding the home buyers' behavior and attitudes toward landscape design, and putting forward the enlightenment for the landscape design to property developers in Sichuan. Four influencing variables of dwelling characteristics, environmental, psychological, and overall maintenance factors, were designed to test their relationship with homebuyers' purchase intention.

**Keywords:** Influencing Factors; Landscape Design; Customer Buying Intention

## 1. Introduction

With the rapid development of urbanization and the continuous improvement of residents' living standards, people have higher urban environment and residential landscape requirements. In recent years, the real estate industry has thrived, and urban residents have an increasingly strong demand for gardens and landscapes in residential areas. The landscape of the residential area plays a significant role in improving the ecological environment of the residential area, beautifying it, and shaping the image of the community. With the rapid economic development and the provision of income at the national economic level in China, consumers have more and more diversified choices for buying houses and put forward higher requirements for the landscape design of residential areas. The landscape design form of the residential regions has become an essential research subject. A beautiful residential place can create a safer, more comfortable, and attractive living environment, and it also creates more economic value for the builders of the residential area.

## 2. Theoretical Basis

### 2.1 Consumer purchase behavioral theory

Consumer purchase behavior is also called consumer behavior. All consumer-related personal behaviors occur around the purchase of living materials. Including the formation of demand motives, the occurrence of purchase behaviors, and the conclusion of post-purchase feelings, the psychological activities, physiological activities, and other substantive activities displayed in the purchase or consumption process (Qazzafi 2019).<sup>[1]</sup>

### 2.2 Principles and characteristics of landscape design in residential areas

"Landscape design" is defined from planning and architectural design. In other words, it refers to the overall consideration and design of surrounding environmental elements in the process of architectural design or planning and design, including natural ingredients and artificial components, so that the building (group) responds to the natural environment and makes it more convenient to use (Madurika; & Hemakumara. 2017).<sup>[2]</sup>

### 2.3 Concept of residential satisfaction

The behavioral characteristics of residents or the conceptualized "housing adjustment and adaptation" in the research is the family's efforts to correct the difference between the housing they own and the housing other people think they should hold. Housing adjustment is a process that may occur when families experience normative flaws that lead to a significant decrease in housing satisfaction (Hussain: et al. 2014).<sup>[3]</sup>

## 3. Understanding the Influencing Factors of the Landscape Design on Home Buyer Intention

### 3.1 The studies of dwelling characteristics to customer buying intention

The dwelling characteristics relate to the value of a self-contained unit of accommodation. Better features such as convenience, price, size, location, and landscape can affect consumer decisions of heavy investments (He: et al. 2019).<sup>[4]</sup>

### 3.2 The studies of environmental factors to customer buying intention

Consumers' demand for green environments has also prompted real estate developers to pay attention to the market for landscape improvement (Dhurup; & Muposhi. 2016)<sup>[5]</sup>. As sustainable development becomes a trend, landscape design has become a broad field of social progress and commercial development involving consumers and enterprises. As an essential part of economic development,

companies themselves have begun to pay attention to environmental issues.

### **3.3 The studies of psychological effect on customer buying intention**

The Theory of Planned Behaviour (TPB) model provides a valuable framework for studying consumers' psychological purchase intentions (Chen; & Chang. 2012)<sup>[6]</sup>. The new variables that comprehensively affect these behavioral intentions will enhance the explanatory power of the TPB model. The cognitive factor in this study refers to consumers' perception of property with a green environment, which may significantly affect green purchase intentions.

## **4. The Conceptual Framework for the Research Study**

First This paper studies the influence of consumers' purchasing attitude and expectancy in Sichuan on the landscape design of residential areas. The study model is based on social psychology and expectancy theories, which help understand and explain the social and expected behavior of the property market in Sichuan.

Second Social psychology theories generally focus on specific social phenomena, including collective consumer behavior and a certain extent of attitude. Expectancy value theory postulated that motivation for a given behavior or attitude is determined by expectancy with the wanted outcomes (dwelling characteristics and environment factor) and value with the desired results (psychological effect and overall maintenance factor).

## **5. The Countermeasures for the Influencing Factors of Landscape Design on Sichuan Buyer Intention**

### **5.1 Influencing factors**

The influencing factors are those factors that can affect some features of the target object. Influencing factors can be used as control variables to determine the key influencing factors of an object.

### **5.2 Landscape design**

Landscape design is the art of arranging an area of land for aesthetic and practical reasons. It is often divided into two major components: hardscape (the nonliving elements, such as pavers) and softscape (the living elements, such as flowers).

### **5.3 Customer buying intention**

Customer buying intention refers to that consumer's attitude toward a specific purchasing behavior and the consumer's degree of willingness to pay.

### **5.4 Overall maintenance factor**

The factors that have the most significant impact on maintenance procedures and their timing are: repair time (when to start), safety and health measures, work completion time, construction defects, poor execution, poor completion of repair work, design issues, delayed reporting of failures, repair work Response time, maintenance personnel's skills, unavailable skilled workers, service building materials, material characteristics, substandard contractors, poor budget control, insufficient funds, building age, structural conditions, and sewage component network.

## **6. Conclusion**

The influencing factors of dwelling characteristics factor, environmental factor, psychological effect, and overall maintenance factor were confirmed with the relationship with landscape design for Sichuan home buyers. In urban residential areas, adjusting landscape design and plant configuration is one of the essential measures to strengthen the value of the entire community and increase the economic benefits of real estate. When adjusting and optimizing the plant configuration in landscape design, relevant workers need to implement the concepts of ecology, naturalization, and humanization and pay attention to strengthening the combination between design and environment and the variety of aesthetics and use functions. Under the premise of the chemical and plant configuration principle, the configuration method and configuration concept should be adjusted appropriately to integrate the home and nature and fully meet the requirements of the public for the living environment. In the landscape design of urban residential areas, plant configuration is the core component. When working on the plant configuration, the staff needs to have a strong sense of composition to ensure that the designed arrangement has high rationality. Humanized design means to fully consider the role of its service on people before designing and discussing how to solve people's physiological needs, emotions, individual differences, and other needs based on the principle of being "people-oriented." Because each user monomer has its own unique needs, the humanized design aims to make users feel satisfied and comfortable when using the corresponding material space as much as possible to ensure that more positive user feedback is finally obtained.

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# Factors Influencing the Career Choice of Tourism Major Students in Southwest China

Lankeyi Zhang

North Bangkok University, Bangkok 10220, Sai Mai

**Abstract:** With the development of tourism in China, related study programs became a popular major in most colleges and universities to attract students to join this growing sector. Although tourism majors would consider certain advantages in the market, there were still many factors that could have influential conditions for students to consider for their career development. Three objectives were set to find the impacts between student expectation and career motivation; key influence factors of professional suitability, professional reputation, and working environment for the students' desire for career advancement; and propose the improvement of study programs to attract more talented students the industry.

**Keywords:** Career Choice; Tourism Major Students; Southwest China

## 1. Introduction

Tourism is an important industry that brings foreign exchange to a country's economy. For this reason, many countries are working to increase their share of the tourism market. One of the most critical efforts in this regard is education. Increasing the significance of an organization's activities by having qualified personnel is an essential measure of this effort. A country can have a talented workforce due to good education. This situation provides tourism destinations with significant advantages in diversifying tourism products and competitiveness in difficult competitive conditions. Therefore, tourism education aims to provide trained personnel to work in the industry, instill awareness and understanding of tourism, provide management experience in the educational process, and help develop tourism specialists to build various skills and knowledge. We need to adapt to change and modernization. In this sense, tourism practitioners are of great significance to the tourism industry and require a solid educational foundation. Although a qualified workforce is essential to the tourism industry, people tend not to work in the relevant sectors of the industry (accommodation, transport, food, and beverage) due to the poor personal rights of workers in the industry.

## 2. Theoretical Basis

### 2.1 Studies on personal suitability career expectation

Chu (2021)<sup>[1]</sup> pointed out that personal suitability affects career motivation, while habits, self-efficacy, and competence perception can affect individual suitability. (1) Habits "consist of physical tendencies and cognitive templates" associated with career decision-making and development. Essentially, habits allow for demonstrating "correct" and "appropriate" behaviors and practices according to the domain's roles and rules, without the need for conscious adaptation. (2) Self-efficacy - self-efficacy may be an essential antecedent for career choice. (3) Competence awareness - regarding the definition of competency, whether competency should be considered an outcome or performance criterion.

### 2.2 Studies on the professional reputation and career expectation

Bartz: & Brink. (2017)<sup>[2]</sup> pointed out that the teaching method of curriculum setting and teaching environment will affect the professional reputation and affect the professional motivation of students. The quality of education in tourism is an essential factor influencing the choice of courses for hotel students.

### 2.3 Studies on work environment career expectations

Bolino: et al. (2014)<sup>[3]</sup> believed that the working environment would impact the employment of college students. Especially after the novel coronavirus, the global tourism industry is sluggish, which will create pessimism for students about jobs in the tourism industry.

## 3. Understanding the Factors Influencing the Career Choice of Tourism Major Students in Southwest China

### 3.1 Social Cognitive Career Theory

Social Cognitive Career Theory (Lent: et al. 2008)<sup>[4]</sup> was considered in this study as a relevant theory for understanding the factors that influence students' career choices. SCCT emphasizes cognitive-person structures, such as self-efficacy, outcome expectations,



and personal goals.

### **3.2 Tourism overview**

Tourism practitioners are defined as “professionals who frequently interpret the cultural and natural heritage and travel professional groups (and sometimes individuals) to visit places or places such as natural sites, historic buildings, sites and landscapes” (Li, 2021)<sup>[5]</sup>.

### **3.3 Overview of career expectations**

Researchers studying the transition from adolescence to adulthood have explored young people’s expectations for future careers. Still, many have focused on whether people believe age norms exist for educational and career transitions.

### **3.4 The theory of planned behavior (TPA)**

According to Du, the theory of planned behavior suggests that people are more likely to perform certain behaviors when they feel they can complete them. (2021)<sup>[6]</sup> study. The performer of the film theme could have their strong belief in a good performance that will connect to the audience’s acceptance who focus on enjoying travel based on the performance and word-of-mouth in the context.

## **4. The Conceptual Framework for the Research Study**

First There is a positive linear relationship between students’ career expectations and their motivation to pursue careers after graduation. In this case, students increased professional expectations make them more motivated in their future jobs. Georgiou also obtained findings supporting these results. According to reports, tourism practitioner students have a positive attitude towards their careers and are motivated to continue after graduation. There is a strong correlation between professional expectations identified within the scope of the study. The career expectation most closely related to a student’s career motivation is reputation, and another career expectation closely related to career motivation is whether the career is right for them.

Second Arguably, many factors determine the expectations of students in their education as tourism practitioners. It is essential to set expectations, not only for students of tourism practitioners but for all students. This allows for early detection of whether students are happy or unhappy in their future careers. Countries that take precautions based on these expectations can increase productivity through a more productive workforce. According to the results of this study, the career expectations of tourism practitioner students include aspects such as career reputation, personal fitness, and working conditions. Students have essential expectations of social respect for the profession of tourism practitioners.

## **5. The Countermeasures for the Factors Influencing the Career Choice of Tourism Major Students in Southwest China**

### **5.1 Career choice**

The selection of a particular path or vocation in terms of career. This usually influences parental guidance, vocational counseling, and training opportunities. It is also affected by personal preference and identification with figures and role models.

### **5.2 Personal suitability career expectation**

A suitability statement, or personal statement, is used to depict the reasons you believe yourself to be a suitable candidate for a job role.

### **5.3 Professional reputation and career expectations**

Professionalism is the conduct, behavior, and attitude in a work or business environment. A person doesn’t have to work in a specific profession to demonstrate the essential qualities and characteristics. Professionalism leads to workplace success, a solid professional reputation, and a high work ethic and excellence.

## **6. Conclusion**

Schools can help students with career planning. Most colleges and universities offer career planning courses, but most of these courses do not assist students in making career planning. Many students are still confused and do not have a clear direction when they graduate. Career planning courses should be offered according to different majors and different grades, and the focus of career planning for each step is different. Tourism enterprise managers can also be hired to introduce tourism jobs in detail and inspire students to make career plans by inviting outstanding alumni to come back for experience sharing, etc., which will be helpful for students’ career planning.

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# The Impact of Online Education On the Satisfactory Acceptance for University Students in Guizhou During COVID-19

Yaozeng Zhang

North Bangkok University, Bangkok 10220, Sai Mai

**Abstract:** Online learning was developed for offering study through internet facilities without face-to-face classwork. When COVID-19 existed in early 2020, many universities were forced to operate under the online learning model to ensure no classes were conducted in class for virus prevention measures. The need to investigate university students' learning satisfaction in online learning would be the key to this study through five major influencing factors: performance expectation, effort expectation, social influence, facilitating conditions, and workload and consideration based on the Unified Theory of Acceptance (UTAUT). The research objectives of this paper focused on; five influencing factors that could impact online student learning, how Guizhou students adopted the learning mode during the period of COVID-19, and what kind of online teaching policies should be considered in the future for improving the learning mode.

**Keywords:** Online Education; Satisfactory Acceptance; COVID-19

## 1. Introduction

In 2020, the new coronavirus suddenly broke out, and colleges and universities across the country postponed opening classes, and offline education was not available. To ensure the smooth implementation of “stopping classes without stopping teaching, and closing classes without stopping school,” significant colleges and universities have successively begun implementing teaching on online teaching platforms. Online education, which usually plays a supplementary role, needs to play the leading role. Ensuring “postponed start of school and start of classes on schedule” has become critical. This is an opportunity to develop online education (Hew: et al. 2019). Home isolation during the epidemic has promoted the use of online education in practice, and it is also a test of the effect of online education. When offline education is entirely stagnant, in the face of such an enormous learning group, preparing for and meeting the challenges is a question that schools should consider (Hair: et al., 2017)<sup>[1]</sup>.

## 2. Theoretical Basis

### 2.1 Studies on performance expectancy in online learning

According to the survey by Venkatesh: et al. (2003)<sup>[2]</sup>, the performance expectancy was how much a person trusts that using ICT will help increase the accomplishment of their task. It was also theorized by perceived usefulness, comparative benefit, extrinsic motivation, and result expectancies of online learning.

### 2.2 Studies on effort expectancy in online learning

Effort expectancy in this study relates to the perceived ease of use of online learning, whether easy or complicated. If the participants expect online learning to perform excellently during COVID-19, they are more likely to use online learning. Past studies claimed that effort expectancy would affect students' behavioral intention (Chen: et al. 2020)<sup>[3]</sup>.

### 2.3 Studies on social influence in online learning

Social cognitive theory (SCT) is a theory that underpinned the social influence factor in this study (Rubenstein: et al. 2018)<sup>[4]</sup>. SCT established environmental influences, for example, social pressure and special situational features. Social anxiety refers to the participants' perceived importance that the people around them believe they should use the online learning platform for learning.

## 3. Understanding the Impact of Online Education Towards the Satisfactory Acceptance for University Students in Guizhou During COVID-19

### 3.1 Unified Theory of Acceptance and Use of Technology (UTAUT)

The Unified Theory of Technology Acceptance and Use (UTAUT) is a technology acceptance model proposed by Venkatesh et al. (2003)<sup>[5]</sup> in User Acceptance of Information Technology: UTAUT aims to explain the user's intent to use an information system and subsequent use behavior. The theory argues that there are four fundamental structures: 1) performance expectations, 2) effort expectations, 3) social influence, and 4) convenience.

### 3.2 Online integrated model

In a review of instructional technology, Bosch (2016)<sup>[6]</sup> identified and compared four blended learning models using 21 different design components. It emphasizes the integration of pedagogy and technology in curriculum design to a certain extent.

### **3.3 Online Learning**

The growing access to the Internet and technology has led to the transformation from the traditional classroom to online learning. Online learning includes online teaching and learning, engaging learners through the Internet and digital media.

## **4. The Conceptual Framework for the Research Study**

First This study shows the new “use and satisfaction” theory in online education. The idea of “use and satisfaction” is one of the essential theories in communication studies, and it still maintains a strong vitality. This research analyzes the audience satisfaction in online education and teaching and tries to show the innovation and development of the traditional “use and satisfaction” theory in the Internet era that emphasizes user satisfaction as the core of the online education and learning of college teachers and students in Guizhou area.

Second This article also investigates and studies the students of online education mode, understands the current status and existing problems of the willing acceptance of the existing online education mode in colleges and universities from the student’s perspective, and further proposes suggestions to improve the willingness acceptance. Use questionnaires to quickly survey a large number of student groups to find out whether students’ learning habits have changed, whether they are late and leave early, whether the family atmosphere is conducive to listening attentively, whether learning efficiency has changed, whether network conditions are up to standard, and whether teachers’ teaching methods Habits, how self-control the students are, how complex is the operation of the online learning platform, what are the problems in the learning process, and what kind of recommendations are there to use accurate data for later data analysis.

## **5. The Countermeasures for the Impact of Online Education Towards the Satisfactory Acceptance for University Students in Guizhou During COVID-19**

### **5.1 Online education**

Online education is electronically supported learning that relies on the Internet for teacher/student interaction and the distribution of class materials.

### **5.2 Satisfactory acceptance**

Something satisfactory is acceptable to you or fulfills a particular need or purpose, leading to a positive usage mind.

### **5.3 COVID-19**

An acute respiratory illness in humans caused by a coronavirus can produce severe symptoms and, in some cases, death, especially in older people and those with underlying health conditions.

### **5.4 Social influence**

Social impact includes the way individuals change their behavior to meet the needs of the social environment. It takes many forms, including inconsistency, socialization, peer pressure, obedience, leadership, persuasion, sales, and marketing.

### **5.5 Facilitating conditions**

Facilitating conditions refer to the degree to which a person believes that the existing organizational and technical infrastructure can support the use of technology.

## **6. Conclusion**

The COVID-19 pandemic has had a terrific impact on the education system worldwide. The government has taken action to stop the spreading of the virus, which is the closure of educational institutions. Thus, educators and students have to face a new learning trend in which they can only interact through the Internet. However, several variables have arisen that have influenced the local students’ behavioral intention to embrace online educational technology in the future. This study aims to identify the impacts of factors that influence TESL postgraduate students’ behavioral choice toward the use of online learning and to examine the relationship between the five elements and Guizhou students’ behavioral intention to use online learning during the COVID-19 pandemic. The factors of performance expectancy, effort expectancy, social influence, and facilitating conditions were strongly correlated with TESL postgraduate students’ behavioral intention. The most critical factor influencing students’ satisfaction to implement online education technology is the performance expectancy of all the elements. Based on the study’s results, online learning outcomes are much more critical for Guizhou students than others.

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# The Influence of Live Streaming on Unique Agricultural Product Sales on Sichuan Consumer Purchase Intention

Yiwen Zhang

North Bangkok University, Bangkok 10220, Sai Mai

**Abstract:** With the development of the Internet economy and the arrival of the new retail era, the post-pandemic business model of live streaming received more attention at different levels. Its impact on economic development would have far exceeded its role as a promotional activity guiding sales. Under the concept of promoting the strategic development of “dual circulation,” studying the characteristics, challenges, and development trends of live streaming in the new era would help the integrated development of Sichuan e-commerce.

**Keywords:** Live streaming; Unique Agricultural Product; Customer Purchase Intention

## 1. Introduction

The number of Chinese Internet users has reached 940 million, including 285 million rural Internet users. Live broadcast users in China reached 562 million, accounting for 59.8% of Internet users. In the next ten years, technological progress and 5G network applications will play a vital role in rural revitalization to increase the sales of agricultural products on live broadcast platforms. With the widespread popularity of mobile networks and smartphones in China, live broadcast sales have shown explosive growth and become a popular way of shopping. The COVID-19 outbreak has further promoted the development of live sales to a certain extent and has also injected new vitality into agricultural product sales. In the first quarter of 2020, the pandemic has significantly impacted many domestic industries. To attract customers in a fiercely competitive environment, the promotion methods of live sales are constantly innovating. With the support of online payment and smartphones, random reward promotions have become more common and technically easier to obtain. Sichuan Province is a relatively developed province in western China.

## 2. Theoretical Basis

### 2.1 Studies on the live streaming operation model and consumer Purchase

In the context of live broadcasts, information motivation motivates consumers to watch live broadcasts and participate in live broadcast shopping (Zhao: et al. 2015)<sup>[1]</sup>. Uncertainty in shopping has been identified as a significant obstacle to e-commerce success. The live-streaming e-commerce literature shows that the multi-sensory cues enhance the authenticity of information and satisfy consumers' demand for product information. In addition, the live chat feature allows viewers to ask questions anytime during the live broadcast.

### 2.2 Studies on live streaming quality and consumer purchases

The anchor acts as a salesperson during the live broadcast and statements the product or service. Therefore, the persuasiveness of such messages is considered in this study as the quality of the argument. Retail scholars have proposed that salespeople's task competencies related to their product knowledge, including delivering appropriate core information and services, can reduce consumer uncertainty (Lee. 2021)<sup>[2]</sup>.

### 2.3 Studies on media richness and consumer purchase

The media richness theory argues that the function of communication media determines their ability to convey information. In other words, richer media can obtain more information (Zafar: et al. 2019)<sup>[3]</sup>, and media richness is the magnitude of this related information, emphasizing the development of the ability to share meaning.

## 3. Understanding the Influence of Live Streaming for Unique Agricultural Product Sales on Sichuan Consumer Purchase Intention

### 3.1 Live Streaming Marketing

Live broadcast marketing refers to the marketing method of producing and broadcasting programs simultaneously with the occurrence and development of the event. This marketing activity uses the live broadcast platform as the carrier to improve the brand or increase the sales volume of the enterprise. Liu (2020)<sup>[4]</sup> research pointed out that the quality of service and information in live shopping is the key to business success.



## 3.2 Consumer Behavior

In a narrow sense, consumer behavior only refers to the purchase behavior of consumers and the actual consumption of consumer materials. In a broad sense: the various actions consumers take to obtain, use, and dispose of consumer goods, the decision-making process that precedes and determines these actions, and even a series of complex processes, including the acquisition of consumption income. Consumer behavior is dynamic, involving the interaction of perception, cognition, behavior, environmental factors, and the transaction process (Sun 2021)<sup>[5]</sup>.

## 3.3 Customer purchase decision-making model

Traditional forms of consumer buying decision model 1. Problem identification: The buying process begins with a consumer's perceived problem or need. When consumers want to buy certain products, they feel the difference between reality and desire, and consumers then create and activate the decision-making process. 2. Information Search: Once a need has been identified, consumers look for information related to the product they need. Information can be obtained through human memory (internal) and the environment (external). 3. Validation of alternatives: After obtaining the information, consumers evaluate alternatives to meet these needs. 4. Purchasing Decisions: Consumers who have opted for alternatives usually buy the product they like the most, leading to a purchasing decision. 5. Post-purchase behavior: A consumer's subsequent purchase behavior is influenced mainly by the consumer's level of satisfaction with the purchased product (Harahap; & Amanah. 2018)<sup>[6]</sup>.

## 4. The Conceptual Framework for the Research Study

First Theoretical significance and value – combining the influencing factors of the live streaming platform in promoting unique farming products to increase consumer consumption. The use of marketing mix in live streaming will also be important in making better measures in building the promotional strategy for consumer awareness and increase of perceived values.

Second Practical significance - combines the literature research method, quantitative analysis method, and the type of live streaming platform operation for promoting unique farming products through questionnaire survey method, focusing on the consumers in the Sichuan area as the research object, it analyzes the influence of consumers' farm product buying psychology through online platform. Combined with SPSS 23.0 statistical analysis software, examine the reliability and validity of the questionnaire data, demographic statistics, descriptive statistics, correlation test, etc., and then get the corresponding conclusions and put forward corresponding suggestions and enlightenment, which has practical significance.

## 5. The Countermeasures for Influence of Live Streaming for Unique Agricultural Product Sales on Sichuan Consumer Purchase Intention

### 5.1 Live streaming

Live streaming is an online streaming media that is recorded and played in real-time simultaneously, and it is often referred to simply as streaming media. Still, this acronym is ambiguous because "streaming media" may refer to any media that can be transmitted and played simultaneously without downloading the file completely.

### 5.2 Unique agricultural product

Those are the wide range of fruits, vegetables, flowers, spices, tuber and nut crops, medicinal & aromatic crops. It has been proved to be used as a predictor of consumer behavior as an essential indicator.

### 5.3 Live broadcast operation model

Live broadcast intelligent operations mean applying a strategic approach to advance the operating model of the live broadcast. It's about transforming the business through technology, processes, and people.

## 6. Conclusion

The changing character of live media with commodities: transforming and connecting the relationship between "people, commodities, and disciplines." Expand the boundaries of content and services to create new social retail. Content production is the main advantage of mainstream media. As a new e-commerce marketing model, live broadcast with goods has strong interaction in the consumption process, which is lacking in traditional e-commerce. It reflects the network social business. Value can promote the effective activation of mainstream media resources, expand the boundaries of content and services, and create new retail. The homogenization of online e-commerce and the overemphasis on entertainment is very serious, which cannot meet users' demand for high-quality content and information, which is the advantage of traditional media.

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# The Impact of Time-Honored Food Through Experiential Marketing on Leisure Tourist Loyalty

Sha Peng

North Bangkok University, Bangkok 10220, Sai Mai

**Abstract:** This article took the experience marketing of time-honored food companies in Guizhou Province as a case. The current situation and methods of experience marketing of major time-honored food companies in Guizhou Province were counted through descriptive statistical methods. Three research objectives were set for this paper, including investigating the current trend of the time-honored food market, analyzing purchase intention through the promotion of experiential marketing, and proposing appropriate concepts and policies for improving the time-honored food market in Guizhou.

**Keywords:** Time-Honored Food; Experiential Market; Leisure Tourist Loyalty

## 1. Introduction

As a relatively new marketing model, experiential marketing has been widely used in the experiential economy. Experiential marketing refers to stimulating customers' sensory experience, stimulating customers' thinking, triggering customers' emotional resonance, obtaining customers' complete sense of value, and increasing customer stickiness. The application of experiential marketing optimizes customers' vision, hearing, sense of participation, and experience and improves marketing effects by stimulating rational and irrational emotions (Hsiao.2021)<sup>[1]</sup>. At present, experiential marketing has been applied in many fields. The development of experiential marketing in theme hotels is a trend, but successful cases can be used for reference. And services are delivered to customers through experiential marketing, allowing consumers to feel the hotel's humane care and caring service personally, and win praise from customers. At the same time, consumers spread to the outside world through this sensory experience, which can significantly enhance the effect of marketing (Lee; & Peng.2021)<sup>[2]</sup>. Marketers are increasingly adopting framing material products as experiences.

## 2. Theoretical Basis

### 2.1 Theory-based on brand value

Product loyalty emerges from customer interactions and specific brands or companies (Hollebeek: et al., 2020)<sup>[3]</sup>. Many studies from psychology have pointed out that "customer experience" is a multidimensional concept with specific expressions of cognitive, emotional, and behavioral dimensions. In this regard, customer experience is defined as "the mental state that occurs as a result of the customer experience co-created by the interaction with the focused object in the focus service relationship."

### 2.2 Theory-based on cultural factors

Time-honored brands are famous in China for their splendid culture (Barreto. 2014)<sup>[4]</sup> and regional cultural characteristics. Some scholars believe that cultural background factors (for example, cultural differences, cultural proximity, and cultural distance) can explain the food behavior of various customers. Time-honored catering brands represent unique regional cultures, and cultural closeness will affect customers' recognition of their brands.

## 3. Understanding the Impact of Time-Honored Food Through Experiential Marketing on Leisure Tourist Loyalty

### 3.1 The effectiveness of experiential marketing

Providing sensory clues will positively impact different consumer outcomes, such as customer satisfaction and brand loyalty, product reviews, purchase intention, and willingness to pay (Cornil; & Chandon. 2016)<sup>[5]</sup>. However, emerging literature studies multisensory methods, mainly combining auditory or olfactory stimuli with visual cues. Consistency plays an essential role in generating positive consumer results for multisensory marketing because the information conveyed by sensory cues must be consistent with brand attributes and other sensory signals.

### 3.2 Word-of-Mouth Model

"For decades, WOM has attracted a lot of work from many researchers. For our purposes, we focus on studying the antecedents of word-of-mouth: why consumers generate word-of-mouth. Early research has identified four types of WOM motivations: perceived

product participation, self-participation (satisfying the emotional needs of the brand or product), other participation (the motivation to provide something to others), and information participation (the company's dissemination or how the product is in the media display).

### **3.3 The Stimulus-organism-response (SOR) theory**

Mehrabian first proposed the stimulus-organism-response (SOR) theory. The SOR theory emphasizes that some external influences can stimulate and change the individual's emotional and cognitive conditions, leading to specific behavioral results (Kamboj 2018) [6]. The "S-O-R framework" consists of three components: stimulus, organism, and response. The first "stimulus" component refers to the "influence of stimulating the individual." In the restaurant experience, excitement is an expression of the core features provided by the restaurant. Undoubtedly, brand authenticity as the attractiveness of brand packaging is an external stimulus for the time-honored catering brand to awaken customer interest and enthusiasm. As a means of innovation, creative expression is an external stimulus to a certain extent.

## **4. The Conceptual Framework for the Research Study**

First Based on the four significant elements of brand value, cultural factor, food uniqueness, and personal characteristics of experiential marketing, utilize a large amount of literary analysis to understand the most important influencing factors of experiential marketing and make theoretical hypotheses, and then further test the ideas through empirical models, to analyze the specific influencing efficiency of experiential marketing of time-honored food companies in Guizhou. The experiential marketing of food companies provides relevant policy recommendations for reference to improve marketing efficiency for the industry's sustainable development.

Second The effect of experiential marketing usually focuses on revisiting intentions or willingness to recommend. The developed model has not been successfully transferred to many tourists and well-established food companies and Guizhou Province. Some people believe that tourists may be inherently disloyal due to the characteristics of the tourism industry, and a new model of loyalty is needed, focusing on tourists rather than destinations or companies. Since the dimensions and metrics need to be consistent with the background of loyalty research, a comprehensive review of the literature was conducted to develop a conceptual framework.

## **5. The Countermeasures for the Impact of Time-Honored Food Through Experiential Marketing on Leisure Tourist Loyalty**

### **5.1 Time-honored food**

Time-honored brands (Chinese: China Lao Zihao China Time-honored Brands or Lao Zihao Time-honored Brands for short) are the titles of Chinese enterprises that existed before 1956, which were awarded by the Ministry of Commerce of the People's Republic of China to sell products, technologies or services that have been passed down. It has distinctive Chinese cultural characteristics and is widely recognized by society.

### **5.2 Experiential marketing**

Unlike traditional or online marketing efforts, experiential marketing is a unique, fast, and effective way to build brand awareness through face-to-face contact with consumers. It involves all five senses, stimulates emotions, forms lasting memories, and has increased brand loyalty.

### **5.3 Leisure tourist loyalty**

The path of cultural identity building loyalty is also confirmed through perceived value and satisfaction to leisure tourists.

### **5.4 Brand value**

Brand value is the financial amount of your brand value. Although the brand value is based on the amount on the balance sheet, the brand equity is the brand value based on the importance of the customer's perception of the brand. The brand value affects the company's revenue and the entire market.

## **6. Conclusion**

Cultural marketing is an integral part of it. Therefore, we should pay attention to the development of cultural marketing so that the Guizhou regional time-honored enterprises can better connect with the various needs of consumers, ensure the development of the brand, better convey the cultural heritage of Guizhou time-honored brands, and ensure the regionality of Guizhou. Brand competitiveness of time-honored enterprises. Geographical indications result from these investments and have specific monetary value, representing a nation's cultural image or even a country. Therefore, their artistic value is significant and has particular significance for promoting commercial and economic interests.

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# The Online Shopping Influencing Factors of Micronet Mode on Guiyang Consumers' Buying Behavior

Zhi Wen

North Bangkok University, Bangkok 10220, Sai Mai

**Abstract:** The rise of targeted business, a unique financial market, has brought great convenience to consumers' production and life and created good opportunities and conditions for entrepreneurs. Consumers believed and selected Micronet mode as a new shopping mode, which would be the key to the continued vitality of the online shopping market. The research objectives of this paper were the study of influencing factors affecting online shopping buying behavior through Micronet mode, investigation of influencing factors of perceived ease of use, perceived usefulness, perceived risk, and customer social interaction, and the degree of influencing factors on purchase intention to consumer purchase behavior.

**Keywords:** Online Shopping Influencing Factors; Micronet Mode ; Consumer Buying Behavior

## 1. Introduction

Physical stores can capture users' curiosity and convey brand value through live broadcasts. On the other hand, live broadcasts have broken through space and time constraints and have covered a more comprehensive range of Consumers can effectively improve store floor efficiency. The second is the rise of data decision-making and reverse customization. In the past, traditional companies used to entrust market research companies to spend months or even more than a year on questionnaire surveys or interviews with potential target consumers, but now they can use e-commerce. The platform's data capabilities have considerably shortened these links-"Sell what you like" and "Sell what you want" to become a reality is based on the C2B reverse customization based on the high-value mining of platform data. In the past, merchants developed new products that relied more on business intuition and perceptual decision-making, which were risky and challenging to replicate. Nowadays, whether a new product should be produced, how much to make, and whether consumers like it or not can all get answers from the digital system of the platform. Human decision-making has become a big data and cloud computing decision.

## 2. Theoretical Basis

### 2.1 Concept of Micronet Business Model

So far, Micronet has not yet formed a unified definition. Experts and scholars in different fields have different understandings and understandings of Micronet from different research angles and levels. The explanations given are not the same, but they all have certain rationality. Zhou (2012)<sup>[1]</sup> believed that A quotient could be understood from broad and narrow senses. In the general sense, the concept of A quotient is basically like mobile e-commerce: the use of wireless terminals such as mobile phones to achieve commercial behavior of shopping and transactions.

### 2.2 Operation of Micronet platform

Micronet business model is a company that develops a mobile application software installed on smartphones and other unlimited terminals to connect sources of goods (suppliers), businesses (operators), and consumers. Merchants can find suitable sources of goods to open a store and sell on this software (seller version). Consumers can choose the goods or services they need on this software (buyer version). Personal A business generally refers to the sale of goods or services through a circle of friends (Wang 2015)<sup>[2]</sup>.

### 2.3 Micronet business attributes and development status

The industry attribute of online business refers to a business activity in which a company or individual conducts product or service transactions based on a mobile social platform. It is a socialized distribution model with local Chinese characteristics. In the mobile Internet era, smartphones have changed people's daily lifestyles, and everyone can become a member of the Micronet industry (Shihab; et al. 2018)<sup>[3]</sup>.

## 3. Understanding the Influencing Factors of Micronet Mode on Guiyang Consumers' Buying Behavior

### 3.1 The difference between Micronet and traditional e-commerce.

E-commerce is centered on the products sold, and Micronet is centered on users. E-commerce has reduced the intermediate

circulation of products, and Micronet has lowered practitioners' entry barriers.

### **3.2 The difference between A business and direct selling.**

Direct selling refers to turning the commodity circulation link in the traditional direct sales model into a "pull head" membership link under the banner of selling commodities or adopting the "soul chicken soup" speech method to seek benefits from the membership fees paid for offline development (Peterson; et al. 2019)<sup>[4]</sup>.

## **4. The Conceptual Framework for the Research Study**

First This research studied the influencing factors of consumer purchase behavior in an online business environment to determine which variables are related to the purchase behavior of Micronet customers and variables that can affect consumers' purchase intentions—through the literature review and theoretical research of the first two chapters, considering the specific characteristics of the consumer environment of Micronet mode based on the revision of traditional TAM model for three variables: perceived ease of use, perceived usefulness, and behavioral intention (Deng; et al. 2020)<sup>[5]</sup>. Four new variables are introduced: convenience, trust, perceived risk, and social interaction.

Second The influencing factors of consumers' purchasing behavior in the online consumption environment, considering that consumers' purchasing behavior is affected by their purchasing intentions, the six latent variables that influence consumers' purchasing intentions are convenience, trust, perceived ease of use, Perceived usefulness, perceived risk, and social interaction, these latent variables cannot be directly observed, but there is a specific correlation with purchase intention. The model constructed in this paper takes purchase intention as the intermediate variable, and convenience, trust, perceived ease of use, perceived usefulness, perceived risk, and social interaction.

## **5. The Countermeasures for Influencing Factors of Micronet Mode on Guiyang Consumers' Buying Behavior**

### **5.1 Online shopping influencing factors**

Consumers are highly concerned with the financial offer, product quality, degree of convenience, delivery model, and customer service. Many customers will examine online shopping platforms based on those factors.

### **5.2 Micronet mode**

Micronet strives to reinvent real-time, in-vehicle data analytics through a suite of open, powerful, flexible, and robust computing platforms.

### **5.3 Perceived ease of use**

In the TAM model, in addition to perceived usefulness, perceived ease of use is also a significant variable. In the mobile Internet era, people's life rhythm has accelerated significantly.

### **5.4 Perceived usefulness**

Perceived usefulness is one of the most critical core variables in the TAM model suggested by Cheema; et al. (2013). From the merchant's perspective, any business is a new marketing model; from the standpoint of consumption, it is a new consumption model. Whether the merchant accepts the online business platform, it mainly considers whether the business's marketing model can increase the store traffic and consumer base for better market share.

### **5.5 Perceived risk**

Perceived risk refers to the uncertainty of the actual purchase result and a potential risk when consumers purchase. This risk mainly comes from consumers' subjective feelings, including personal information security, financial security, and the degree of difference between the actual product quality and their expectations.

## **6. Conclusion**

Merchants promote and sell products through the online platform to cater to the "fragmented" shopping habits of Guiyang consumers in the current mobile Internet era, and to a certain extent, increase the flow of merchant stores or increase the transaction scale of stores. The perceived ease of use, trust, perceived risk, and social interaction has a more significant impact on the micro-business Guiyang consumers. Therefore, we put forward the following suggestions to merchants: First, the information on the products on the shelves must be clear and precise so that customers can find their favorite items in the shortest time; second, provide convenient payment methods and a fast process of logistics, payment methods must be comprehensive as well as popular, logistics methods should be more comprehensive, can meet the needs of a wide range of consumers; third, establish a good relationship with consumers, word-of-mouth effect is significant in the A business environment, honest management.

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# An Analysis of the Influence of the New National Accounting System on Guizhou Higher Education Financial Learning

Xu Li

North Bangkok University, Bangkok 10220, Sai Mai

**Abstract:** After the promulgation and implementation of the national accounting system, the financial industry's requirements for financial professionals had developed in a standardized, institutionalized, scientific, and systematic direction, and the management and application strategies. Based on the interpretation of the new national accounting system, the learning objectives and learning methods were re-established to cope with the latest financial environment under the new national accounting system. They improved the financial learning effect of colleges and universities. This study raised three research objectives: understanding the academic standard of the new national accounting system, learning the practice of student learning attitudes, and suggesting knowledge advancement for Guizhou accounting and financial students.

**Keywords:** New National Accounting System; Guizhou Higher Education ; Financial Learning

## 1. Introduction

The promulgation and implementation of the new national accounting system is an innovation of the accounting system and the integration and deployment of national financial management theoretical knowledge and work practices. Therefore, the promulgation and implementation of the new national accounting system have significantly impacted the financial industry's accounting practice. The economic profession study has also brought a significant impact. Under the background of the promulgation and implementation of the new national accounting system, the talents required by the financial industry have changed. The changes in the talent training needs of the financial sector further affect the teaching goals and learning of the economic profession in colleges and universities. The plan, the promulgation, and the implementation of the new national accounting system require reforming the traditional financial and accounting professional curriculum system and talent training program.

## 2. Theoretical Basis

### 2.1 Research on academic standards in higher education learning

China's education system has experienced unprecedented expansion and modernization at the same time. After the number of higher education students surged from 7.4 million in 2000 to nearly 45 million in 2018, it is now the most extensive education system in the world. The country's higher education enrolment rate (GER) has soared from 7.6% to 50 % (The current average GER in high-income countries is 75%). China has achieved universal participation in higher education (Wang: et al. 2020)<sup>[1]</sup>.

### 2.2 Research on learning practice in higher education learning

The current development of teacher education highlights the importance of evidence-based practice to link research and teaching practice. These developments established the view that empirical evidence should constitute an essential source of knowledge and information for classroom teachers (Ping: et al., 2018)<sup>[2]</sup>. These professional standards define necessary plans for teachers in education and training.

### 2.3 The influence of the new Chinese accounting system on the effect of university finance learning

The promulgation and implementation of the new national accounting system have caused a conflict between the current teaching goals of financial teachers in colleges and universities and students' learning goals. The new national accounting system is quite different from the previously implemented accounting system, and the implementation of the new national accounting system is not lengthy (Hu. 2021)<sup>[3]</sup>.

## 3. Understanding Influence of the New National Accounting System on Guizhou Higher Education Financial Learning

### 3.1 Changes in the new national accounting system

The promulgation and implementation of the new national accounting system is a general trend. With the deepening economic globalization, China has become more closely connected with other countries globally. All aspects are achieving internationalization and striving to align with the world. The promulgation and implementation of the new national accounting system will further move



closer to the international accounting standards. It is proposed under the international accounting standards and incorporates the recent achievements of the international accounting standards. The new national accounting system further manifests the internationalization of accounting (Chen. 2020)<sup>[4]</sup>.

### **3.2 The influence of the new Chinese accounting system on the effect of university finance learning**

The promulgation and implementation of the new national accounting system have caused a conflict between the current teaching goals of financial teachers in colleges and universities and students' learning goals. The new national accounting system is quite different from the previously implemented accounting system, and the implementation of the new national accounting system is not lengthy.

### **3.3 Evidence-based theory**

The new efforts of the teaching profession emphasized the importance of evidence-based practice as an essential part of teacher professionalization in the past (Bauer; & Prunzel, 2012)<sup>[5]</sup>. As a major in accounting and finance, teaching should be regarded as a professional field. Practitioners must take action and apply empirical evidence throughout the student learning process.

### **3.4 Mastery learning theory**

Proficiency in learning is a teaching strategy for individual learning and provides flexible choices for teachers and students. Mastery learning has been successfully applied to engineering, accounting (Wyness; & Dalton. 2018)<sup>[6]</sup>, physics, and other STEM subjects. Generally speaking, if implemented cleverly, mastering the learning environment will reduce students' fear and improve their motivation and attitude.

### **3.5 Blended learning approach**

Blended or blended learning aims to combine the flexibility and convenience of learning with the interaction and feedback of clinical trainers or lecturers; therefore, it overcomes the shortcomings of each method when used in each situation. Blended learning enables students to plan and personalize their training and enhance their learning experience and output.

## **4. The Conceptual Framework for the Research Study**

First Through the collection of literature and information on the influence of the financial students' understanding of the new national accounting system, the factors that affect the economic learning effect, and the impact of the implementation of the new national accounting system on the learning effect. Three significant aspects are investigated, and the new country is analyzed based on scientific system theoretical knowledge.

Second The impact of the promulgation and implementation of the accounting system on the economic environment and analyzes how colleges and universities finance majors adapt to the new national accounting system to provide a good learning environment for financial students, thereby enhancing the effect of financial learning, and truly realizing the output of high-quality finance for the country and the society with a professional system.

## **5. The Countermeasures for Influence of the New National Accounting System on Guizhou Higher Education Financial Learning**

### **5.1 New national accounting system**

A new national accounting system in China allows a business to keep track of all types of financial transactions, including purchases (expenses), sales (invoices and income), liabilities (funding, accounts payable), etc. It can generate comprehensive statistical reports that provide management or interested parties with a precise data set to aid decision-making.

### **5.2 Financial learning**

Financial learning is the process of understanding and effectively being educated in various financial skills, including personal financial management, budgeting, and investing. Financial literacy is the foundation of your relationship with money, and it is a lifelong journey of learning.

## **6. Conclusion**

Under the background of the promulgation and implementation of the new national accounting system, the financial environment is changing rapidly, intensifying the financial market competition. Students majoring in finance must conduct in-depth and systematic interpretation and study of the new national accounting system. It combines the theoretical knowledge of finance majors in Guizhou universities and significant national policies to improve the learning of finance majors in Guizhou universities. To accurately grasp the financial environment after the promulgation and implementation of the new national accounting system to cope with the fiercely competitive financial market

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# Pre-Sale Model of E-commerce Platforms on Influencing Consumer Buying Behavior in Sichuan

Shiyang Li

North Bangkok University, Bangkok 10220, Sai Mai

**Abstract:** With the continuous development of the Internet, a wave of developing new sales models in e-commerce could become a hot topic in the current consumer market. In the fierce market competition environment, understanding the needs of consumers more comprehensively with a new pre-sale sales strategy has been adopted by e-commerce platforms, which has become one of the consumption patterns for most consumers in Sichuan. This paper proposed three objectives for investigation: determination of the quality scale in personal and situational factors and pre-sale situation, the relationship of consumer perception factor and personal consumer characteristics to the pre-sale mode of the e-commerce platform, and the use of information technology for the pre-sale platform to meet consumer needs.

**Keywords:** Pre-Sale Model; E-Commerce Platforms; Consumer Buying Behavior

## 1. Introduction

With the continuous development of the Internet, e-commerce has developed a wave of new sales models in recent years. In the fierce market competition environment, a new pre-sale sales strategy was finally adopted to understand consumers' needs comprehensively. The pre-sale model of e-commerce platforms has been adopted by more and more e-commerce platforms and has become an important way of online marketing. The pre-sale model of e-commerce platforms is a new shopping model that is cheaper than traditional e-commerce transaction models, is more in line with the individual needs of current consumers and has an important impact on consumer behavior. Pre-ordering is a shopping model that is gaining popularity worldwide. Customers are increasingly ordering goods that are only planned to be in stock instead of looking for a sale or ordering online with a return option. This allows customers to get their hands on unique items, while for brands, it's an excellent way to promote future collections.

## 2. Theoretical Basis

### 2.1 Research on personal factors in pre-sale product

Researchers have paid attention to assessing the influence of personal factors on consumers' buying behavior. Khuong; & Duyen (2016) <sup>[1]</sup> have examined the influence of personal factors on consumers' purchase decisions on e-commerce platforms. Product factors also involve functional value, financial incentives, and brand awareness affecting consumer behavior. Businesses settle the mechanism of marketing stimuli, and the environmental stimuli are due to social factors like the economic, political, and cultural situation of a locality. The lifestyle of consumers, such as their interests, selection, preferences, opinions, and values, could have different effects on their buying behavior.

### 2.2 Research on situation factors in consumer buying behavior

Eshra; and Beshir. (2017) <sup>[2]</sup> noted some situational factors that are the causes of influence on consumers buying behavior in sale promotion like social surrounding, physical surrounding, temporal perspective, and task definition. The social experience of consumers can influence the shopping time, as they may prefer the choices of social companions.

### 2.3 Research on consumer perception factors in consumer buying behavior

Consumer perception factors are a series of behaviors related to the acquisition of certain things, their use, the disposal of products and services (including decision-making practices), and the processing of these behaviors. "Consumer perception is the process by which people choose, buy, use, or dispose of products, services, or demand to meet their needs and desires."

### 2.4 Research on personal consumer characteristics in consumer buying behavior

Bazzani et al. (2017) <sup>[3]</sup> studied consumers' purchasing preferences through personal characteristics and emphasized five personality traits: openness to experience, conscientiousness, extroversion, agreeableness, and neuroticism. Studies have pointed out that personality characteristics are the essential characteristics that explain consumers' feelings, thinking, attitudes and behaviors, and will affect their purchasing preferences.

## 3. Understanding the Influencing Factors of Pre-Model of E-Commerce Platforms on

# Influencing Consumer Buying Behaviour

## 3.1 Consumer Behavior Theory

Consumer behavior theory is also called utility theory. It studies how consumers distribute their income among various commodities and services to maximize satisfaction (Kurunathan: et al. 2019)<sup>[4]</sup>. This theory will explain why the demand curve slopes to the lower right. Two analytical tools or methods can investigate consumer behavior: marginal utility analysis based on cardinal utility theory.

## 3.2 The pre-sale model and the development status of the pre-sale industry

At present, there are more and more domestic retail e-commerce companies. On the one hand, due to the advent of the mobile Internet era, people's consumption habits are gradually shifting to the mobile terminal (Liu: et al. 2021)<sup>[5]</sup>. The pre-sale model provides merchants with a buffer to cope with the stocking time of the big promotion event and allows the merchants to decide whether to mass-produce the product through the data reflected in the pre-sale model; thus, in the early stage of the product layout.

## 4. The Conceptual Framework for the Research Study

First Rational Behavior Theory (TRA) is widely used to predict traditional social behaviors and behavioral intentions. It believes that attitudes and subjective norms affect behavior intentions, determining behavior. Hansen et al. (2012)<sup>[6]</sup> used rational behavior theory. Their research planned behavior theory to study consumers' online purchase intention and pointed out that this theory is suitable for predicting online behavior. The theory of rational behavior has been widely used in social behavior and behavioral willingness. Still, this theory needs to be widely extended to the consumption field.

Second Design - the web page becomes the meeting point between the customer and the company. It represents the company and replaces the tangible aspects of the image of the salesperson and the traditional physical contact. Customers must find it easy to browse; otherwise, they will be confused and find it difficult to use and reject.

## 5. The Countermeasures for the Pre-sale Model of E-Commerce Platform on the Influencing Consumer Buying Behaviour

### 5.1 Pre-sale model

A targeted sale before your product goes live. Before preselling, you don't need to spend lots of money and time building your product. Instead, you develop your vision and share that with prospects to collect their feedback and see if there is enough demand for funding development.

### 5.2 E-commerce platform

The software application where both parties, the seller and the consumer, come and play their role. Essentially, consumers should use an e-commerce platform to discover products, shop around using a cart, and check out.

### 5.3 Customer buying behavior

Consumer Buying Behavior refers to consumers' actions taken (both on and offline) before buying a product or service.

### 5.4 Customer personal characteristics

These attributes relate to personality, values, attitudes, interests, or lifestyles. They are characteristics like social class, family life cycle, usage rate & experience, brand loyalty, personality & motives, perceived risk, innovativeness, opinion, and lifestyle that determine how customers think of themselves relative to others.

## 6. Conclusion

The results show that functional value, financial incentives, brand awareness, information quality, merchant reputation, time pressure, consumer perception factor, self-efficacy, and time preference correlate to consumer buying behavior. From consumer behavior, when consumers make purchasing decisions, they can be mainly divided into rational cognitive and affective models. It is generally believed that consumers in the analytical cognitive mode have less emotional solid factors in their decision-making. Instead, people will focus on the information provided by the brand product, such as price and functions. At the same time, consumers in the emotional (emotional) mode Have a lot of strong (brand) subjective feelings when making decisions. Studies have found that when people are in a rational cognitive mode, they will delay their purchase decisions in the face of uncertainty. When people are in the perceptual (emotional) mode, facing uncertain situational factors will strengthen the desire and willingness to buy.

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# The Influence of Experiential Marketing on Sichuan Consumers' Purchase Intention to Buy SD Liquor Based on SOR Theory

Tian Yang

North Bangkok University, Bangkok 10220, Sai Mai

**Abstract:** Liquor occupies a significant position in Sichuan and has a large consumer group to share its joys. With the rapid development of the Sichuan economy and the continuous increase in the income of urban residents, people have specific requirements for the quality of life and food quality, and the consumption concept is gradually changing. Based on the experiential marketing activities of the SD liquor industry, this paper studied the influence of experiential marketing on consumer purchase intention in Sichuan. Starting from the (SOR) theory (external stimuli, individual states, individual responses), the five dimensions of experience elements in a sense, feel, think, act, and relate along with mediating factors of perceived value and brand trust relating to purchase intention.

**Keywords:** Experiential Marketing; Purchase Intention; SD Liquor; SOR Theory

## 1. Introduction

Liquor occupies a significant position in Sichuan and has a large consumer group to share its joys. With the rapid development of the Sichuan economy and the continuous increase in the income of urban residents, people have specific requirements for the quality of life and food quality, and the consumption concept is gradually changing. However, the "eight regulations" and "six prohibitions" promulgated by the state and a series of restrictions on "three public" consumption policies, as well as the continuous price increase of high-end liquor and the implementation of "limited" policies by some wine companies, make high-end liquor the sales of sub-high-end liquor are limited, thus giving the sub-high-end liquor market a broad sales space, driving sub-high-end liquor into the stage of accelerated development, and ushering in the golden age of sub-high-end liquor. S Liquor's SD series is the leader in the sub-high-end liquor market, and its successful experience is worthy of study and reference by other liquor brands of the same type in the Chinese market.

## 2. Theoretical Basis

### 2.1 The concept of experience and the experience economy

Experience marketing is produced with the advent of the era of the experience economy. In different economic times, different economic marketing models need to exist. Pine; & Gilmore (1998)<sup>[1]</sup> first proposed the concept of experiential marketing and defined experiential marketing as the activities that enterprises carry out around consumers. In this event, the company uses commodities as props services and aims to create unforgettable memories.

### 2.2 Dimensions of experiential marketing in liquor consumption

Pine; & Gilmore (1998) described experiential marketing from five aspects: sense, emotion, thinking, action, and association, and believed that the combined effect of rationality and emotion made consumers generate transactions. Schmitt (1999)<sup>[2]</sup> made a systematic discussion on experiential marketing and classified it into five "strategic experience modules" according to the different experience forms, namely sensory experience (Sense), emotional experience (Feel), thinking experience (Think), Action experience (Act) and associated experience (Relate).

### 2.3 The relationship between experiential marketing and purchase intention

The fun that consumers generate in consumption behavior can guide consumers to choose a particular commodity or service and increase their purchasing behavior. Pleasure includes the enjoyment of the product itself and the emotional resonance the product evokes.

## 3. Understanding the Influence of Experiential Marketing on Sichuan Consumers' Purchase Intention to Buy SD Liquor Based on SOR

### 3.1 The SOR (stimulus-organism-response)

The effect of the environment on human behavior is produced through human psychology. Mehrabian; & Russell (1974)<sup>[3]</sup> put forward the environmental stimulus-organism-response model from ecological psychology. From the perspective of "input-output,"



the model proposes that the stimulus variable (S) is an external influence that affects individual states such as consumer perception and cognition (mechanism variable (O)) and then affects the consumer's perception and cognition. Intrinsic or extrinsic responses impact (response variable (R)).

### **3.2 S-O-R model relating to purchase intention in liquor sale**

S-O-R represents Stimulus, Organism, and Response. This theory based on psychology explains that the stimulus is the impulse that contains a statement. Organism means individuals respond to the effects, reactions, responses, and answers. This theory explains that a report was delivered to the individual should meet the needs of the individual, either material or non-material. The material intended is liquor. The non-material includes a sense of pleasure and wants to be noticed and appreciated by others (Portal: et al. 2019)<sup>[4]</sup>. The S-O-R strategy can be effective in liquor sales in the Sichuan huge market since liquor sales can affect both material and non-material intentions for pleasure and appreciation.

## **4. The Conceptual Framework for the Research Study**

First From a practical point of view, experiential marketing, as a new marketing theory, is mainly applied in industries with strong interaction and innovation, which has natural advantages. Previous research on experiential marketing has also been distributed primarily in travel, shopping channels, customized menswear, smartphones, and online story advertising. As a more traditional industry, liquor has gradually formed a mature marketing framework in long-term development (Chang. 2021)<sup>[5]</sup>.

Second The data behind these trends can be used to create models to understand each component of customer purchase intentions better. This research provides industry figures and practitioners with empirical data for planning initiatives and expanding the current body of knowledge. The applied results of this research will provide consumers with a better buying experience (Mou: et al. 2020)<sup>[6]</sup>.

## **5. The Countermeasures for Influence of Experiential Marketing on Sichuan Consumers' Purchase Intention to Buy SD Liquor Based on SOR**

### **5.1 Experiential marketing**

Enterprises design marketing concepts from the aspects of senses, emotions, thinking, actions and associations and use products or services as props to stimulate and meet customer experience needs to achieve the marketing model of enterprise goals.

### **5.2 Consumer intention**

That is the probability that consumers are willing to take a specific purchase behavior. Consumers' attitudes towards a product or brand, combined with external factors, constitute consumers' purchase intention. Purchase intention can be regarded as the subjective tendency of consumers to choose a specific product, and it has been proved that it can be used as a predictor of consumer behavior as an essential indicator.

### **5.3 SD type of liquor**

SD series is the leader in the sub-high-end liquor market, and its successful experience is worthy of study and reference by other liquor brands of the same type in the Chinese market.

### **5.4 SOR Theory**

They are also known as stimulus-response theory, a theory of consumer behavior under the influence of conditioning experiments, the "stimulus-response learning theory" (also known as "behavioral learning theory").

### **5.5 Action experience**

The goal is to affect the physical experience, life forms, and interactions of the body. Mobile marketing enriches customers' lives by augmenting their physical experience, pointing out alternative ways of doing things, alternative lifestyles, and interactions.

## **6. Conclusion**

A high-quality experience can provide potential consumers with objective and accurate product information and increase their willingness to purchase. Therefore, wine companies should strengthen communication and communication with consumers and encourage consumers to increase purchases based on the actual quality of products or services. In addition, the action experience represents consumers' praise or criticism of offline activities and has an essential impact on potential consumers' choices and purchases. Suppose their products or services have received the first praise from consumers. In that case, wine companies should take the form of more in-depth experience activities to remind and encourage consumers to pursue a better quality of life in life and work. Use the high-quality grade of life to establish the wine company's good image and reputation. At the same time, wine companies should conduct customer return visits to consumers who purchase SD wine products, explore the deficiencies of products or services, and take countermeasures to deal with related problems to avoid consumers dissatisfied with the products or services giving negative comments.

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# An Analysis of the Digital Improvement for Online Food Shopping on Chengdu Residents' Consumer Usage Behaviour

Shanshan Yang

North Bangkok University, Bangkok 10220, Sai Mai

**Abstract:** With the rapid development of the Internet and e-commerce, online shopping has become a consumption habit. According to consumers, when buying food through e-commerce platforms, they pay attention to not only the price of the food but also the quality and freshness of fresh food, as well as the safety of online shopping, the authenticity, and delivery of food information, after-sales service, etc. aspect. By clearly understanding the key factors influencing consumers' online purchase decisions, fresh food retailers could fully use the fast-growing network, develop their core competitiveness, and create more excellent commercial value. This paper analyzed the impact of online food shopping on Chengdu residents' consumption behavior, investigated factors affecting the network environment and digital improvement in consumer behavior, and suggested the appropriate concepts and understandings of online shopping marketing strategy for online food shopping.

**Keywords:** Digital Improvement ; Online Food Shopping ; Consumer Usage Behavior

## 1. Introduction

With the rapid and continuous advancement of technology, traditional businesses have been transformed into online industries (e-commerce or e-commerce) with the help of the Internet. Internet users spend an average of 6 hours and 42 minutes online every day (Thakur; & Alsaleh. 2020)<sup>[1]</sup>. For decades, the activity of buying or selling products electronically through online services or the Internet, called e-commerce, has been established. Statically, more people prefer online shopping rather than in-store shopping, and 51% of them choose to click to shop. In addition, 96% of Americans have made an online purchase at least once in their lifetime, and 80% of them have purchased in the last month. From 2017 to 2021, Amazon accounted for 44% of all e-commerce sales in the United States, with an annual growth rate of 23%. Shockingly, 46% of US companies do not use their websites to sell products and services, but they use online shopping platforms. 84% of Internet use is used to search for products and services, and 75% of Internet use is used to purchase online products and services. Thailand ranked fifth in utilizing the Internet for e-commerce with about 80% (Merhi. 2021)<sup>[2]</sup>. Why is mobile commerce important? According to reports, from 2017 to 2021, mobile e-commerce sales accounted for 34.5% of total e-commerce sales, and this number is still growing.

## 2. Theoretical Basis

### 2.1 Research on Consumers' Shopping Behavior in the Context of Online Shopping

Trading traditional food or services is a currency exchange. A salesperson provides information, displays product information to customers, and pastes the information on the product packaging; then, the customer makes a purchase decision. With the advancement of information technology and the Internet's entry into various fields, consumer behavior and trading products have changed, so technology adaptation will help reach more customers.

### 2.2 Research on food consumption

Food is a necessity for human survival. As a result of the industrial revolution and civilization, the function of food has changed from satisfying physiological needs to providing health benefits beyond pure nutritional value. This interaction is specialized or restricted by the presence of other similar organisms

### 2.3 Research on Internet Consumption of Food

Online Food Delivery (OFD) brings convenience to online food consumption. Online food delivery refers to online ordering of food preparation and delivery to consumers.

## 3. Understanding the Analysis of the Digital Improvement for Online Food Shopping on Chengdu Residents' Consumer Usage Behaviour

### 3.1 E-commerce and consumer behavior

It is believed that using the Internet can overcome the pressures associated with brick-and-mortar retail (such as overcrowding, parking, and queues) and allow older, impaired individuals to access a broader range of food and services (Larson; & Story. 2009)<sup>[3]</sup>.

### 3.2 Consumer buying decision

If consumers can obtain product recommendations from information sources, they can decide not to consult, consult and follow, or consult and not follow. If they choose not to consult product recommendations, consumers will only rely on their previous knowledge or experience and other information about the product to make a decision. Therefore, they will use emotional referrals or their decision-making process (Hussain: et al. 2017)<sup>[4]</sup>.

### 3.3 Consumer preferences and attitudes towards online food

It identifies potential consumer concerns about food safety, especially online food. Compared with other products, consumers' preferences and attitudes towards online food purchases are different in that expectation of performance and perceived attitude plays a significant role in influencing their purchase behavior (Kim: et al. 2018)<sup>[5]</sup>.

## 4. The Conceptual Framework for the Research Study

First Based on the digital improvement combined with the expectation of consumer usage behavior, the consumer purchase and usage behavior and attitude of performance expectation effort expectancy, social influence, convenience condition, hedonic motivation, price value, habit, and trust are the backbones of the framework of this study. In Chapter 2, further evaluation of different scholars and their theories offers additional support on the research trend and objectives seeking the effect of consumer online usage behavior from online food shopping in the Chengdu market.

Second Performance expectations refer to how individuals believe that adopting new technologies is beneficial to their work. Performance expectations refer to the achievable improvements in consumer shopping performance after using e-commerce in this study, such as saving time, shopping efficiency, and finding suitable food. Previous studies identified performance expectations as the most vital determinant of behavioral intentions, such as Internet services.

## 5. The Countermeasures for the Analysis of the Digital Improvement for Online Food Shopping on Chengdu Residents' Consumer Usage Behaviour

### 5.1 Digital improvement

Digital improvement uses digital technology to create new or modifies existing business processes, culture, and customer experiences to meet changing business and market demands.

### 5.2 Online food shopping

Online grocery shopping is a way to use web-based shopping services to buy food and other household necessities. Another common practice is to order groceries from supermarkets (such as Amazon or Taobao), which will deliver the goods to your home.

### 5.3 Performance expectation

Performance expectations refer to a goal, value, or both, defining the results and behaviors recorded in the performance plan to determine the effects to be completed and how to complete the work.

### 5.4 Effort expectancy

The expectation is the relative ease of use with any system, which means that effort is expected for most users.

### 5.5 Social influence

Social impact includes the way individuals change their behavior to meet the needs of the social environment. It takes many forms, including consistency, socialization, peer pressure, obedience, leadership, persuasion, sales, and marketing (Gibson. 2019)<sup>[6]</sup>.

## 6. Conclusion

The research in this article also proves that consumer behavior intention plays a moderating role on the three paths in the theoretical model, namely, from convenience to use behavior, from habit to manipulate behavior, and from trust to user behavior. On the above three paths, behavioral intentions all play a part in mediating and regulating relationships. First, behavioral intention is an essential intermediary between promotion conditions and user behavior. This shows that behavior intention is a necessary bridge for convenience conditions to influence usage behavior, and it significantly strengthens the relationship between the above two constructs. For consumers, convenience conditions promote their willingness, thereby enhancing their adoption of real-time e-commerce purchases of food. Comparable results were obtained on the other two paths, indicating that behavioral intention is an intermediate variable, strengthening the relationship between habit and trust in user behavior. In addition, the mediation effect significantly improves the overall reliability of the theoretical model.

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# The Influence of Internet Celebrity Women Clothing Brand Content Marketing on Consumer Purchase Intention in Southwest China

Qinling Yang

North Bangkok University, Bangkok 10220, Sai Mai

**Abstract:** With the rapid development of the Internet, the Internet celebrity economy has gradually formed, and the Internet celebrity brand has become an important part of e-commerce. This research attempted to study the relationship between the content marketing of Internet celebrity brands and consumers' purchase intentions and provide a series of marketing strategies for the long-term development of Internet celebrity brands. The three research objectives of this study were to investigate the content marketing of internet celebrity women's clothing brands affecting purchase intention in Southwest China, to analyze the influencing factors of instrumental interaction, interpersonal interaction, information content, entertainment content, emotional content, and product involvement relating to customer purchase intention.

**Keywords:** Internet Celebrity; Content Marketing; Customer Intention

## 1. Introduction

"Internet celebrity" is an emerging hot word in recent years and is the abbreviation of "Internet celebrity." Internet celebrity refers to individuals with personality charm who transfer content with a very personal style with the help of various Internet media and attract the attention of many fans through strong network interaction ability. It is generally believed that Internet celebrities have the following characteristics: 1. Personality traits: personal traits constructed by outstanding appearance, professional ability or knowledge (such as writing, fitness, beauty, etc.), and distinctive personality have attracted extensive attention; 2. Strong interaction ability: it has strong network interaction and communication ability and uses diversified presentation methods (text, picture, video, etc.) to transmit and enlarge through various Internet platforms quickly (microblog, WeChat, live broadcast platform, etc.); 3. Exclusive fans: The distinctive personal characteristics and strong network interaction ability attract the attention of many netizens with high loyalty (Zhao: et al. 2021)<sup>[1]</sup>.

## 2. Theoretical Basis

### 2.1 The definition and characteristics of the concept of Internet celebrities and women's clothing brands

Content marketing has become the mainstream marketing model: With the popularity of online social media such as WeChat and Weibo, since 2010, content marketing has gradually become the primary marketing method for most companies. Companies convey products and value culture to brands and establish emotional relationships between brands and consumers through dialogue, storytelling, and interaction.

### 2.2 The importance of Internet influencer content marketing

Through many case studies, it has been found that Internet celebrities are active on social media such as Weibo, WeChat, and live broadcasts. They often publish articles, such as Bowen, WeChat official accounts, upload short videos, live broadcasts, and interact with fans.

## 3. Understanding the Influence of Internet Celebrity Women Clothing Brand Content Marketing on Consumer Purchase Intention

### 3.1 Content marketing

Human: et al. (2018)<sup>[2]</sup> summarized content marketing in the field of social media into three forms: dialogue, storytelling, and customer interaction. The research results show that these three types of content marketing significantly impact consumers' brand personality perception and attitudes.

### 3.2 The research dimension of content marketing

In recent years, due to the rapid development of online social media, content marketing has gradually attracted the attention of enterprises. Therefore, many studies on social media are related to content marketing when reviewing the literature. In terms of communication and use, the satisfaction theory for social media and their psychological needs for using different social media. Cognitive and emotional needs drive people's choice of media consumption, and people's choice of social media has subjective

initiative. Salminen: et al. (2019)<sup>[3]</sup>. Combed through a large amount of research on content marketing that should be carried out in satisfying user needs from the perspective of user selection of media.

### **3.3 Stimulating organism response model (S-O-R)**

Cao; & Sun. (2018)<sup>[4]</sup> proposed the stimulus tissue response (S-O-R) model, which is usually used to study the influence of the traditional store retail environment on consumer purchasing behavior. The impact of the previous variable stimulus (s) caused by the physical environment, the variable mediating mechanism, such as emotional cognition (o), and the resulting response to approaching or avoiding (R).

### **3.4 Theory of Rational Behavior (TRA)**

Fishbein; & Ajzen. (1975)<sup>[5]</sup> proposed the Theory of Reasoned Action (TRA). As shown in Figure 4, this theory states that every person has a corresponding motive before performing any action. The actor affects this motive, and attitudes towards behaviors and inner subjective norms have a common influence. The actor's specific beliefs about a particular behavior and the positive and negative evaluations determine his attitude.

### **3.5 Classification of network interaction behaviors**

Due to the attributes of the famous online women's clothing brand, the interaction involved in this article belongs to the interactive behavior of online media. Amichai-Hamburger: et al. (2004)<sup>[6]</sup> believed that marketing communication on the Internet is an interactive communication mode, different from traditional mass media marketing communication.

## **4. The Conceptual Framework for the Research Study**

First This study takes the relevant cases of women's online celebrities' content marketing with the help of social media. Most online celebrities frequently publish illustrated blogs on microblogs to attract more fans' attention. Microblogs are also the primary way online celebrities drain their Taobao stores. Live broadcasting is the most direct way for online stars to try on clothes and interact with consumers. Making full use of the live broadcasting platform is very important for product publicity and retaining fans.

Second The concept of content marketing - social media's emergence and increasing popularity have led to new marketing methods, namely influencer marketing. Consumers have always valued the opinions of others, but the upward use of social media platforms enables ordinary customers to share their views and experiences with their peers. Internet celebrity marketing is different from traditional word-of-mouth marketing because it allows marketers to gain more control and insight into marketing results.

## **5. The Countermeasures for the Influence of Internet Celebrity Women Clothing Brand Content Marketing on Consumer Purchase Intention**

### **5.1 Internet celebrity**

An Internet celebrity is a celebrity who has acquired or developed their fame and notability through the Internet.

### **5.2 Content marketing**

Content marketing is a type of marketing that involves the creation and sharing of online material (such as videos, blogs, and social media posts) that does not explicitly promote a brand but is intended to stimulate interest in its products or services.

### **5.3 Consumer purchase intention**

Purchase intention is defined as a measure of the strength of one's intention to perform a specific behavior or decide to buy a product or service.

## **6. Conclusion**

The results show content marketing has a positive impact on purchasing intention. Consumers with different products will have different opinions and reactions when they receive the marketing content of Internet celebrities, but their regularity is not apparent. Since each respondent has a different judgment standard for their perception of online celebrity women's clothing brands, there are inevitable errors in the judgment results collected by the questionnaire, and it is difficult to avoid the impact of this objective problem on the data measurement result. Since the marketing of online celebrity women's clothing brands belongs to the category of online shopping, the content posted by online celebrities is synchronized to all consumers, so it is difficult to control the product penetration of information receivers; that is, the brand cannot provide different output for consumers who penetrated by other products. Even if product penetration plays a regulatory role, it is difficult for online celebrity brands to use it to different output content to different consumer groups. Therefore, from the objective problems of the survey data and the actual situation in practical applications, it can be explained that the import of products does not play a regulatory role.

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# An Exploratory Study on the Influencing Factors of Chengdu Audiences in Theme Movie Watching Intention

Yang Wang

North Bangkok University, Bangkok 10220, Sai Mai

**Abstract:** The main theme film represents a film work promoting the main theme of the culture, idea, and imagination. It should satisfy the audio-visual senses and aesthetic taste from an artistic point of view and carry a reflection on the value. The critical function of ideology and guiding social value orientation through the content of film theme. This paper analyzed the influencing factors of audience movie-watching intention. Three hypotheses were set for testing the rest based on the theatrical performance of the main theme, the narrative of the main theme, and the box office performance of the main theme to Chengdu audience theme movie watching intention. The results also provide the conclusion to reflect the current strategies in theme movie promotion in the Chengdu area.

**Keywords:** Influencing Factor; Chengdu Audience; Theme Movies

## 1. Introduction

Recent research has increasingly focused on the theme film industry, examining the myths behind its craze. Being a digital product, sentiment computing and sentiment analysis can be applied to theme movies based on artificial intelligence or opinion mining to evaluate and predict their performance. Rely on knowledge-based techniques, statistical and hybrid methods, sentiment mining techniques to identify sentiment in user reviews and implement polarity detection through sentiment computing and analysis. Since text cannot fully translate users' opinions and complex dynamics, existing research proposes multimodal sentiment analysis using dynamic videos (including video, audio, and text) or aspect-based extranet knowledge databases. Therefore, sentiment mining technology can aggregate users' comments and opinions to understand their preferences and predict the creation of future theme movies through algorithms or corpora. In this era of multimedia convergence, intellectual property films are rising. Such films are based on well-known literary and artistic works, songs, novels, dramas, animations, web series, games, variety shows, and characters with significant development potential. The legal term "creation of the mind" refers to music, literature, other related works (including art, discoveries, and inventions), and all works created by the author's mind, such as words, phrases, symbols, designs, and property.

## 2. Theoretical Basis

### 2.1 Studies on theatrical performance of the main theme

Wang (2021)<sup>[1]</sup> pointed out that the emotional expression and down-to-earth performance form of the novel chapter-style acting technique, character-shaping, dramatically influences the theatrical film's performance with the main theme, affecting the audience viewing the main theme film.

### 2.2 Studies on the narrative of the main theme

Bai. (2021)<sup>[2]</sup> pointed out that storytelling has a more significant influence on the film. The main influencing factors are the narrative technique and narrative perspective, which have a particular impact on the narrative of the main theme movie, affecting the audience viewing of the theme movie.

### 2.3 Studies on box office performance

The importance of box office performance could determine the success of any movie for its popularity to the audience. Box office performance will also be affected by the release period, the film's economic conditions, stars and directors, the main theme, script, and overall promotion. Li. (2021)<sup>[3]</sup> pointed out that celebrity traffic and word-of-mouth are significant, mainly reflected in celebrity traffic and movie promotion. These two influencing factors will affect the word-of-mouth of the theme movie, which will then affect the viewing of the theme movie. On the other hand, movie rewards such as Oscar, Chinese Movie Reward, and other international movie reward organizations can push the film to another viewing level from different audience levels, mainly chasing the well-known and reward movies in the market.

## 3. Understanding the Influence Chengdu Audiences in Theme Movie Watching Intention



### 3.1 Attraction to watch the movies

It represents the desires, fantasies, victories, and defeats of millions of viewers who sit for about 2 hours forgetting their own lives and thinking about the lives of others (fictional or real) whose fate or misfortune makes them relevant. In the magic enclosure, people from all walks of life and all walks of life were found in the cinema.

### 3.2 Film promotional strategies

Film promotion is an entirely different job that most filmmakers don't like to do, but it's one of those things that must be completed before and after a film is made. Film promotions occur in various creative ways (Wang, 2021)<sup>[4]</sup>. Promoting a movie means letting the right audience know about the upcoming film. The main actors and directors usually promote the movie through talk shows, interviews, reality shows, etc.

### 3.3 The theory of planned behavior (TPA)

The theory of planned behavior suggests that people are more likely to perform certain behaviors when they feel they can complete them, according to Ajzen's (1991)<sup>[5]</sup> study. The performer of the film theme could have their strong belief in a good performance that will connect to the audience's acceptance who focus on enjoying the film based on the performance and word-of-mouth in the context.

## 4. The Conceptual Framework for the Research Study

First This paper constructs relevant hypotheses based on the theatrical performance, storytelling, box office performance, and word-of-mouth of the main theme movies from theoretical research. It then analyzes the main theme movies through empirical model testing. The influence of word of mouth and other related factors on the audience's viewing is investigated theoretically, with specific theoretical research significance (Luo, 2021)<sup>[6]</sup>. In the actual research, this paper, through the empirical analysis of the primary theme movie audience influencing factors, finds which factors affect the audience to watch the theme movie, and finally puts forward corresponding policy suggestions, which can provide relevant opinions and references for the quality improvement of the theme movie, which has specific practicality research value.

Second Theoretically, hypothesize what causes the audience to watch the theme movie. Through literature review, relevant hypotheses are put forward in three aspects: drama performance, story narration, and box-office reputation, and the relevant factors of the audience watching the theme movie are theoretically summarized (Lu, 2021)<sup>[7]</sup>.

## 5. The Countermeasures for the Influence of Chengdu Audiences in Theme Movie Watching Intention

### 5.1 Influencing factors

The influencing factors are those factors that can affect some features of the target object. Influencing factors can be used as control variables to determine the key influencing factors of an object. Common influencing factors also consider sensory experience, affective experience, action experience, relevant experience, and thinking experience in the movie industry.

### 5.2 Theme movies

A theme is the film's central, unifying concept. A theme evokes a universal human experience and can be stated in one word or short phrase (for example, "love," "death," or "coming of age").

### 5.3 Theatrical performance of the main theme

A theatrical performance is a particular interaction between performers and observers (actors and audience members) in a shared physical space.

## 6. Conclusion

The results show that theatrical performance, the narrative of the main theme movie, and box office performance significantly impact the audiences' movie-watching intention in Chengdu. In general, the distribution of domestic theme films still relies on old and new strategies. Still, when the audience's recognition of commercial film aesthetics and the main body of domestic films change, the trend of theme films moving closer to genre films and participating in the expression of genre films is increasing. Increasingly obvious. On the one hand, contemporary domestic theme films rely on traditional communication strategies. In addition to being market-oriented, the main theme movie "had policies and funds in all aspects of distribution and screening. After that, companies, institutions, schools, and other groups organized collective screenings, and collaborative bookings became the most significant theme of these movies. It is also a powerful guarantee for box office revenue". The high quality of the films, and the way they were distributed with top-down support, made this batch of theme films a box office success and had a social impact at the time.

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# Study of Network Live Broadcast Influencing on Consumer Purchase Intention of Electronic Products in Guizhou

Zhicheng Wang

North Bangkok University, Bangkok 10220, Sai Mai

**Abstract:** With the continuous innovation of information technology, the Internet has become more widely used. This widespread application changed the way of communication and business models and changed the way consumers shop. Research showed that more and more netizens were keen on price transparency and convenient online live scene shopping methods. Therefore, further understanding of the factors influencing consumers' purchase intentions in the live webcast scenario would greatly benefit e-commerce companies. In this research, an in-depth study of the relevant literature and research results investigate the purchase intention, purchase behavior, and perceived value of Guizhou consumers in the live webcast scenario, combined with the actual situation of the shopping environment of the webcast scenario in Guizhou. The web lives broadcast scenario Influences willingness and establishing factors with five variables: perceived benefit, purchase cost, perceived risk, perceived value, and purchase intention.

**Keywords:** Network Live Broadcasting; Consumer Purchase Intention ; Electronic Products

## 1. Introduction

E-commerce live broadcast is a shopping mode that uses real-time video to endorse products to consumers and respond to queries with various live broadcast platforms (Tang: et al. 2020) <sup>[1]</sup>. Compared with offline and traditional online shopping, e-commerce shopping has similarities and significant differences in purchasing. Unlike traditional online shopping, e-commerce live broadcast has realized the transition from pictures to videos, and the highly visualized interface has increased the social presence of consumers. The social presence characteristics of online consumption are lower than offline consumption. However, based on the mechanisms of social existence (control factors, reality factors, dispersion factors, and sensory factors), if e-commerce can replicate the real world, it can reduce the sense of existence by eliminating these factors, and user behavior is affected physical existence impact.

## 2. Theoretical Basis

### 2.1 Study of perceived value in network live broadcast on consumer purchase intention

Zheng (2019) <sup>[2]</sup> believed that corporate branding is the main factor that affects consumers' willingness to purchase online live broadcast scenarios. Branding stems from corporate publicity and good reputation accumulation, and user satisfaction represents the service level of e-commerce.

### 2.2 Study of the purchase cost in-network live broadcast on consumer purchase intention

Purchasing cost refers to the price consumers pay for the benefits obtained, including the tangible currency and intangible time and energy spent on purchasing products (Zeithaml. 2017) <sup>[3]</sup>.

### 2.3 Study of perceived risk in network live broadcast on consumer purchase intention

Customers' perception of risk in e-commerce is relatively higher than that of offline business (Lee; & Moon, 2015) <sup>[4]</sup>. They could not see, touch, or try the products/services they would buy. For example, internet-based transactions require delivery, and hence the damage, fault, late, or loss during the shipping is highly possible.

## 3. Understanding the Influencing on Consumer Purchase Intention of Electronic Products in Guizhou

### 3.1 TAM Model

In the research process of the TAM model, as the research object is constantly changing, it is necessary to introduce other related theories. This article mainly studies the application of TAM in the field of e-commerce live shopping, incorporating perceived benefits, purchase costs, and perceived risks into variables. It also adds perceived value as an intermediary influencing factor for the study. These factors will affect consumers' purchases, and willingness has an impact.

### 3.2 SOR (stimulus-organism-response) theoretical model

Based on the SOR (stimulus-organism-response) theoretical model, it focuses on the study of the main factors that affect consumers' purchase intention in the live broadcast environment of the e-commerce webcast live broadcast and constructs the theoretical model of

the consumer's purchase willingness for the live broadcast of the e-commerce web live broadcast scene.

### **3.3 Transaction cost theory**

Purchasing cost refers to the price consumers pay for the benefits obtained, including the tangible currency and intangible time and energy spent on purchasing products.

### **3.4 Model of perceived risk on purchase intention**

Customers' perception of risk in e-commerce is relatively higher than that of offline business. They could not see, touch, or try the products/services they would buy. For example, internet-based transactions require delivery, and hence, damage, fault, late, or loss during the shipping is highly possible (Hong; & Cha, 2013)<sup>[5]</sup>.

## **4. The Conceptual Framework for the Research Study**

First Based on the theoretical basis formed by combing and analyzing domestic and foreign references, combined with the existing phenomena of domestic e-commerce live broadcasts, this paper will construct a model of influencing factors of consumers' purchase intentions under e-commerce live broadcasts and introduce perceived quality as a mechanism variable to expand the current situation—the theoretical model. At the same time, because of the competitive landscape of the e-commerce live broadcast platform, based on the bilateral market theory and the Hotelling game theory, a model where consumers belong to one host and one host and consumers and one host are both multi-attributed are constructed to maximize the interests of all parties. This article expands on consumer purchase intention and bilateral market issues and increases the research perspective on e-commerce live broadcasts (Jarvinen. 2018)<sup>[6]</sup>.

Second From a practical point of view, China's e-commerce live broadcast industry is in the exploratory stage. When the Internet boom comes and a large amount of capital flows in, there will always be a messy situation in the past. In the face of complex business models and consumers' novel behaviors, it is urgent to explore the factors influencing consumers' purchase intentions. It measures utility value, emotional value, and social value on the variable of perceived value.

## **5. The Countermeasures for the Influencing on Consumer Purchase Intention of Electronic Products in Guizhou**

### **5.1 Live network broadcast**

Network live broadcast is a live broadcast through an online platform, also called a live transmission, which generally refers to various types of media broadcast without a significant delay.

### **5.2 Consumer purchase intention**

A consumer's purchasing intention refers to that consumer's attitude toward a specific purchasing behavior and the consumer's degree of willingness to pay.

### **5.3 Perceived benefit**

Perceived benefits are defined as beliefs about the positive outcomes associated with a behavior in response to a real or perceived threat.

### **5.4 Perceived value**

Perceived value is a customer's perception of a product or service's merit or desirability to them, especially in comparison to a competitor's product.

## **6. Conclusion**

Corporate branding is the main factor that affects consumers' willingness to buy in live webcast scenarios. Branding stems from corporate propaganda and good reputation accumulation. User satisfaction represents the service level of e-commerce. Only by increasing brand promotion and improving the satisfaction of e-commerce in the hearts of consumers can the perceived value of consumers be increased, and consumers' purchase intentions can be obtained. With the explosive growth of e-commerce live broadcasts in China, enterprises' demand for live marketing talents has increased sharply. By analyzing the market demand and supply status of live broadcast marketing talents in the new media era, they propose to build a new media era. Innovative path of live marketing talent training based on live broadcast marketing talent training needs. E-commerce companies should strengthen communication with Guizhou consumers through live webcast scenarios, which can help Guizhou consumers answer their questions and better serve Guizhou consumers to meet their needs and understand their opinions of Guizhou consumers.

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# Study on the University Business English Training Affecting the Economic Development of the Sichuan Region

QiuHong Wang

North Bangkok University, Bangkok 10220, Sai Mai

**Abstract:** With the progress and development, the teaching staff of higher education in Sichuan has grown continuously, and English education in colleges and universities has achieved rapid innovation and development. Many colleges and universities attached great importance to the reform of business English education and teaching and constantly innovated business English teaching models. The economic and social development of colleges and universities would be a significant trend in college education teaching and a result of the rapid economic development. These research objectives of internal personal factors and external environment factors impacting the English learning intention and future Sichuan economic growth were set through the five-hypothesis analysis in this study. The influencing factors of study motivation, learner personality, personal development, teaching strategies, and learning environment were developed to test students' learning intention.

**Keywords:** Business English Training; Economic Development; Sichuan Region

## 1. Introduction

With economic globalization, many different industries and enterprises in China have undergone tremendous changes and transformations, mainly the regional economic development of Sichuan. At present, attaching importance to cooperation with various multinational companies and promoting the sustainable and large-scale development of the regional economy has become the first choice for China to improve the overall growth level of the national economy. Due to the vast local market, many foreign companies and joint ventures have grown steadily in the Chinese economic market (Zhang; & Lis. 2020)<sup>[1]</sup>. Business English has become one of the essential tools for this development and cooperation, and the relationship is even closer. College business English training is the place to develop more business English talents to meet the needs of the business field.

## 2. Theoretical Basis

### 2.1 Studies on study motivation in language learning intention

The type of motivation answers why a person wants to learn a language. The motivation here refers to the goal of learning a language. Many different reasons for learning a language can be listed, such as: being able to talk to members of the language community, getting a job, improving education, traveling, pleasing parents, satisfying a language (Woodrow. 2016)<sup>[2]</sup>.

### 2.2 Studies on learner personality in language learning intention

A learner's thinking is critical to learning, and their academic performance is determinable. Educational achievement is a top concern for learners, teachers, parents, school administrators, and the wider community. Researchers have attempted to unravel the complexities of academic achievement, and psychologists have proposed many reasons for the difference in achievement.

### 2.3 Studies on personal development in language learning intention

In terms of personal development, confidence-building and skill development through learning a new language could improve many new skills, including sharpening decision-making skills and communication. With the learning of a language and its culture, confidence levels rise. The ultimate test of confidence is to add new skills to existing skills, leading to overall self-development.

## 3. Understanding the Influencing Factors of the University Business English Training in Economic Development

### 3.1 Personal growth model

The personal growth model explains the cycle of personal development that helps to define the learning intention (Fu: et al. 2020)<sup>[3]</sup>. The model lists out five steps associated with personal growth, and this model includes belief, plan, action, result, and review for evaluating the intention of learning.

### 3.2 Influencing factors of English learning performance

Oxford (2003)<sup>[4]</sup> argued that the use of learning strategies is different, and it has the potential to affect individual learners' proficiency, confidence, and anxiety reduction. Therefore, investigate learners' strategy use in the context of different characteristics,



such as parents' socioeconomic status, and what effect this variable might have in influencing language learning strategy choice.

### **3.3 Student in English learning attitude**

Regarding learners' attitudes towards the target language, Gardner (1985)<sup>[5]</sup> showed that second language learners who have a positive attitude towards the second language user and their culture are more successful than those who have a less positive attitude. The relationship between philosophy and motivation is so close that it is impossible to look at the two separately because motivation includes opinion, but attitude affects it.

## **4. The Conceptual Framework for the Research Study**

First According to the research objective of this study, both internal and external factors share in developing English learning and help regulate students' learning processes by enhancing awareness for achieving results. It is also important because it strives to give students a clear understanding of the most important variable that affects their learning of a foreign language from a learner's perspective for business English study. Internal variables mean cognitive and affective factors such as motivation, intelligence, anxiety, risk-taking ability, etc. Numerous studies have confirmed that motivation is closely related to proficiency, showing that successful learners are motivated, and success increases motivation.

Second Motivation is considered an essential variable in determining academic performance and achievement. Motivation is thought to be the engine that generates learning, which then propels students forward, helping them overcome their difficulties when learning a foreign language. (Lee; & Dressman. (2018)<sup>[6]</sup> believed that motivation is an emotional factor that plays a central role in learning a second or foreign language. Motivation views as an unstable but constantly changing dynamic process. Extroversion and introversion are personality types that fall under the temporary internal variables. Studies on extroverts are more likely to master a second language than introverts.

## **5. The Countermeasures for the Influencing Factors of the University Business English Training in Economic Development**

### **5.1 Business English training**

Business English training is the part of English for a learning purpose. It can be considered a specialization in English language learning and teaching or a variant of International English in business practice.

### **5.2 Economic development**

Economic development is how a country or region realizes real welfare growth based on the average population. It is an increase and expansion of wealth and economic organisms and a qualitative change and innovation in the economic and social structure. Improve the quality of social life and input-output efficiency. In short, economic development is a process of creation or change in a country's economic construction and social structure based on economic growth.

### **5.3 Study motivation**

Study motivation is the desire to study a goal in setting and attaining objectives based on the driving forces behind human behavior.

### **5.4 Learning environment**

The learning environment includes learning resources and technologies; teaching means, learning models, and linkages to the social and global environment.

## **6. Conclusion**

The results show that system study motivation, learning personality, personal development, and teaching strategies significantly impact university students' Business learning intention. Local universities should pay attention to close cooperation with local governments and improve various systems. Regarding promoting economic development, regional economic growth is characterized by instability, and the speed of enterprise development is also improving. The government should intensify its efforts to grasp the development trend of business English majors, provide policy guarantees, and effectively improve the ability to cultivate talents. In the actual development process, government departments should conduct in-depth research on professional development, in-depth discussions on regional development issues, and formulate corresponding problem-solving measures to ensure that business English professionals can keep close contact with enterprises and achieve healthy and stable development. Promote regional economic development and determine the direction of talent training. In promoting regional economic growth, the Business English major provides several services.

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# Silver-Age Group's Usage Intention in Using the Service of Chengdu Community Health Care Service

Wenying Zhu

North Bangkok University, Bangkok 10220, Sai Mai

**Abstract:** In Chengdu, the problem of aging has become increasingly diverse and severe; implementing a successful aging strategy would be a significant change and attempt in serving the elderly population. The elderly are the objects of care and care and the participants and creators of social development. Therefore, it is imperative to reform the health care model for the aging group. To solve the problem of aging health and its respective services, more community health services should be considered for the retirees who made considerable contributions to society in the past. The purpose of this study was to explore the difference and significance of the usage intention in the silver-age group, examine the influencing factors of service satisfaction, perceived usefulness, and trust of service by the elderly, and provide suggestions for improving the efficiency and practical value of community-based care to the Chengdu elderly.

**Keywords:** Silver-Age Group; Usage Intention; Community Health Care Service

## 1. Introduction

As the proportion of people over 60 years old in Sichuan continues to increase, the number of older adults who need health and social care rises year by year. Considering the imbalance between nursing demand and supply, community nursing has been promoted and has become an increasingly important nursing provision in many societies. Due to different welfare systems, economies, and cultures, the concept of community-based care may be different in various ways. Due to the innate characteristics of remoteness, high aging rate, and low-income groups, the demand for community care services in the affordable housing community is increasing. The supply of these services is seriously insufficient (Zhang: et al. 2016)<sup>[1]</sup>. Therefore, issues such as the single supply of elderly care services, the inefficient allocation of elderly care resources, the mismatch of service demands, and the low satisfaction with elderly care services have been raised. Due to the innate characteristics of the remote location, high aging rate, and low-income population aggregation, the demand for community-based care services in the community is increasing rapidly while the supply of community health care services is seriously inadequate

## 2. Theoretical Basis

### 2.1 Current elderly market in China

Entering the 21st century, with the continuous improvement of the market economic system, social welfare undertakings have also achieved considerable development. China has promoted the socialization policy of social welfare, and the original old-age care service model is trying to survive in the constant change. Elderly care services can be divided into home care, institutional care, and community care. Considering the current situation in China, the home-based pension model may become the mainstream trend in the future, and community pensions and institutional pensions will become essential supplements.

### 2.2 Chengdu promoting elderly care services

In 2021, the number of profoundly aging cities in Sichuan had reached 17, ranking first among all provinces in the country. With the rapid economic development of Chengdu, the capital of Sichuan Province, many people have also flowed into Chengdu. In response to the trend of aging in Chengdu, the Chengdu government departments at all levels continue to promote the construction of a community-embedded elderly care service network of "one hospital, one center, and multiple sites."

## 3. Understanding the Silver-Age Group's Usage Intention in Using the Service of Chengdu Community Health Care Service

### 3.1 Service satisfaction

Song; & Shi (2013)<sup>[2]</sup> analyzed the global aging population, especially China. It is crucial to understand the needs of the elderly in different types of communities and their determinants for community elderly care services to provide new insights for the development of community elderly care services. Clarify the service needs of different elders and improve the efficiency of community care providers. Achieving service satisfaction is the key to raising the image of elders and their families as being more satisfied with the

overall service.

### 3.2 Perceived usefulness

The introduction of community-based care services should provide the context for our analysis. Community-based care is widely believed to encompass a variety of social and health services. Still, the ambiguity arises from developing such services to suit specific national and cultural conditions. Community elderly care services can be divided into four categories (assisted living services, medical services, cultural and recreational services, and psychological and legal services). Each of these services includes a different type of service Wang: et al. (2019) <sup>[3]</sup>.

### 3.3 Trust of service

Xu; & Du. (2018) <sup>[4]</sup> introduced the increased demand for care and a reduced workforce pressure on the quality and continuity of long-term aged care. The need to attract and retain a stable workforce is increasingly recognized. This study reports on a transformative initiative to improve the quality of nursing home care and working life. Research focuses on understanding the processes of workforce change and development by retrospectively exploring the experiences of nursing professionals.

### 3.4 The importance of trust in-home care

Trust between the care recipient's family and their home care agency is equally important. Often, family members are the ones who arrange care and supervise the well-being of their loved ones. A working relationship must exist between the family and the agency in these cases. Again, this relationship needs to be built on trust. Again, it needs to include back-and-forth communication. The importance of trust to the relationship between a home care agency and its clients cannot be easily overstated. Given the nature of home care, care can be very uncomfortable if trust does not exist (Brucker: et al. 2019) <sup>[5]</sup>.

## 4. The Conceptual Framework for the Research Study

First Theoretical significance: Community health cares are an essential service in achieving goals in helping the elderly group to have better care within the society, together with increased support from family, friends, volunteers, and government. Community health care is seen as an emerging field at the intersection of medical care, public health, and business. It refers to health services and information delivered or enhanced through local support and related establishment.

Second Practical significance: First, combining previous studies, define the concept and characteristics of elderly attitude and perception, and find a theoretical model suitable for this research. Second, by constructing an empirical research model of the elderly intention of using community health care services, its significance is that reliable data can be used to show the differences in perceptions of expectation for service, usefulness, and trust. Third, based on the quantitative research results, specific reference opinions would be proposed for the need for policy in ensuring the right services and values that can improve quality and efficiency in promoting the intention to use by elderly group in Chengdu areas (Du; & Geng. 2019) <sup>[6]</sup>.

## 5. The Countermeasures for the Silver-Age Group's Usage Intention in Using the Service of Chengdu Community Health Care Service

### 5.1 Silver-age group

The silver-age group refers to ages nearing or surpassing the life expectancy of human beings and is thus the end of the human life cycle. Usually, this age group is defined as older than 60 years old with expectations of high health care spending.

### 5.2 Perceived usefulness

Perceived usefulness is defined as users' subjective perception that using certain technologies can improve their work performance.

## 6. Conclusion

Based on these empirical results, several policy implications can be obtained by promoting better coordination of services. First, more attention and resources should be given to older adults in AHC. It is necessary to increase subsidies to social organizations in nursing homes to ensure that as many elderly care services as possible are provided in these communities. The second is to introduce a market mechanism in CHC, improve the community elderly care service system, and make up for the lack of elderly care services caused by government intervention, which is a practical way. Third, a comprehensive information platform is recommended to collect data related to the needs of specific elderly subgroups. By considering the individual characteristics of the elderly, the elderly and their relatives can choose customized services. In addition, financial support for low-income seniors can increase their purchasing power for aged care services. Finally, publicize the community care system and the concept of "respecting and loving the elderly" and encourage all social forces (such as friends, volunteers, neighbors, social institutions, etc.) to provide community care services.

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# The Impact of Guizhou Province's Green Investment in Local Development Acceptance

Yu Luo

North Bangkok University, Bangkok 10220, Sai Mai

**Abstract:** Based on the background of the green environmental protection industry's vigorous development of green investment and the reality of resource and environmental pressures, Guizhou residents' attitude toward green investment for better sustainable economic growth in the future. The research objectives of this study were to explore the impact of green investment on economic growth, social development, environmental control, alternative policies for improving Guizhou local economic growth.

**Keywords:** Green Investment ; Sustainable Economic Growth ; Local Development Acceptance

## 1. Introduction

Green investment is a complex management process and economic behavior, and it is not easy to achieve the “win-win” of its ecological goals and economic benefits. The literature on the economic consequences of green investment found that whether a company invests in green technology depends on the size of the investment cost and the benefits of emission reduction, and companies only invest when investing in green technologies. For companies, what matters more is not whether the organization is worth greening but when the investment in environmental protection will be rewarded. Based on this, exploring the influence mechanism of green investment behavior on economic performance has essential theoretical value and practical significance for the implementation stage of China's environmental policy and the promotion of the green competitiveness of enterprises.

## 2. Theoretical Basis

### 2.1 Environmental pollution and economic developmentParticipation

The environmental problems caused by resource extraction are diverse, including air pollution, soil pollution, and water pollution. However, the human body is more sensitive to air pollution, the most prominent environmental problem in resource exploitation. Together, these resource development and consumption activities lead to urban environmental pollution, affecting economic growth through direct and indirect impacts. As a relatively excellent investment in national economic and social development, green investment is different from general fixed asset investment. Its investment benefits are reflected in financial, social progress, and environmental protection.

### 2.2 Research on green investment and its functionalities

Green investment refers to the investment necessary to reduce greenhouse gas and air pollutant emissions without significantly reducing the production and consumption of non-energy products (Eyraud: et al. 2013)<sup>[1]</sup>. As a new way for enterprises to allocate resources, green investment puts limited resources into developing green technology and renewable resources, reducing energy consumption, improving resource utilization efficiency, seeking renewable energy alternatives, reducing pollutant emissions, and improving environmental quality. The positive impact of environmental innovation behavior on environmental performance was significantly better than economic performance, reflecting the advantages of environmental protection practices in reducing pollution.

## 3. Understanding the Impact of Guizhou Province's Green Investment on Local Development Acceptance

### 3.1 Corporate social responsibility in green investment

Green investment can release the signal that companies actively assume social responsibility, bring an excellent external reputation to the company, and thus contribute to improving economic performance (Tang: et al. 2018)<sup>[2]</sup>. Companies will actively increase the scale of green investment to reduce the cost of complying with current environmental laws and regulations.

### 3.2 Sustainable economic development research

Summarizing the definition of sustainable economic development by domestic and foreign scholars, scholars have emphasized three aspects: First, economic development is the core condition for sustainable economic development. It is the pursuit of quantitative growth and the dream of quality improvement. Second, they emphasized intergenerational equity in sharing resources and the environment. Sustainable economic development does not satisfy the development of contemporary people at the expense of economic

welfare for future generations. Third, they all emphasize the coordinated development of the economy, society, and the ecological environment in the development process to maximize benefits (Fernandez-Portillo: et al. 2019)<sup>[3]</sup>.

## **4. The Conceptual Framework for the Research Study**

First Based on the green investment combined with the expectation of Guizhou residents' attitude associated with economic growth indicators of economic growth and industrial structure, social indicators of social progress and quality of life, environmental indicators of resource and energy consumption, environmental pressure, and environmental governance.

Second The economic benefits of green investment are directly manifested as economic growth, and this effect is mainly manifested through the demand, multiplier, and supply product. According to Keynesian economics (Arestis: et al. 2015)<sup>[4]</sup>, the promotion of economic growth by investment is mainly produced through effective demand. When a specific department of the national economy invests, it is necessary to purchase fixed assets. The purchase of fixed assets is accompanied by transactions and the inflow and outflow of currency funds, which leads to a great demand for production and living materials and labor commodities, which drives the related development of the industry.

## **5. The Countermeasures for the Impact of Guizhou Province's Green Investment on Local Development Acceptance**

### **5.1 Green investment**

The green investment aims to support business practices that positively impact the natural environment. Usually combined with socially responsible investment (SRI) or environmental, social, and governance (ESG) standards, green investment focuses on companies or projects committed to protecting natural resources, reducing pollution, or other environmentally conscious business practices. Green investments may fall under the scope of SRI, but they are more specific (Zhang: et al. 2020)<sup>[5]</sup>.

### **5.2 Sustainable economic growth**

Sustainable economic growth refers to the growth rate that can be maintained without causing significant financial problems, especially for future generations. There is a trade-off between today's rapid economic growth and future growth. Today's rapid growth may deplete resources and cause environmental problems for future generations, including the depletion of oil and fish resources and global warming (Prasetyo; & Kistanti. 2020)<sup>[6]</sup>.

### **5.3 Local development**

Local development is a relatively young theory in the social sciences. It is based on identifying and utilizing the resources and endogenous potential of communities, communities, cities, municipalities, or equivalent institutions.

### **5.4 Industrial structure**

The industrial structure describes the composition of a country's economic activities and human material supplies. The industry is usually divided into three basic types according to its stage in the production process or the kind of value-added to natural resources.

### **5.5 Social progress**

Social progress means that a society can improve its social, political, and economic structure. This may result from direct human actions, such as social enterprises or social activism, or a natural part of social-cultural evolution.

### **5.6 Quality of life**

Quality of life is a highly subjective measure of happiness and an essential part of many financial decisions. The factors that affect the quality of life vary according to personal preferences but usually include financial security, job satisfaction, family life, health, and safety.

## **6. Conclusion**

Real estate companies have unique industry characteristics, so most real estate companies' employees revolve around customers. This article puts forward the four dimensions of participation, adaptability, consistency, and organizational identity in the concept of Luzhou real estate corporate culture. Establish a sound corporate culture from these four dimensions. The company attaches great importance to the expected growth of employees and teams and establishes a complete training mechanism so that the training is planned, the process is recorded, and the output is fruitful; professional skills training is provided to improve the skills of employees to ensure that employees keep up with the development level of their profession; encourage employees to continue their studies and expand the breadth and depth of their knowledge.

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# The Impact of Hainan Free Trade Port's Tax-Free Shopping Policy on Tourists' Shopping Behavior

Yuqiang Dong

North Bangkok University, Bangkok 10220, Sai Mai

**Abstract:** At present, tourists' shopping behavior has become a hot topic in academic research and market management. This research studied the influencing factors of tourists' shopping behavior selection behavior from the consumer behavior perspective. It opened up a new idea for future research on tourists' shopping behavior decision-making. This research consisted of three parts: literature review, empirical research, and discussion of the Hainan Free Trade Port's tax-free shopping policy. In the literature review part, this research discussed the research methods of consumer behavior, the theory and model of tourist shopping behavior, and its influence on consumers in the past with the factors of tourist shopping behavior selection behavior were reviewed. Five independent variables of attractive policy approach, the credibility of policy approach, advertising approach, product selection, cost-saving, and tourist attitude were set to test their relationship with the tourist shopping intention.

**Keywords:** Hainan Free Trade Port ; Tax-Free Shopping Policy ; Tourists' Shopping Behaviour

## 1. Introduction

The outlying island tax exemption policy implemented in Hainan in 2011 has become an important measure to support the construction of Hainan's free trade port and the implementation of the "Belt and Road" initiative, providing new impetus for Hainan's social and economic development. According to survey data from the Hainan Provincial Bureau of Statistics, in 2010, before implementing the duty-free policy on outlying islands, tourists spent only 89.34 yuan per day on tourism, and shopping in Hainan shopping accounted for only 13.82% of tourism expenditure. After implementing the policy, the per capita shopping spending of domestic tourists in Hainan has increased year by year, and in 2014 it increased to 219.38 yuan. The proportion of shopping expenditure rose to 28.1%. In 2018, according to the data of Sanya International Duty-Free City, the total shopping volume of tourists had reached 6.4 times that of the beginning of the 2011 policy (Harrison: et al. 2019) <sup>[1]</sup>. During the Spring Festival in 2019, tourists' per capita shopping consumption exceeded 3,000 yuan. This shows that implementing the outlying island tax exemption policy significantly impacts tourism shopping.

## 2. Theoretical Basis

### 2.1 Research on the attractive policy approach

The most normal finding to emerge from the research is that policy must consider all of these different factors to influence consumer choice effectively. An improved understanding of consumer behavior gives policymakers a more comprehensive range of policy instruments to achieve policy objectives (Choi; & Park. 2018) <sup>[2]</sup>.

### 2.2 Research on the credibility of policy approach

Consumption of goods and services is at the very heart of the challenge of achieving a more environmentally, socially, and economically sustainable Chinese economy. Here, as well as in the Chinese economy, quality of life has improved at an astonishing rate over the ten to fifteen years, enabling more people to live better lives. While certainly a remarkable achievement, this development of consumption has come at a high price for the environment and Chinese consumers (Erkan; & Evans. 2018) <sup>[3]</sup>.

### 2.3 Research on an advertising approach

Marketers have always adapted to changing business requirements when creating new advertisements. The use of ads has significantly increased industrialization expanded the need for manufactured products. However, not many businesses practiced advertising in the time of early days.

### 2.4 Research on product selection cost-saving

Although some businesses are more advanced than others in cost reduction methodologies, in-depth solutions to product costs are usually a sensitive topic. The company is rightly concerned that changes to its products may result in poor customer reception and decreased sales (Jimenez-Bravo: et al. 2019) <sup>[4]</sup>.

## 3. Understanding the Impact of Hainan Free Trade Port's Tax-Free Shopping Policy on



## **Tourists' Shopping Behavior**

### **3.1 Theories about consumer loyalty**

Aghdaie: et al. (2011)<sup>[5]</sup> believed that maintaining and improving the loyalty of tourists' shopping behavior has been widely recognized as the core goal of marketing activities. In the highly cited definition of tourist shopping behavior loyalty, the loyalty of tourist shopping behavior is expressed as "the degree of consumer's emotional attachment to tourist shopping behavior, and it is suggested that it has dimensions in consumer repurchase willingness and price premium.

### **3.2 Tax-free shopping policy**

In China, tax-free policies appear in all kinds of duty-free shop advertisements, from small east and small west to luxury goods, all spread through the mass media. Recently, in sporting goods, a wide range of advertising has begun to be used for marketing (Dupuis. 2019)<sup>[6]</sup>.

## **4. The Conceptual Framework for the Research Study**

First Theoretical significance and value – Shopping behavior is an essential part of the human resource management of merchants. Researching shopping behavior is helpful to the realization of merchants' goals and the reasonable allocation of merchant resources. Research on foreign shopping behaviors began in the 1970s. Still, in practical applications, the effects are quite different, and they are not compatible with the business model of my country's merchants and the overall management level.

Second The duty-free shopping policy of Hainan Free Trade Port refers to companies taking customer needs as the starting point, obtaining customer demand and purchasing power information based on experience, and the expectations of the duty-free shop sector, and organizing various business activities in a planned way. For duty-free shop companies, as market demand for traditional life insurance, property insurance, and auto insurance is becoming increasingly saturated, quickly seizing the new market area of shopping is the top priority of corporate competition. Companies adopt appropriate Hainan Free Trade Port duty-free shopping policies, customizing shopping products with lower revenue, linking with social duty-free shops to acquire new customers, analyzing customer group data to subdivide customer types, and strengthening sales methods such as product innovation and sales promotion. This will give current companies an irreplaceable advantage in future industry competition.

## **5. The Countermeasures for the Impact of Hainan Free Trade Port's Tax-Free Shopping Policy on Tourists' Shopping Behavior**

### **5.1 Hainan free trade port**

Hainan Free Trade Port is part of its ongoing efforts to develop Hainan Island into a globally influential free trade port. The policy lays the legal foundation for constructing the Hainan FTP and offers the region greater autonomy for delivering comprehensive reforms and market opening.

### **5.2 Tourist shopping behavior**

Tourist shopping behavior is a mixture of planned, impulsive, and experiential consumption.

### **5.3 Attractive policy approach**

The attractive policy approach refers to the respective policies and guidelines to guide decisions and positively achieve rational outcomes.

## **6. Conclusion**

The strategic charm of the tax-free policy has a positive impact on tourists' shopping behavior and purchase intention. The reasons for choosing the tax exemption policy include popularity, status symbol, attractiveness and charm, favor and recall value, or familiarity with the tax exemption policy. In addition, due to its cuteness and magnificence, the tax exemption policy is also considered to attract people's attention to advertising. Another study showed that the attractiveness of the tax exemption policy has a positive impact on customers. The three main factors-similarity, familiarity, and preference for tax exemption policies, are leading factors in information validity, as explained by the source attractiveness model. In an Asian context, tax exemption policies are ideal; people follow their life stories and lifestyles and like their core. Therefore, the attractiveness of the tax exemption policy is fundamental, and advertisers need to consider its attractiveness when choosing a tax exemption policy.

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# The Influence of B2C Marketing Strategy Improving Word-of-Mouth Promotion on Sichuan Consumer Purchase Intention in Clothing Sales

Zijun Cai

North Bangkok University, Bangkok 10220, Sai Mai

**Abstract:** The network environment created a new model for traditional word-of-mouth communication and became an effective way for Sichuan clothing brand consumers to obtain product and service information. B2C spread through Internet media and online word-of-mouth, and consumers could learn about products and services from many scattered and unknown consumers of the Sichuan clothing brand. This study aimed to investigate the influence of B2C marketing strategy in improving word-of-mouth on consumer purchase intention in clothing sales with three research objectives: to understand the B2C marketing strategy of clothing sales, analyze the influencing factors of B2C marketing strategy, and provide suggestions for enhancing the B2C strategy of word-of-mouth for clothing retail operators in Sichuan market.

**Keywords:** B2C Marketing Strategy; Word-of-Mouth Promotion; Consumer Purchase Intention

## 1. Introduction

The rapid development of the network has activated many emerging fields, such as the e-commerce field. The increase in Internet users has led to the continuous growth of online shopping Sichuan clothing brand consumers. The rise of the Internet has brought great convenience to people's lives. People can socialize and shop with others without leaving home, and e-commerce has also become a new business model in the 21st century. Word-of-mouth is not a new term in the marketing world, but B2C using online word-of-mouth is essentially different from traditional word-of-mouth. B2C borrowing online word-of-mouth is not limited by time and space and can have a cross-domain information dissemination effect. Brand consumers' purchase intentions have a direct or indirect impact.

## 2. Theoretical Basis

### 2.1 Information on B2C marketing strategy

With this change in customer behavior, it is also necessary to understand the antecedents or determinants of customer purchase intentions. To better understand the behavior of customers and the determinants of their purchase intentions, it is worth noting that e-commerce is receiving attention from researchers and market professionals because the Internet allows the rapid growth of marketing channels.

### 2.2 Word-of-mouth promotion of trust using B2C

"Trust," as defined in this article, refers to the ability of customers to think that online shopping can meet their needs from the perspective of the perception of privacy information and transaction security. Distrust is defined as a customer's inherent negative expectations of the seller's behavior business transaction or relationship. In specific transactional contexts, it is characterized by fear, suspicion, cynicism, caution, and alertness to possible risks. Clients decide to reduce their vulnerabilities and existing uncertainties to protect or safeguard their interests (Wang; et al. 2018)<sup>[1]</sup>.

## 3. Understanding the Influence of B2C Marketing Strategy Improving Word-of-Mouth Promotion on Sichuan Consumer Purchase Intention in Clothing Sales

### 3.1 B2C marketing strategy

B2C marketing strategy involves using the Internet as a medium to generate website traffic, position, and deliver marketing information by distributing information to the right consumers (Xu; et al. 2020)<sup>[2]</sup>. In Internet advertising, consumers can control the distribution of product value, and consumers can choose the way, time, and content of the advertisement they want to watch. Therefore, consumers can "push" content on Internet advertisements. Using the correct Internet advertising methods can help companies gain the attention and interest of online consumers increase their awareness of certain online products or services, thereby increasing consumers' perceived value and reducing the risks they will receive.

### 3.2 Electronic word of mouth (eWOM)

Electronic Word of Mouth (eWOM) is a positive/negative statement or comment made by former/actual buyers on a product or company, which can be provided to many people and organizations via the Internet. In the customer's decision-making process, they will naturally seek the opinions of others first. Digital technology and the function of the Internet have increased consumers' opportunities to access various types of electronic word of mouth provided by different people (Levy: et al. 2013)<sup>[3]</sup>.

### **3.3 Perceived value and risk**

The primary task of all companies is to create value for consumers and, at the same time, add value to their businesses. Perceived value is the foundation of various e-commerce business activities. Because it has a significant impact on brand loyalty, it is considered critical to business success (Garcia-Fernandez: et al., 2018)<sup>[4]</sup>.

### **3.4 Purchase intention on e-Commerce channels**

Purchase intention is the need of consumers to purchase specific products. It will affect several factors, such as expectations, suggestions, and excellent values. Consumers' purchase intentions on e-commerce websites are affected by the product information they obtain. The more information they have, the easier it is for consumers to buy products online.

## **4. The Conceptual Framework for the Research Study**

First The construction of the theoretical model is based on the premise of an overview of the theories related to this article, social networking platforms, B2C using online word-of-mouth information to present B2C using online word-of-mouth communication speed, strong interaction, high participation, anonymity, and virtuality, Communication carriers, and channels offer the characteristics of diversification, persistence, and searchability. At the same time, B2C leverages the mutual influence and mutual restraint between the three factors of online word-of-mouth, purchase intention, and trust.

Second When the perceived value is defined as the overall evaluation by customers of the relative value of a specific product compared to existing alternative products, it reflects the net profit that customers obtain due to their consumption behavior. It will be used to indicate their desire to conduct transactions (Oh: et al. 2009)<sup>[5]</sup>. Perceived value becomes essential for online shopping activities because it motivates customers to visit e-commerce sites and affects their intention to continue transactions (Filieri: et al. 2015)<sup>[6]</sup>. Customer perception reflected in perceived utility and hedonic value is the main component of customer satisfaction and loyalty, and satisfied customers are more likely to conduct transactions.

## **5. The Countermeasures for Influence of B2C Marketing Strategy Improving Word-of-Mouth Promotion on Sichuan Consumer Purchase Intention in Clothing Sales**

### **5.1 B2C marketing strategy**

A B2C marketing strategy refers to the tactics and strategy in which a company promotes its products and services to individual people: creating, advertising, and selling products for customers to use in their everyday lives.

### **5.2 Word-of-mouth promotion**

Word-of-mouth marketing (WOM marketing) is when a consumer's interest in a company's product or service is reflected in their daily dialogues.

### **5.3 Information quantity**

Information quantity is based on probability theory and statistics and measures information with several amounts of data.

### **5.4 Goodwill**

Goodwill refers to apply to business deals and the like; it stresses the absence of fraud or deception.

## **6. Conclusion**

The influence of online word-of-mouth on consumers' purchase intentions has become a research hotspot. It is mainly due to the development of the Internet. Online shopping has become a mainstream form of consumption. However, there is a big difference between B2C and traditional word-of-mouth. The research system of Internet word-of-mouth is not very mature, and the theory is very few. The research of this article attempts to understand the relationship between the three through the summary and study of trust, B2C borrowing online word-of-mouth, and Sichuan clothing brand consumers' purchase intentions. Hopefully, through the above theoretical overview and previous literature summary, Enrich the relevant theories that B2C uses Internet word-of-mouth to influence the purchase intention of Sichuan clothing brand consumers. B2C borrowing online word of mouth is different from traditional word of mouth. B2C borrowing online word of mouth is a concept derived from the Internet and e-commerce.

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# An Empirical Study on Student Satisfaction for Library Service at Guizhou University of Finance and Economics

Pinqiu Xie

North Bangkok University, Bangkok 10220, Sai Mai

**Abstract:** Many colleges and universities often have not paid too much attention to library construction, especially students' satisfaction, which seriously affects the development of libraries. Therefore, the construction and development of university libraries should be student-centered to improve student satisfaction in the new development period, promote student satisfaction, and strengthen the structure of university libraries. Based on the research objectives of exploring the library service in the new digital era, analyzing the influencing factors of student usage satisfaction, and policy suggestions, there were five independent variables of collection resources, features services for student readers, digital services, professional level of librarian, and overall environment and infrastructure set to test their relationship to student satisfaction.

**Keywords:** Student Satisfaction; Library Service; Guizhou University of Finance and Economics

## 1. Introduction

With the development of library science in Guizhou, the focus of the development of universities has shifted from the construction of collection resources to serving readers. The library should adapt to readers' needs, adopt various measures to improve service quality, and provide readers with as many services as possible. Therefore, reader satisfaction has also become a test standard for evaluating the quality of library services. Unlike measurable indicators such as the number of books in the library, circulation, and circulation rate, reader satisfaction constantly changes with readers' needs. On the one hand, in the field of library science, China's library satisfaction evaluation index system has not yet been established; on the other hand, readers' evaluation of library services is not an objective expression but readers' subjective feelings based on their own experience. Therefore, different libraries adopt different library satisfaction evaluation systems, and the satisfaction rate of readers is also different. Every university library needs to adopt a scientific satisfaction evaluation system suitable for its specific characteristics to evaluate readers' satisfaction levels comprehensively and objectively comprehensively.

## 2. Theoretical Basis

### 2.1 Research studies on library collection resources

Collection management is most used to explain the field of libraries dealing with collections (Rafols: et al. 2010)<sup>[1]</sup>. Collection management includes the various functions involved in selecting, acquiring, storing, and cost-effectively maintaining supplies.

### 2.2 Research studies on feature services for student readers

In terms of reference services, librarians have always provided personal assistance to readers to maximize the use of collections to meet their information needs. The publication of printed catalogs and bibliographies, the accessibility of online records and multimedia databases, and the organization of inter-library cooperation expand the range of resources available to individual readers (Choshaly; & Mirabolghasemi. 2018)<sup>[2]</sup>.

### 2.3 Research studies on digital library service

The digital library covers different aspects, so simple definitions cannot explain it. Many authors, researchers, and organizations define a digital library by reflecting its essential characteristics. Some descriptions given by the author are provided below (Xu; & Du. 2018)<sup>[3]</sup>.

### 2.4 Research studies on the professional level of librarian

In the case of a library management system, the various parts work together to support the management of library information resources: their acquisition, presentation, and circulation (Li: et al. 2019)<sup>[4]</sup>.

## 3. Understanding the Study on Student Satisfaction for Library Service at Guizhou University of Finance and Economics

### 3.1 User satisfaction definition

User satisfaction is an index to measure customer satisfaction with library services. It is the primary data for evaluating the



satisfaction of library readers in the process of using the library and assessing the service quality and service level of the library. Therefore, the formula can be expressed as perceived service quality (N) = customer satisfaction (Y) \* expected service quality (M).

### **3.2 The nature of customer satisfaction**

Reader satisfaction is an indicator system of library customer service, which can be obtained by analyzing and researching the actual situation of the library through scientific methods. Customer satisfaction depends on customer expectations and the quality of service experienced.

### **3.3 Factors affecting customer satisfaction**

All aspects of the library will affect the customer's satisfaction with the library. According to reference research, the four main factors that affect reader satisfaction are the design of collection facilities, librarians' professional knowledge and service level, the services and technical support provided to readers, and environmental facilities (Alnawas; & Hemsley-Brown. 2018)<sup>[5]</sup>.

## **4. The Conceptual Framework for the Research Study**

First Historically, the quality of a library has been measured by its collection (size, number of titles, and range of topics covered), usage statistics, budget, staff, and services. Measurements made with these terms do not assess the extent to which user needs or expectations are met. The perception of value and efficiency is modeled by evaluating the library's ownership and conduct. The last feature is closely related to the user experience, and users are essential judges of library influence. The evaluation of libraries provides information about how readers use them, what services they need, and what types of services they can provide; this information can support decision-making (Cristorbal. 2018)<sup>[6]</sup>.

Second With the rapid development of information technology such as cloud computing and cloud storage, digital libraries increasingly enable users to remotely access a wide range of distributed information resources without considering physical storage conditions. Digital libraries can be an effective way to organize information resources and provide related services to users. After more than two decades of development, the theory and practice of digital libraries have developed rapidly on a global scale.

## **5. The Countermeasures for Study on Student Satisfaction for Library Service at Guizhou University of Finance and Economics**

### **5.1 Library service**

The library services/facilities include Circulation Service, Reference Service, Online reservation of books, Recommendation of library material, Current Awareness Service, Inter-Library Loan Service, Photocopying / Printing Service, Orientation and Information Sessions, Selective Dissemination of Information.

### **5.2 Collection resources**

A collection system, platform, or capability not assigned or attached to a specific unit or echelon must be requested and coordinated through the chain of command.

### **5.3 Featured service for student readers**

Reading Plus is an adaptive literacy program that develops students' fluency, comprehension, and motivation to be successful readers.

### **5.4 Digital services**

Digital Services are services delivered over the internet or an electronic network. Nature renders their supply essentially automated, involving minimal human intervention, and impossible to ensure without information technology.

## **6. Conclusion**

In recent years, China's higher education institutions have developed rapidly. Many higher education institutions regard teaching facilities as an essential part of the development process, but the investment in library construction is often insufficient. A library is a place for students to broaden their horizons, find knowledge, and solve problems. It is a prominent place for teachers to find research and teaching materials and explore academic knowledge because its rich resources are the school's knowledge wealth. Many colleges and universities often do not pay attention to library construction in the development process, especially student satisfaction, which seriously affects the development of libraries. Therefore, in the new development period, the construction and development of college libraries must be student-centered, improve student satisfaction, and promote student satisfaction.

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# Impact of Irrational Consumption Intention on the Usage of Sanitizing Products during COVID-19 in Guiyang

Zhaoxu Tan

North Bangkok University, Bangkok 10220, Sai Mai

**Abstract:** This paper used literature research methods, questionnaire survey, and quantitative analysis methods to explore the mechanism of consumers' irrational consumption intention in buying sanitizing products under public health incidents. Using the theoretical basis of irrational consumption behavior and SPSS analysis, analyzed the relationship between demography, consumption intentions, behavior attitudes, and risk perceptions based on the list of influencing variables of perceived usefulness, perceived ease of use, time cost, economic cost, and product quality associating with attitudes and risk factor.

**Keywords:** Irrational Consumption Pattern; Usage of Sanitizing Products; COVID-19

## 1. Introduction

Major public health emergencies are the product of human lack of rationality. Their essence is that human beings cannot typically respond to high threats and public crises that endanger their safety, especially their lives, due to lack of understanding and lack of experience and knowledge. The sudden outbreak of public health incidents caused people to panic and purchase disinfection products. Especially during the “new crown” epidemic, many netizens have reported that they “cannot buy disinfection products,” that is, medical alcohol, 84 disinfectant, and so on. Affected by the new crown epidemic in 2020, the supply and demand of the disinfection product market are in a state of structural contraction, and prices have risen. According to data, among the disinfectants purchased by consumers during the new crown epidemic, 34% of products have increased in price by 20%-50%, 31% of products have increased in price by less than 20%, and 11% of products have increased in price by more than 50%; consumers bought Among disinfection equipment, 32% of products have a price increase of less than 20%, 28% of products have a price increase of 20%-50%, and 9% of products have a price increase of more than 50% (Farooq; et al. 2020)<sup>[1]</sup>. This article discusses and analyzes consumers' irrational consumption willingness to disinfection products from public health incidents.

## 2. Theoretical Basis

### 2.1 The theory of consumers' irrational intention to consume

“Consumer Rights Protection Law” implements the principle of oblique protection of consumers. Its provisions on consumer rights and the obligations of operators are the embodiment of the focus of social interest. However, consumers must assume social responsibilities and make rational consumption colonial subjects. Consumers implementing rational consumption behaviors following the law and the principle of good faith need the balance and coordination of consumer sovereignty and the overall interests of society.

### 2.2 Theory of rational behavior

The Theory of Reasoned Action (TRA) is also translated as “Theory of Rational Behaviour.” It was proposed by American scholars Fishbein; & Ajzen (1975)<sup>[2]</sup>. It is mainly used to analyze how attitudes are conscious. Influencing individual behaviors and focusing on attitude formation based on cognitive information, its basic assumption is rational. Various information will be integrated to consider the meaning and consequences of their behavior before making a specific behavior. Rational behavior theory believes that behavior can be reasonably inferred from behavior intention, which is determined by attitude towards behavior and subjective criteria.

### 2.3 Planned behavior theory

The Theory of Planned Behavior (TPB) can help us understand how people change their behavior patterns. TPB believes that human behavior is the result of a well-thought-out plan. From the attitude-behavior theory, the intention of intermediary behavior and the subjective norms of independent variables are introduced to form the rational behavior theory. Then the cognitive behavior control of independent variables is trained to develop the theory of planned behavior (Li; et al. 2021)<sup>[3]</sup>.

### 2.4 Third-party effect theory

The theory of “the third-person effect” by Davidson (1983)<sup>[4]</sup> believed that when people judge the influence of mass communication, there is a general perception stereotype, that is, they tend to think that the information of the mass media (especially persuasive information or propaganda and negative information) is against “me” or “you.” It may not have much impact, but it will have an immeasurable impact on “other” people.

### **3. Understanding the Influencing Factors of the Irrational Consumption Intention on the Usage of Sanitizing Products during COVID-19**

#### **3.1 Influences risk perception in the pandemic, and the mediating role of perceived uncertainty**

Personal risk perception involves “personal contact or experience of results and the history of conditioning” (Loewenstein et al., 2001). Previous research has shown that how individuals respond to dangerous situations is influenced mainly by the vividness of visualizing the consequences (Weber, 2013)<sup>[5]</sup>. Without much experience and vivid image, the “fear of the unknown” associated with COVID-19 may make the virus’s destruction still mysterious or imagined for consumers far from the area. Therefore, these consumers must rely on secondary sources (news, word of mouth) to obtain information.

#### **3.2 Behavioral attitude and perceived risk influences individuals’ irrational consumption**

In the context of COVID-19, we expect that increased risk perception will increase the dominance of emotional or illogical consumer decisions. As a result, unreasonable purchases may occur, such as impulsively purchasing the same product in excessive quantities (for example, storing too much toilet paper). Irrational buying involves consumption based on emotions, which is economically illogical. On the contrary, “irrational” refers to a heinous selection and action process rather than the essence and epitome of rational decision-making and action. Although wise choices focus on using logic to maximize utility, irrational personal behaviors stem from emotions.

### **4. The Conceptual Framework for the Research Study**

First Based on the background, problems, meanings, and definitions of the terms of the research in this article, it can be seen that the logical framework of this article mainly revolves around consumers’ irrational consumption of disinfection products under public health incidents and discusses the consequences of public health incidents—the resulting influence of consumers’ irrational consumption willingness.

Second Empirical study of trust and perceived risk on consumers’ online purchase intention, the core construct of “consumption intention” is divided into two dimensions: behavioral attitude and risk perception. However, Zheng. (2020)<sup>[6]</sup> said in a review of consumer behavior research at home and abroad that behavior attitude can be divided into two dimensions: perceived usefulness and perceived ease of use. Some investigations divided the risk perception into three dimensions: time cost, economic cost, and product quality in analyzing agricultural consumer risk perception and influencing factors under the community economy.

### **5. The Countermeasures for the Irrational Consumption Intention on Usage of Sanitizing Products during COVID-19**

#### **5.1 Irrational consumption intention**

Irrational consumption generally occurs when consumers consume without logical reasons or clear thinking due to little knowledge and understanding of the product.

#### **5.2 Sanitizing product**

Sanitizing products are important to kill germs and keep our hands or bodies away from possible contact with the virus.

#### **5.3 COVID-19**

Coronavirus disease (COVID-19) is an infectious disease caused by the SARS-CoV-2 virus. Most people infected with the virus will experience mild to moderate respiratory illness and recover without special treatment. However, some will become seriously ill and require medical attention.

### **6. Conclusion**

The results show behavioral attitude and perceived risk impact irrational consumption intention in sanitizing products during COVID-19 in Guiyang. During the pandemic, it is strictly forbidden to increase the price of masks, which will restrict market supply and affect people’s confidence in the market economy system; however, excessive price increases will not help a significant increase in market supply in the short term but will stimulate preventive demand and speculation in demand, leading to market failure and collapse. Moreover, some consumers and their friends, classmates, and relatives will also consume comparatively. Therefore, the instability of consumers’ psychological factors will also lead to irrational consumption behavior. The government should allow a moderate increase in the price of masks. When the price rises to a certain level, set the maximum price at government guidance prices, and supervise a crackdown on market behaviors that exceed the ultimate price. The price ceiling controls the increase in the price of masks and the timing of the rise within a specific range, changes the price increase expectations, avoids market panics, and prevents the market from getting out of control.

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# Study of Blind Box Product Hunger Marketing Strategy Based on Guizhou Consumer Purchase Intention

Ningxin He

North Bangkok University, Bangkok 10220, Sai Mai

**Abstract:** With the development of Internet technology, products' marketing channels and methods have been improved sustainably. Blind box utilized the psychology of consumers to pursue stimulation and then used consumers' curiosity to motivate their buying intention. Hunger marketing was considered the best matching strategy for blind box products to influence Guizhou consumer purchase intention. The objectives of this study were to investigate blind box product sales development trends in the Guizhou market, analyze purchase intention through the elements of hunger marketing strategy, and propose the appropriate concepts and understandings of marketing strategy in the blind box sale. Five independent variables of innovative mentality, curiosity mentality, comparison psychology, brand psychology, and herd mentality were set for the hypothesis tests to consumer purchase intention.

**Keywords:** Blind Box Product; Hunger Marketing Strategy; Consumer Purchase Intention

## 1. Introduction

The predecessor of the blind box is the lucky bag in Japan. In the early 90th century, it was introduced into the country in collectible cards and was all the rage. With the rise of trendy toys, merchants merged the stylish intellectual property (IP) map and bought lucky bags, and the blind box came into being. Now the development of the blind box industry is in a period of vigorous growth. With the development of the times, the application and promotion of Internet technology and the marketing channels and methods of products have also changed, and there is a need for updates. As consumption continues to escalate, the public's focus and psychology on consumption are not only material but more spiritual and emotional satisfaction. As the most popular product now, blind boxes have begun to be used in various marketing scenarios, and there are many ways to sell them. They are gradually integrated into the lives of the public (He. 2013)<sup>[1]</sup>.

## 2. Theoretical Basis

### 2.1 Research setting based on hunger marketing

"Hunger marketing" is a marketing strategy used by commodity providers to deliberately limit product supply to achieve excess demand. It has been used in many promotional activities, especially on smartphones. Apple's marketing strategy for the iPhone has reduced the collection, which has led to higher demand for higher profits (Wang. 2019)<sup>[2]</sup>.

### 2.2 Research setting based on consumer purchase intention

Social media is increasingly used as a platform for marketing and advertising activities. Organizations spend a lot of time, money, and resources on social media advertising. However, how organizations design social media advertisements to attract customers and motivate them to buy brands successfully is always a challenge, according to the study by Alalwan. (2018)<sup>[3]</sup>.

### 2.3 Research setting based on the unified theory of acceptance and use of technology (UTAUT)

A technology acceptance model was created by Venkatesh: et al. (2003)<sup>[4]</sup> in "User acceptance of information technology: Toward a unified view." This theory explains the user intentions in using the information system with subsequent usage behavior—the four critical elements of performance expectancy, effort expectancy, social influence, and facilitating conditions.

## 3. Understanding the Impact of Need Theory for Improving Employment Satisfaction of Y-Generation in Sichuan Enterprise

### 3.1 Hunger Marketing Theory

"Hunger marketing" refers to the intention of commodity providers to lower their output to achieve the purpose of regulating the relationship between supply and demand, creating a "false appearance" that exceeds supply, and maintaining higher prices and profit margins. Hunger marketing is to influence the selling price of the terminal by adjusting the amount at both ends of the supply and demand to achieve the purpose of the price increase. Hunger marketing is a business promotion model suitable for products or services (Wang; & Bi. 2021)<sup>[5]</sup>.

### 3.2 Consumer psychology

Chai (2019) analyzes the concepts and characteristics of hunger marketing and the different psychological demands of consumers in hunger marketing based on consumer psychology.

### 3.3 Hunger Marketing

Apple is one of the companies that are best at using hunger marketing. The products produced by the company have always been sold under the hunger marketing model, which guarantees the price of the product and controls the entire industrial chain. This marketing model can make consumers want to buy and feel their uniqueness.

## 4. The Conceptual Framework for the Research Study

First This article analyzes the blind box economy, the marketing strategy of Pop Mart, and the way for the tool of hunger marketing for business attraction through consumers' attitude, psychology, and mentality. From the perspective of consumer psychology, Skinner's box effect. It can be considered that consumers are like mice in a box; they do specific actions and get rewards. Finally, buying blind boxes becomes a prerequisite for obtaining personal toys. In addition, the gambling effect allows players to enjoy the excitement during the unboxing process. Due to the social needs of consumers, the effect of the herd can be investigated and transformed into attractive strategies for promotion.

Second Hunger marketing is a promotional strategy in which the number of products or time is limited to create an illusion of excess demand. Scarcity will bring luxury to the product, adding added value (Yu; & Zhang 2018)<sup>[6]</sup>. The blind box trend in China is an example of hunger marketing. Brands divide their products into different rare categories. They set up barriers, expressing that not everyone can get the most notable box to create a sense of competition. Hunger marketing prompts blind box consumers to make emotional decisions.

## 5. The Countermeasures for the Impact of Need Theory for Improving Employment Satisfaction of Y-Generation in Sichuan Enterprise

### 5.1 Blind box product

Blind boxes refer to toy boxes that consumers cannot know the specific product styles in advance and have random attributes. Only when you open it will you know what you have drawn. Uncertain stimuli strengthen repetitive decision-making, so a time blind box becomes an addictive existence. Blind boxes usually contain animation, film, and television works or dolls individually designed by designers. It is called a blind box because there is no label on the box, and only when you open it will you know what you have drawn. Psychological research has shown that uncertain stimuli strengthen repetitive decision-making, so a time-blind box has become an addictive existence. As the name implies, opening the blind box is to open the blind box to see the items in the draw. It is also compelling and addictive gameplay.

### 5.2 Hunger marketing

Hunger marketing creates a sense of scarcity of goods through quantification to achieve the intention of selling hot or even increasing prices. A business promotion model of a product or service is currently prevalent among enterprises and merchants. Simply put, it is a means for merchants to attract and suspend consumers, and consumers will say that this marketing method is suitable. Hunger marketing is applied to the commercial promotion of goods or services. It refers to the marketing strategy of commodity providers deliberately lowering production to control the relationship between supply and demand, create "false appearances" in short supply, maintain product image, and maintain higher prices and profit margins.

### 5.3 Comparison psychology

Comparing psychology refers to consumer psychology, whose primary goal is to be competitive. When some consumers buy goods, they usually consider not the actual value of the goods and their own needs, but they are driven by vanity, etc., to form consumption behavior.

## 6. Conclusion

Based on the above analysis, the psychology of seeking novelty, curiosity, and comparison has a significant relationship with consumers' willingness to buy blind box products; the psychology of seeking fame has a relationship with consumers' desire to purchase blind box products; the psychology of conformity is related to consumers' purchase. Willingness to blind box products is significantly related. The blind box is no longer a single commodity but has evolved into a unique consumption model. The tangible or intangible influence brought by the image of the blind box is constantly shaping its charm and getting a steady stream of benefits. The appeal of the blind box will only increase and will not decrease. The design of the blind box should be closer to the actual needs of consumers and consider the psychology of consumers to improve its commercial value.

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# Analysis of Customer Usage Intention of Artificial Intelligence Veterinary Drug Consultation System in Southwest China

Ruyu Zhao

North Bangkok University, Bangkok 10220, Sai Mai

**Abstract:** The number of pets waiting to be examined often limits the time available for veterinary visits; therefore, one veterinary visit would usually not be enough to consult on every trip to veterinary service, especially under the current pandemic crisis. This study used the study model of a new artificial intelligence veterinary drug consultation system by the latest technology of AI in serving pet owners in Southwest China. The technology acceptance model (TAM) for testing pet owners' perception of usage intention was developed through perceived accuracy, integrity, ease of use, convenience, and customer satisfaction. The objectives of the impact of the new artificial intelligence veterinary drug system, the relationship between influencing factors and pet owner usage intention, and the proposal of consultation service improvement were studied through five hypotheses of relationship investigation.

**Keywords:** Usage Intention; Artificial Intelligence; Veterinary Drug Consultation System

## 1. Introduction

Combining innovative information technology with existing operating models enables enterprises to transcend traditional corporate culture, manage processes, value propositions, and customer experience, and comprehensively transform into an agile one centered on customer value and experience and constantly renews and transforms itself organization. Businesses can provide customers with diverse and convenient services and develop and maintain direct customer relationships; for example, it was impossible to allow users to complete business transactions on their mobile devices (Pavlou, Lie, and Dimoka, 2007)<sup>[1]</sup>. With wireless networks and mobile devices, instant messaging applications have received attention. The status of instant messaging applications in the current generation of the Internet continues to increase; people continue to use instant messaging applications, which gradually replace traditional mobile phone communication and text messages as the most common application on mobile devices and an indispensable tool in daily life especially for the service of intelligence veterinary drug consultation system.

## 2. Theoretical Basis

### 2.1 The concept of the TAM model for the conceptual framework

Katy: et al. (2021)<sup>[2]</sup> pointed out that perceptual accuracy improves user satisfaction. TAM posits that some external variables affect perceived usefulness and ease of use, which are mediators of external variables affecting the system's willingness. Thus, TAM can provide a basis for the relationship between external variables, internal beliefs, attitudes, intention to use, and actual use, including relevance, timeliness, and adequacy. Relevance refers to the degree to which content matches users' needs, and timeliness refers to how information systems can provide users with current information. This study defines relevance and timeliness as responding to users with the latest and most accurate information.

### 2.2 Research study on perceived accuracy and intention to use

The amount of data and the response to information affect perception's integrity, and perceived completeness Improves user satisfaction. In addition, adequacy refers to the amount and total category of data that an information system can provide to users. This study defines adequacy as responding to users with complete information and is expressed as "perceived completeness." (Valérie: et al. 2021)<sup>[3]</sup>.

## 3. Understanding the Customer Usage Intention of Artificial Intelligence Veterinary Drug Consultation System

### 3.1 Intelligent voice consultation system

An AI advisory system is a computer program that conducts conversations using dialogue or text (Huang; & Chueh. 2021)<sup>[4]</sup>. AI consulting systems are often used for business activities such as customer service or product information provision. Some AI consulting systems use natural language processing systems to analyze the sentences entered by the user.

### 3.2 Technology acceptance phenomenon

The Technology Acceptance Model (TAM) was developed by Davis et al. In 1989, the behavior of information technology users



was predicted based on the theory of reasoning behavior (Fishbein; & Ajzen. 1975)<sup>[5]</sup> and the use of information systems.

### **3.3 TAM theory finding in use of the system**

First, there are significant differences in specific pathways in TAM. Second, the roles of external variables explain variation in TAM's core structure. Third, there are multiple TAM models, with or without external variables, with or without the direct effect of some variables on outcome variables, and with or without variables that group the teacher sample (Abdullah and Ward 2016)<sup>[6]</sup>.

## **4. The Conceptual Framework for the Research Study**

First The empirical analysis results of this study confirm that when pet owners use an AI consultation system for veterinary consultation, perceived accuracy, completeness, and ease of use affect user satisfaction, while user satisfaction and perceived convenience affect user satisfaction behavioral intent use. Accuracy means that the AI advisory system's responses to pet owners must be relevant and up to date. Integrity means that the AI advisory system must provide pet owners with complete response information.

Second For veterinary consultations using artificial intelligence consultation systems, relevance and timeliness can be considered accurate information, and adequacy can be considered complete information. Therefore, in this study, perceptual usefulness was replaced by perceptual accuracy and perceptual completeness.

## **5. The Countermeasures for the Customer Usage Intention of Artificial Intelligence Veterinary Drug Consultation System**

### **5.1 Usage intention**

Purchasing intention refers to the tendency of consumers to purchase products. Indicative signals of consumers' actual shopping behavior. It is usually measured in terms of the speed, direction, and magnitude of shifts in consumers' purchase likelihood for a commodity over a while. Culture has a substantial and wide-ranging influence on consumers' needs and behavior, which manifests in that consumers in the same cultural environment have similar needs and purchasing behaviors. In contrast, consumers in different cultural backgrounds have identical needs and behaviors, and shopping behaviors vary widely.

### **5.2 Artificial intelligence**

Artificial Intelligence (AI), abbreviated as AI. It is a new technical science that studies and develops theories, methods, techniques, and application systems for simulating, extending, and expanding human intelligence. Artificial intelligence is a branch of computer science that attempts to understand the essence of intelligence and produce a new intelligent machine that can respond similarly to human intelligence. Research in this field includes robotics, language recognition, image recognition, Natural language processing, expert systems, etc.

### **5.3 Veterinary Drug Consultation System**

A system offers veterinary drug prescriptions and advice through the online system provided by the veterinary clinic to pet owners.

### **5.4 Perceived ease of use**

Refers to the degree to which a person believes that using a particular system would be free of effort and create efficiency.

### **5.5 Perceived convenience**

Perceived convenience is a level of convenience toward time, place, and execution when pursuing a task during English mobile learning.

### **5.6 Customer satisfaction**

Customer satisfaction is defined as a measure of how satisfied customers are with a company's products, services, and capabilities.

## **6. Conclusion**

New products and technologies are the direct driving force for the veterinary market's development and progress. In contrast, market orientation and consumer recognition are the fundamentals of enterprise upgrading for veterinary enterprises. This has formed a linkage mechanism. Veterinary companies should conduct research according to the market, carry out structural upgrades in the direction of product research and development to meet consumer needs, and keep an eye on market trends at any time. As an adjustment factor, update the breeding model, promptly add new production raw materials, and eliminate products that may have already been released from the market. A veterinary enterprise that can do this must not have the same operational flexibility as other similar enterprises. Market demand is the fundamental orientation that consistently leads the veterinary enterprise forward. Modern society pays attention to greenness and health care and the choice of biological agents. Consumers have a relatively clear understanding, and the attention to food issues is also increasing, which requires the flow of funds and talents of veterinary enterprises.

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# The Impact of Fan Economy on Guizhou Intelligent Economy Industry in the Digital Era

Yinzhong Zhao

North Bangkok University, Bangkok 10220, Sai Mai

**Abstract:** Under the significant data background, the fan economy became one of the essential economic growths. This paper analyzed how the fan economy promoted the development of the intelligent economy industry in Guizhou during the digital age. The objectives of this study involved theoretical channels for the influencing factors of the fan economy, investigated the significant force driving the smart product consumption in the intelligent industry, and proposed respective strategies for the growth of the fan economy in the digital era in Guizhou.

**Keywords:** Fan Economy; Intelligent Economy Industry; Digital Era

## 1. Introduction

A fan economy is a business model that generates income through the relationship between fans and followers. It is a way to increase user loyalty and obtain economic and social benefits through word-of-mouth marketing. In the past, followers were mostly celebrities, idols, and industry celebrities. In Guizhou Province, the development of the fan economy has been vigorously promoted by people in the industry. Our province implements the integration of 10,000 enterprises, continues to empower the actual economy with big data, and promotes the transformation and upgrading of traditional industries through the integration and development of big data. Using real-time fans to deepen the intelligent connection of agricultural production and sales, accelerate the integration and modernization of agriculture, create precision production management, complete quality control, marketing and sales network, accelerate the integration and modernization of the service industry, and realize phantomization, intelligence, and sharing fusion. Make full use of the fan economy to develop smart tourism, innovative health, and other service companies. Further release the economic and social value of different data resources, such as public data. Strengthen the protection of personal data.

## 2. Theoretical Basis

### 2.1 Fan promotion and comment under the intelligent economy

The marketing theory of integrated marketing communication (IMC) brings together various communication tools to deliver a standard message and create an ideal impact on customers' attitudes, behavior, and perception. Marketing communication involves price, product, channel, and promotion as a total package in offering to the target audience (Camilleri 2017)<sup>[1]</sup>.

### 2.2 Influencer effect and purchase by different parties under the intelligent economy

Influencer marketing shows the increasing value and credibility perception that affects consumer trust in branded content on social media. The model by Lou and Yuan (2019)<sup>[2]</sup> indicated the informative value of influencer-generated content affects different followers in purchase intentions.

### 2.3 Fan interaction and herd attitudes under the intelligent economy in hypothesis setting

Shen: et al. (2015)<sup>[3]</sup> demonstrated that online consumers prefer to create interaction behavior through online activities such as comment sharing, information exchange, and updates to improve their consumption, especially under smart product shopping. The online review becomes part of their herd behaviors and perceived attitude towards further digital trend decision-making.

## 3. Understanding the Impact of Fan Economy on Guizhou Intelligent Economy Industry in the Digital Era

### 3.1 Digital economy

Despite the popularity, importance, and expected growth of the sharing economy, there is a lack of clear theory establishment and regrets for a consistent definition of the term “sharing economy” (Hao; et al. 2021)<sup>[4]</sup>. The rapidly growing sharing economy's vast diversity and various interpretations make it challenging to introduce a well-defined framework covering the entire phenomenon.

### 3.2 Fan economy

Some studies provide comments on these definitions and opinions. The fan economy is regulated by a series of social relations rather than a commercial economy, whose acquisition is based only on price indicators. Similarly, Huang (2021)<sup>[5]</sup> believed that

the fan economy is an “economy that can operate without the need for capital to change hands, and the overall goal is not to make participants richer.

### 3.3 Social learning theory

Social learning theory believes that social behavior is learned by observing and imitating the behavior of others. Behavioral psychology focuses on how the environment and reinforcement affect behavior, while management proposes learning behavior through observation.

## 4. The Conceptual Framework for the Research Study

First It is generally believed that people tend to imitate each other, leading to herd behavior (Chen; et al. 2018) <sup>[6]</sup>. This situation is prevalent in the online shopping environment because the environment usually contains more information and may lead to information overload. Moreover, unlike the face-to-face retail environment, information asymmetry and ambiguity in the online environment are more serious. Therefore, people need extra knowledge, experience, effort, and even money to accurately predict the value and quality of the products to be purchased.

Second Intelligent product consumption Consumer behavior is defined as the extent to which consumers participate, interact, and derive pleasure from activities related to intelligent product consumption (Lee; et al. 2019) <sup>[7]</sup>. The intellectual product consumption online platform showcases tens of thousands of online stores, different promotional activities, service standards, and billions of products. Many online promotional activities were launched during the consumption of intelligent products. When faced with a large amount of asymmetric information, people are often unsure whether they can participate in intellectual product consumption activities. Therefore, these two factors have a strong influence on the decision-making process of consumers: information influence, such as promotion information on smart product consumption and other people’s comments on products, stores, and events; and fan herd influence, such as from peers and the recommendations and actions received from the spokesperson.

## 5. The Countermeasures for the Impact of Fan Economy on Guizhou Intelligent Economy Industry in the Digital Era

### 5.1 Fan economy

Fan economy refers to the functional income-generating behavior relationship between fans and the people they follow, most celebrities, influencers, and even enterprises.

### 5.2 Intelligent economy industry

An intelligent economy is a piece of information concerning the production, distribution, and consumption of goods and services, labor, finance, taxation, and other aspects of a nation’s economy or the international economic system.

### 5.3 Influencer effect

An influencer promotes a brand or product; they can create a psychological conformity effect on their followers. These followers see the influencer’s authority and perceived social proof, which triggers a need to assimilate this new information into their preferences and choices.

### 5.4 Fan interaction attitude

Fan interaction attitude is a kind of action that occurs when a group of people acts or believes the same way during specific interactions in various situations.

## 6. Conclusion

The fan economy is the result of media and social transformation. The information revolution has driven the rapid development of the Internet and new media, providing a broad platform for the fan economy. Mobile apps have become the essential way for fans to engage with a celebrity following platforms. The fan economy is not always based on the sale of actual merchandise. In the era of online media, the fan economy is more about selling dreams. The feeling of interaction enables traffic, and the sense of dreaming is the ultimate goal of the fan economy and the best way to increase user loyalty. Establish an information verification system in the market access process. Getting fan sellers and merchandise into the fan platform is the first step in the entire regulatory process. It acts as a filter to keep unqualified people out of the online marketplace. Under the existing regulatory system, the operator of the fan platform bears the primary regulatory responsibility for the transaction.

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# The Influencing Mechanism of Luzhou Real Estate Corporate Culture on Employees' Job Satisfaction

Ruixue Deng

North Bangkok University, Bangkok 10220, Sai Mai

**Abstract:** In China's current economic development environment, real estate companies have become an essential part of China's economy. They were the backbone of China's economy and provided countless employment opportunities for thousands of employees. With the development and growth of real estate companies in Luzhou City, employees' job satisfaction in real estate companies has also received more attention. This article studied the employees of real estate companies in Luzhou City as the target audience, investigated their job satisfaction and the impact of corporate culture on job satisfaction, extended the aspect of corporate culture under the concept of employee satisfaction, and classified corporate culture participation, adaptability, consistency, and organizational identity as the four major study dimensions.

**Keywords:** Influence Mechanism ; Real Estate Corporate Culture ; Employee Job Satisfaction

## 1. Introduction

The real estate industry is engaged in the development, operation, management, services, profit-making purposes, independent process, and independent accounting. It is an essential pillar of my country's economic growth. While developing itself, it provides many jobs for the local economy and improves the people with better income and living conditions. Real estate enterprises need a lot of funds and talents in operation and management. The value of each business project of real estate development enterprises is enormous, and it requires a lot of capital to be a capital-intensive enterprise. For example, the resettlement compensation fees in the early stage of real estate development, the survey and design fees in the early-stage work, feasibility study fees, construction and installation engineering fees, financial expenses, sales expenses, etc., are usually entirely dependent on their funds for real estate development enterprises: various financial instruments and financial instruments. More and more real estate industries have been severely challenged in employee management in recent years.

## 2. Theoretical Basis

Corporate culture proposed by the Denison model contains four dimensions: participation, adaptability, consistency, and sense of mission (Liu, 2019)<sup>[1]</sup>.

### 2.1 Participation

The participatory nature of organizational culture includes three aspects: delegation, team orientation, and capacity development. Denison believes that companies that value organizational culture emphasize equality, employee participation in corporate management, and team orientation and evaluate and formulate related management measures based on team performance.

### 2.2 Adaptability

Adaptability includes customer orientation, innovation and change, and organizational learning. An effective organization should be adaptable to the environment, a healthy whole, and respond quickly to changes in the background.

### 2.3 Consistency

Consistency includes three aspects: core values, coordination, and cooperation. Effective organizations often have solid cultural characteristics and a high degree of consistency, and this high degree of consistency is conducive to organizational coordination and forming a unified whole.

### 2.4 Sense of mission

A sense of mission includes goals and objectives, strategic direction, and intentions. Organizations with this cultural characteristic clearly understand the future, have phased short-term and long-term goals, and have keen insight into the future.

## 3. Understanding the Influencing Mechanism of Luzhou Real Estate Corporate Culture on Employees' Job Satisfaction

### 3.1 Corporate Culture Theory

Wang; & Wang. (2008)<sup>[2]</sup> were the first scholars to conduct quantitative analysis and research on corporate culture. These two

scholars used the production of scales to understand the formation of companies in practical development. The scholar constructed a scale related to corporate culture and put forward the main characteristics of corporate culture, including the company's organizational cohesion, employee management, leadership style, dominant features, strategic focus, and success criteria.

### **3.2 Employee satisfaction**

Many domestic and foreign experts and scholars have defined and elaborated on employee satisfaction from multiple angles. Employee satisfaction is also called job satisfaction (Job Satisfaction). They all mean that the employee feels that the job itself can satisfy or help satisfy their own work value needs and produce a pleasant feeling—the degree of job satisfaction. In a company, employee satisfaction is a barometer of employee enthusiasm Wen: et al. (2019) <sup>[3]</sup>.

## **4. The Conceptual Framework for the Research Study**

First Existing research literature has conducted many theoretical and empirical exploratory studies on the outcome variables of organizational identity. Many scholars' studies have shown that corporate identity can significantly impact executive members' attitudes and work behaviors. Attitudes and work behaviors are mainly manifested in organizational commitment, citizenship behavior, job satisfaction, cooperative behavior, and willingness to leave. Jessica: et al. (2015) <sup>[4]</sup> found that increased organizational identity significantly impacts employees' organizational citizenship behavior through investigation and research. Corporate identification helps to promote the formation of emotional and psychological feelings closely related to the organization's development by members of the organization, thereby helping to enhance the team cohesion of the organization and promote the healthy development of the organization.

Second This study took Luzhou real estate companies to study their employee job satisfaction and the impact of the corporate culture. Yan: et al. (2017) <sup>[5]</sup> examined the influencing factors of employee satisfaction in high-tech companies connected employee job satisfaction with corporate culture, and at the same time, combined the Dansion model and Liu Haijun model on the influence of corporate culture elements on internal control, the corporate culture is divided into adaptability, consistency, participation, and organizational identity.

## **5. The Countermeasures for Influencing Mechanism of Luzhou Real Estate Corporate Culture on Employees' Job Satisfaction**

### **5.1 Corporate culture**

The concept of corporate culture comes from culture. It is a social phenomenon and a group phenomenon, and it has the characteristics of nationality and regionality, independence and stability, permeability, intangibility, adaptability, and soft restraint.

### **5.2 Employees' job satisfaction**

The founder of industrial sociology and representative of interpersonal relationship theory, Muschetto; & Siegel. (2019) <sup>[6]</sup> proposed in the famous Hawthorne Experimental Study that the most critical factor influencing productivity is the interpersonal relationship developed during work. Employees are "morale" affected by the attitudes formed in family life and social life and the interpersonal relationships within the enterprise.

### **5.3 Employee participation**

Employee participation is when employees are involved in decision-making processes rather than simply acting on orders.

### **5.4 Organizational learning**

Organizational learning is creating, retaining, and transferring knowledge within an organization. An organization improves over time as it gains experience.

## **6. Conclusion**

Real estate companies have unique industry characteristics, so most real estate companies' employees revolve around customers. This article puts forward the four dimensions of participation, adaptability, consistency, and organizational identity in the concept of Luzhou real estate corporate culture. Establish a sound corporate culture from these four dimensions. The company attaches great importance to the expected growth of employees and teams and establishes a complete training mechanism so that the training is planned, the process is recorded, and the output is fruitful; professional skills training is provided to improve the skills of employees to ensure that employees keep up with the development level of their profession; encourage employees to continue their studies and expand the breadth and depth of their knowledge.

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# Impact of Network Marketing on Knitting Brands Based on the Stimulus-Organism-Response Framework in Sichuan of China

Zhongxi Zheng

North Bangkok University, Bangkok 10220, Sai Mai

**Abstract:** This paper introduced the live broadcast form of anchor products, studied the influence mechanism of live broadcast interactive marketing of knitting brands on consumers' purchase intention, and provided marketing suggestions for merchants to conduct live broadcast interaction. Through literature research, market research, and online survey, this paper constructed the research model of marketing impact model for knitting brands based on the S-O-R model. Six influencing variables of attractiveness, trustworthiness, purchase convenience, expertise with the elements of stimuli, and perceived enjoyment and usefulness with the aspect of an organism were set to test the relationship between impulsive purchase with the element of the response.

**Keywords:** Network Marketing; Knitting Brands; Stimulus-Organism-Response

## 1. Introduction

With the advancement of Internet technology, online shopping has already been upgraded from text and pictures to multimedia. Social commerce has become an integral part of e-commerce. In addition, with the popularity of live streaming, some manufacturers of social e-commerce platforms have begun to use live streaming as a tool for e-commerce in China. This has led to a new social commerce model called live commerce. Live e-commerce is conducted in real-time and is highly interactive with consumers. The anchor displays the product's appearance, function, and related introduction. Consumers may ask about product prices, shipping, and other questions (Chen: et al. 2017)<sup>[1]</sup>. The streamer can respond based on the content of the live broadcast and influence the behavior of consumers. They then click on an embedded link provided by the vendor to complete their purchase. Live-streaming commerce can be divided into three types: (1) live-streaming platforms (e.g., TIK TOK) that include commercial events, (2) e-commerce websites, marketplaces (e.g., Tmall), or mobile apps that integrate live-streaming capabilities, and (3) Social networking sites (SNS) that add live-streaming features (e.g., Facebook Live) to boost sales.

## 2. Theoretical Basis

### 2.1 S-O-R framework to study framework

S-O-R models environmental stimuli that influence individual cognitive and affective responses to study consumer behavior from organism-mediated different retail stimuli, also known as emotional responses. Stimuli include factors beyond the individual's control that affect the internal state of an organism when exposed to external stimuli. The organism links motivation and behavior, modulating the final behavior in response to stimuli (Fiore; & Kim 2007)<sup>[2]</sup>. The answer is a combination of factors that respond to the organism's regulatory outcomes. Today, the S-O-R approach provides a traditional foundation for consumer behavior research and facilitates research on the e-commerce shopping experience.

### 2.2 The concept of live broadcast marketing

The live broadcast adopts the Internet and streaming media technology, covering factors such as image, text, sound, etc., giving a vivid and robust sense of the scene, creating sound, visual effects, leaving a deep impression on the audience, and gradually becoming the mainstream communication mode of the Internet. Live broadcasting has sparked a new media revolution. At the same time, brands have reshaped their marketing strategies in the new era of live broadcasting and focused on live broadcasting marketing (Yu. 2017)<sup>[3]</sup>.

### 2.3 Research on live broadcast marketing

After 2016, the frequency of live broadcast marketing was higher. Some scholars have analyzed the advantages and modes of live broadcast marketing. Online celebrities' expressed situation and benefits and lived broadcasts' combination mode. Some critics analyzed the advantages, development reasons, and influencing factors of live broadcast marketing (Gan: et al. 2017)<sup>[4]</sup>.

## 3. Understanding the Impact of Need Theory for Improving Employment Satisfaction of Y-Generation in Sichuan Enterprise

### 3.1 Type of interaction

Zhang: et al. (2019)<sup>[5]</sup> believed that interaction is one-way, reactive, and fully interactive. One-way communication is unilateral transmission represented by TV broadcasting, and one party's response is the response; full interactive communication is a multimedia

system that imitates real society.

### **3.2 Interactive marketing dimension**

Some scholars have divided the dimensions of physical store interactive marketing. Chung; & Cho. (2017)<sup>[6]</sup> believed that the service quality impact dimensions related to interactive marketing include: (1) Entity quality: service entities, equipment, environment, and physical products; (2) Company quality: evaluating the company or its impact on customers and potential The image of customers; (3) Interaction quality: the interaction between customers and employees.

## **4. The Conceptual Framework for the Research Study**

First The live broadcast is an emerging marketing model, and live broadcast marketing of knitting brands is relatively rare. Focusing on user experience and user experience as the center, this paper discusses the influence dimensions of on-site interactive marketing of knitting brands and the internal mechanism of consumer purchases, provides a theoretical basis for on-site interactive marketing of knitted brands, and enriches the research on online consumer decision-making behavior and network interactive marketing research, to fill the knitting brand on-site marketing gap.

Second Based on the emerging interactive marketing of live broadcast, this research studies the influence of live broadcast of knitting brands on consumers' purchase intention from the perspective of consumer experience, provides practical strategic guidance for clothing enterprises to carry out live broadcast interactive marketing and provides feasible strategies for professional clothing anchors to improve live broadcast skills solution. This study puts forward live interactive marketing strategy suggestions and optimization plans for case brands, which have reference significance for similar knitting brands.

## **5. The Countermeasures for the Impact of Need Theory for Improving Employment Satisfaction of Y-Generation in Sichuan Enterprise**

### **5.1 Network marketing**

Network marketing is a business model that depends on product type sales through the online platform. Knitting products could be considered personal products, and their sales would largely depend on the interest of the customer and the way of network marketing promotion through influencers.

### **5.2 Knitting brands**

Many knitting products will count on the brand effect to sell to the public for better customer trust and perceived value. The brand effect creates the ability of reputations to influence people's future behavior in searching for the products they want according to their desire and preference.

### **5.3 S-O-R Model**

S-O-R represents Stimulus, Organism, Response. This theory based on psychology explains that stimulus is the impulse that contains what people look for. Organism, an individual, responds to the effects, reactions, responses, and answers. This theory explains that a statement was delivered to the individual should meet the needs of the individual, either material or non-material. The material intended is knitting in this study. At the same time, the non-material part includes a sense of security and wants to be noticed and appreciated through their products. Nike spends so much on promotion and creates a sense of value when people wear that to play sports or walk on the street.

## **6. Conclusion**

The results of this study have theoretical implications for future research. First, we explain the factors that influence the urge to buy impulsively from customers who have purchase experience on the live streaming platform. Live streaming commerce is a new social commerce model that is just emerging. Second, this study contributes a novel research model based on the S-O-R framework and establishes a theoretically grounded link between perception and customer urge to buy impulsively in live streaming commerce. The results show that perceived enjoyment positively affects the urge to buy impulsively. The findings confirm that these factors influence consumers' emotional states. Product usefulness and ease of purchase positively affect perceived usefulness. When users perceive practical value from social commerce sites, they are more likely to satisfy these domains. The more convenient the buying interface, the more likely consumers are to buy.

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# An Empirical Study on the Online Shopping Intentions of Fresh Agricultural Products Consumers through Guiyang Online Shopping Platforms

Chan Ma

North Bangkok University, Bangkok 10220, Sai Mai

**Abstract:** With the continuous progress of science and technology and the improvement of people's living standards, online shopping has become an indispensable part of people's lives. Fresh food e-commerce in Guiyang, as a new shopping experience, began to attract consumers' attention due to numerous influencing factors. The research objective of this study was based on the analysis of Guiyang consumer buying intention based on consumption expectation, personal consumption characteristics, perception of online shopping, and perception of fresh food e-commerce website quality. It provided respective suggestions for the improvement of fresh agricultural product operations.

**Keywords:** Online Shopping Intentions; Fresh Agricultural Product Consumer; Online Shopping Platforms

## 1. Introduction

Fresh products are indispensable in people's daily life, and fresh food e-commerce has excellent potential for development. Online shopping for fresh food brings great convenience for working people, saving supermarket shopping and queuing for checkout time. In their leisure time, they can use mobile phones and other mobile terminals to make purchases, especially the appearance of some APPs. Yi; & Yi. (2015)<sup>[1]</sup> have studied the influence of WeChat on online consumer shopping. There is relatively little domestic research on consumer willingness to buy fresh agricultural products online. Even if there is research on the factors affecting consumer willingness, it is only about some traditional products, such as clothing, books, and electronic products. The factors that influence consumers' online shopping intentions mainly use empirical research methods on consumer expectations, perceptions of online shopping of fresh agricultural products, consumers' perception and evaluation of online shopping, and fresh agricultural products detailed analysis of the characteristics. Fresh food e-commerce and online fresh food shopping research have increased in recent years. Fresh food e-commerce has excellent potential for development. The development of fresh food e-commerce cannot be separated from consumers. Therefore, the influence of consumers' online shopping willingness factors in this area is indispensable.

## 2. Theoretical Basis

### 2.1 Research setting for consumer expectation

According to the study by Krunal: et al. (2018)<sup>[2]</sup>, sustainable marketing strategies were the key to attracting consumer expectations as consumers expect companies to adopt sustainable strategies for what they look for. Although there would be a gap between business sustainability practices and consumers' expectations, key issues such as distribution efficiency, product price, product freshness, and product quality and safety would need to be considered.

### 2.2 Research setting for personal consumer characteristic

The study by He; et al. (2019)<sup>[3]</sup> examined the key factors influencing Chinese consumers' purchasing behavior of eco-friendly food in China and adopted the Responsible Environmental Behaviour (REB) theory for testing the psychosocial factors influencing the purchase intention of food buying. The result showed that personal characteristics significantly influence buying intention when consumers have substantial control of individual needs. Their way of dining, cooking frequency, need for internet convenience, selection of online shopping methods, and own online shopping experience would affect buying intention, perceived usefulness, perceived ease of use, and usage attitude.

### 2.3 Research setting for consumers' perception of the quality of fresh food e-commerce website

The study by Miroso; et al. (2020)<sup>[4]</sup> examined food safety as the key concern for Chinese consumers when searching for food buying through website services.

### 2.4 Research setting for consumers' perception of online shopping

The study by Wang and Somogyi (2018)<sup>[5]</sup> supported the fourth stage of this research by exploring the impacts of innovation-adoption characteristics on Chinese consumers' adoption of online food shopping. Most Chinese consumers prefer to see the perceived usefulness, ease of use, and risk-free shopping through online food shopping.

### **3. Understanding the Study on the Online Shopping Intentions of Fresh Agricultural Products Consumers through Guiyang Online Shopping Platforms**

#### **3.1 Purchase Intention**

Purchase intention refers to the possibility of consumers' willingness to take purchase behavior. To predict the behavior of consumers, it is necessary to understand their wishes of consumers. To expect consumers' online purchase of fresh agricultural products, it is essential to understand consumers' purchasing intentions.

#### **3.2 Planned behavior theory**

Rational behavior theory (TRA) regards people as reasonable people who can fully control their behavior. TRA assumes that people are either entirely rational or completely irrational, at two extremes, but in real life, people cannot wholly control themselves at their own will. People's behavior cannot be at the two extremes; external factors will inevitably affect them, especially in the online shopping environment for fresh agricultural products (Shao and Yin. 2019)<sup>[6]</sup>.

#### **3.3 Crowd buying phenomenon**

The phenomenon of herd purchase refers to the motive of buying specific goods influenced by other consumers and blindly following the trend, so it is also called imitating purchase motives. Consumers with such purchasing reasons have their purchasing motives generated under the reference group and social atmosphere.

### **4. The Conceptual Framework for the Research Study**

First Domestic online purchase of fresh agricultural products is bound to be inseparable from consumers, and consumers' characteristics directly affect consumers' willingness to purchase fresh agricultural products online. In addition, according to the theory of rational behavior, consumers' attitudes are decisive for their behavioral desires. Therefore, this article constructs a theoretical model from consumer characteristics and cognition.

Second Whether online shopping or traditional shopping methods, consumers hope that the final agricultural products they buy can meet their own needs. In the conventional form of shopping, consumers can see and touch physical objects. If they meet the needs of consumers, they can choose and then pay. For fresh agricultural products, payment is required after placing an order, and then the physical effects can be seen within a certain period. Therefore, consumers who purchase fresh agricultural products online will have higher expectations.

### **5. The Countermeasures for the Study on the Online Shopping Intentions of Fresh Agricultural Products Consumers through Guiyang Online Shopping Platforms**

#### **5.1 Online shopping intention**

It is the degree to which a consumer is willing to buy a product through an online store or platform.

#### **5.2 Fresh agricultural product consumer**

The consumer purchases fresh vegetables, fruits, aquatic products, poultry, and meat products.

#### **5.3 Online shopping platform**

An online selling platform can be an e-commerce site that allows individuals and companies to create profiles and publish their products online.

### **6. Conclusion**

The finding of the analysis could offer a few suggestions to fresh farm food operators on how to utilize e-commerce by improving the way of convenience, shopping and shipping methods, shopping improvement, and shopper perception.

(1) Fresh food e-commerce enterprises should improve the website design. The perfection mentioned here mainly means that if consumers want to make online purchases, they must easily search for the products they want, conducive to stimulating consumers' interest in purchasing.

(2) Fresh food e-commerce websites should continuously improve service quality and ensure product quality. However, the conclusion drawn in this paper shows that service quality has no significant impact on consumers' purchase intention; service quality and product quality cannot be ignored. The service quality of fresh food e-commerce requires the e-commerce customer service to answer the questions raised by consumers in a timely and accurate manner.

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# The Impact of Internet Celebrity Economy on College Students' Consumption Behavior in Cosmetics Market in Sichuan

Yun Gong

North Bangkok University, Bangkok 10220, Sai Mai

**Abstract:** In recent years, with the advancement of Internet technology and the improvement of material living standards, Internet celebrities, as a unique social and cultural phenomenon, has become various influences on the consumption behavior of teenagers, especially college students. This topic focused on college students in Sichuan and discussed the influence of the Internet celebrity economy on college students' consumption behavior in cosmetics. The research objectives consisted of exploring influencing factors for college student consumption intention, investigating the functionality of internet celebrities in promoting cosmetic products, and comparing the development of the internet celebrity economy in the cosmetics market.

**Keywords:** Internet Celebrity Economy; Consumption Behaviour; Cosmetics Market

## 1. Introduction

College students are not only one of the primary consumers of the current society, but to a certain extent, they are also the main force of future consumption and the guide of consumption trends. Their consumption patterns may profoundly affect the consumption patterns of the entire society. With the development of the economy and society, their consumption concepts and training have become more prominent and directly affect the formation and development of their world outlook, affecting social morals and thoughts. Therefore, selecting a particular group of college students as the research object and analyzing their consumption behaviors and methods will help understand the future consumption trends of the younger generation and society. The research on the consumption behavior of contemporary college students also provides a basic grasp of the future social consumption trends. It plays a positive role in the development of the economy and society.

## 2. Theoretical Basis

### 2.1 Concepts on media image on consumption behavior

Online activities provide a unique experience in interaction for Internet users (Mollen; & Wilson. 2010)<sup>[1]</sup>. This experience can help consumers easily perceive product information, build consumer trust and engagement toward sellers, and influence purchase intention. In live broadcasting, internet celebrities introduce product information and promptly respond to online consumers' inquiries, which effectively urges consumers' participation through effective interaction.

### 2.2 Concepts of precision marketing on consumer behavior

User-generated content (UGC) generated through precision marketing technology has an important impact on reducing customer perceived risk and determining online store sales (Yin; & Pan. 2020)<sup>[2]</sup>. E-sellers spend huge costs and effort to improve UGC because it can be a convenient and persuasive alternative for marketing and advertising purposes.

### 2.3 Concepts of interactive communication on consumer behavior

Studying consumer behavior helps to understand customers' needs and map capabilities and trends that support efforts to understand individual markets better and subsequently develop marketing strategies (Lampropoulos: et al. 2019)<sup>[3]</sup>. At present, in an era when the development of new technologies is very active, with the emergence of new tools and forms of marketing communication, individual conditions have become interdisciplinary.

### 2.4 Concepts on niche circle on consumer behavior

Peer relationships and product advertisements, as predictors of the purchase behavior of smartphone users, are relatively new areas of knowledge that require attention from social sciences and management. Some scholars in the past tended to focus on these variables alone or in conjunction with other variables that investigators focused on in their studies

## 3. Understanding the Impact of Internet Celebrity Economy on College Students' Consumption Behavior in the Cosmetics Market

### 3.1 Internet celebrity economy

The main characteristics of the development of the Internet celebrity economy include capturing the wallets of female college students and the trend of attracting male college students. Dai (2019)<sup>[4]</sup> pointed out that the current Internet celebrity economy has not



yet formed an independent industry. It is a consumer economy based on content + social interaction, and Internet celebrities gather fans by producing content.

### **3.2 Influence of Internet celebrity economy on college students' consumption behavior in cosmetics**

Obtain the influence factors of the Internet celebrity economy on college students' online shopping behaviors. Li: et al. (2017) [5] studied the influence of the Internet celebrity economy on college students who are concerned about Internet celebrities from five consumption items related to clothing, cosmetics, friend communication, game consumption, and live broadcast. The influence of clothing and cosmetics consumption is even more significant. The impact of the Internet celebrity economy on college students' consumption cannot be underestimated.

## **4. The Conceptual Framework for the Research Study**

First The conceptual framework of this research is based on two essential theories: Abraham Maslow's Hierarchy of Needs and the Engel-Kollat-Blackwell (EKB) Model. China's Internet celebrity economy has three primary business models-fan rewards, social media advertising, and online retail (Wang; & Chen. 2016) [6]. Fan rewards, which are less used in business, are mainly aimed at network anchors and network writers, and they use their talents to create online performances or contexts to drive fans to reward them. Social media advertising is the primary channel for celebrities to earn income as brand influencers and spokespersons. In the online retail business model, e-commerce influencers such as fashionistas sell their own-brand products to potential buyers in their followers through Chinese C2C or B2C platforms such as Taobao.

Second In the cosmetic market, young consumers prefer to use media to search for what is best for their needs. Marketing could be important if price and quality are suitable to their expectations. Most of them will combine the concept of student consumption behavior into four essential elements: media image, marketing information, interactive communication, and niche circle for what they look for in cosmetic products.

## **5. The Countermeasures for the Impact of Internet Celebrity Economy on College Students' Consumption Behavior in Cosmetics Market Loyalty**

### **5.1 Internet celebrity economy**

Internet celebrity economy" refers to a marketing model whereby famous online celebrities are engaged to promote brands or products on social media, targeting their vast fan base and converting followers' clicks into sales.

### **5.2 Student consumption behavior**

Student consumption behavior is how an audience reacts to product marketing. Consumption or buying behavior is people's buying attitudes and intentions. The knowledge of specific products or services is often used in interpersonal communication.

### **5.3 Media image**

Media image refers to an image that people hold in their minds about what they are, their products, and their services. The media image of a company or product/service is the performance, media coverage, and its activities.

### **5.4 Precision marketing**

Precision marketing is a marketing technique that suggests successful marketing is to retain, cross-sell and upsell existing customers.

### **5.5 Interactive communication**

Interactive communication is an exchange of ideas where participants interact and affect, whether human, machine or art. It is a dynamic, two-way flow of information.

## **6. Conclusion**

With the continuous improvement of material living standards, college students have insufficient self-control, immature mentality, and strong vanity in a relatively free environment. They are easy to compare and show off, gradually forming a trend of comparison and consumption, and the concept of reasonable consumption is weak. The consumer psychology of college students is still immature, easily disturbed by the external environment, and emotional ups and downs are relatively large. According to the survey, college students are susceptible to emotional fluctuations to produce impulsive consumption behavior, which stimulates college students to spend on Internet celebrities. College students are overly pursuing fashion consumption when making Internet celebrity economic consumption. College students have weak willpower and cannot withstand temptation. They are easily attracted by the advertisements and publicity of Internet celebrities. They buy products they do not need or have not touched and explore some dangerous but fresh "tourist attractions" recommended by Internet celebrities.

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# The Diverse Expression of Beauty——Aesthetic Research in Art Design

Hang Ren

Nanchong Vocational and Technical College, Nanchong 637000, Sichuan China

**Abstract:** Art design is an emerging discipline between art and technology, which is a creative discipline. Art design follows art's pursuit of beauty for intuitive features such as appearance and form, and at the same time has corresponding requirements for the inherent suitability of function and technology. Based on many factors, the discipline of art design is a discipline with strict requirements for "beauty", or the aesthetic sense contained in good art design works will be diverse. Discuss the aesthetic embodiment in artistic design.

**Keywords:** Function; Technology; Form

Most of the inspiration for artistic design comes from daily life, and it continuously refines, processes and creates life. These works integrate the creator's imagination, and display the function, technology, and form elements accordingly, and have a more diverse expression of beauty. From the Art Nouveau movement to the modernist design movement, art design has gradually moved from the initial decoration to the multi-dimensional combination of technology, art and technology. And in the artistic design, the thinking of designers and artists will be integrated. Therefore, art design needs to perfectly combine material, function and spirit, and to solve the practical problems of human beings as the starting point, so as to realize the true value of a work.

Function, technology and form show different aesthetic expressions, but at the same time there is a certain dialectical relationship between the three.

## 1. Functional beauty is the core of all designs

The functionality of material should be the primary consideration in design activities. When the ancestors of primitive society began to polish a stone, we can basically think that this is the early design behavior of human beings. For a long time in China, people have regarded design as arts and crafts, so some people may wonder why there are so many finely crafted handicrafts in ancient China. Does this violate the original cognition of design? We do not rule out that there are Factors affected by the social environment, but we should understand that no matter how an inkstone is carved, its ultimate purpose must be for the convenience of grinding when writing. If an inkstone that cannot be ground appears, it will lose its original meaning, and those so-called The carving and characterization of the inkstone is a kind of meticulous craftsmanship and a symbol of the owner's identity, or it can be considered that because there is a high-quality inkstone, it needs to be carved more seriously to reflect its preciousness.

The functional beauty in modern advertising design has a more obvious manifestation. In people's purchasing thinking, the first thing that prompts consumers to buy desire is the functional beauty of advertising design. For example, the advertising planning in the auto show, whether it is the visual effect display or the technical effect experience, is to better highlight the various functions of the car, and the display of functional beauty can bring consumers an intuitive consumption experience. This is also an important basis for advertising designers to promote products. Beauty is defined by function. Only when the functionality of the product is delivered to the audience can a system of beauty be constructed. This is also the design basis of functional beauty.<sup>[1]</sup>

## 2. The beauty of technology is the driving force behind the design behavior

The progress of human society has been developed due to the innovation and breakthrough of technology again and again. In the history of human beings, there will always be a small change at a certain point in time, which will cause an unimaginable huge era. advent. An explosion when the ancestors of ancient China were making "Elixir" actually led to the invention of gunpowder, which promoted the development of the entire military; Gutenberg of Germany originally invented copper plate printing to make the Bible more People who understand, did not expect that because of the popularization of printing, more people's thinking will be opened, thus promoting the advent of the era of great voyages, and the whole world ushered in an unprecedented era; and the two industrial revolutions that followed were In a very small aspect, such an inconspicuous phenomenon was found, but people made use and development to make the whole society have a greater development.

The development of design is inseparable from the breakthrough of technology, and the innovation of technology comes from the breakthrough of every idea of human beings, and it comes from the gradual in-depth understanding and understanding of the

development of things.<sup>[2]</sup>

Technological beauty is often produced by continuous thinking in production and labor creation to meet people's basic needs for material and spirituality. This process contains a lot of technical and functional requirements. Strictly speaking, the concept of technological beauty is continuously derived from the industrial revolution. The design concept of technical beauty is not only to satisfy people's visual feelings and bring a strong visual impact, nor to only consider the use of science and technology to meet the development needs of modern technology. The main consideration of technical beauty is the practicality of decorations, and some elements of beauty and comfort are added on the basis of satisfying people's use requirements. Therefore, today's research on technological beauty not only has certain commercial value, but also brings people different spiritual feelings on the basis of meeting people's material life needs, so that people can develop in a better direction.

### **3. Form beauty is the carrier of all designs**

Design products are ultimately presented to the audience in a visual form. An excellent design form is often the form chosen by people that is most suitable for their own use, the form that best reflects the meaning of design, and will continue to be revised with the development of human society. Forms have updated requirements.

Form is the direct expression of function. In order to make it more convenient for the primitive people to cut things, the stone is constantly polished, and this polished form is the final form of the early axe. Later, a rod was added to the stone, which made it more convenient and comfortable to use. Later, people made the axe rod into a certain arc shape, and the axe body also made a certain curvature, which made such axe more suitable for human use. It cannot be said that the best form is necessarily the best function, but the best function must be reflected in the best form. The improvement made the form gradually become more humanized.

Form beauty is clearly reflected in contemporary advertising design. If the functional beauty in advertising design is for the purpose of making products publicized, then its form beauty is the way for products to be publicized. The expression methods of the two may be different, but their ultimate goal is to attract the attention of consumers, and the relationship between the two is complementary. The commodities we see in modern times are all "artistic" expressions relying on modern scientific and technological means. It combines products with excellent functionality and consistent aesthetics through today's production methods. Today's industrial products and commodities have a unique visual language, which is what sets them apart from similar commodities, and is also a prominent point that attracts consumers' attention. The beauty of form in the current modern advertising design mainly relies on the characteristics of point, line, surface, space, texture, etc. to express its inner beauty. At the same time, through different forms, different colors, different contrasts, different changes, etc. form a distinction between similar products.<sup>[3]</sup>

### **4. Discussion on the relationship between the dialectical unity of the three**

Functional beauty, technical beauty, and form beauty have their own characteristics, but they are interconnected and inseparable. The original motivation of design behavior is to create an object that can solve the current difficulties, or a kind of thinking and idea generated in the human mind needs to be generated through practical behavior. Therefore, in the process of designing behavior, people's awareness and understanding in their minds will continue to improve. This improvement promotes technological innovation, and technological improvement makes design more applicable. This application will eventually be implemented in a certain final form. In terms of specific form, the formation of the form must not simply be regarded as an intuitive performance. It must carry functional and technical factors behind it.

On the other hand, there is a complementary and parallel relationship between them. The development of functions requires the advancement of technology as a support. The development of technology cannot be separated from the requirements of functions. The changes in the form will be adjusted with the development of the technology. The form of market requirements will promote the technology to become more mature and diversified, and the extension of the final function. It will make the form appear as perfect as possible. This progressive and parallel relationship allows the design to develop from more angles, and it also makes the design no longer just stop at the study of the shape.

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### **About the Author:**

Hang Ren (1992.08-), male, Han nationality, from Lanzhou, Gansu Province, master student, lecturer, research direction: art design.

# Network Security Protection in Computer Application

Quan Liu

Information Network Center, China University of Geosciences (Beijing), Beijing 100083, China

**Abstract:** In today's information age, people rely more and more on computer networks. But the network security of computers is still likely to expose users' personal information, which is likely to cause economic losses, and even affect corporate and national development. Therefore, with the development of The Times, it becomes more and more important to take network security measures combined with the actual situation of computer application. Computer technicians should strengthen the analysis of computer network security problems, help people to solve the problem of data and personal information leakage in the network environment, and formulate perfect solutions according to the specific situation. This article discusses the network security protection in computer application.

**Keywords:** Computer Application; Network Security; Protection

## Introduction

In the Internet era, people's life, work and research are always conducted on the Internet, and network security has become the focus of social attention. Computer network security not only affects people's lives, but also has a certain impact on the development of enterprises. In complex network environments, network security problems are constantly changing, and network security includes internal and external factors. Some network security problems are caused by improper user operation, to improve the users' intention of network security. Secondly, the network security technology is constantly updated and improved, to formulate the corresponding adjustment plan according to the actual situation, improve the existing network system, pay attention to the computer network security problems, and strictly implement the relevant preventive measures.

### 1. The characteristics of computer network security threat

In today's information age, the diversification of the network data has promoted the diversification of the network security problems, and has brought certain problems to the network security. This network threat exists to the openness of the computer network. Computer network security threat characteristics are: (1) infectivity and sudden. A computer is usually used to connect to the network, but during normal operations, such as opening a web page, the computer is leaked without warning. If there is no rapid reaction time, after the computer infects the virus, the entire LAN computer infects other computers. (2) Lurency and concealment. Nowadays, cybersecurity issues are not traditional attack patterns. If a computer is infected with a virus, the abnormality can usually not be detected immediately. Due to the diversity of the Internet, network operation supervision can not fully grasp the theft of information, encroachment on accounts, virus viruses and other situations. To realize the security of the network operation, we must strengthen the management and early warning.

### 2. Factors affecting the computer network security technology

In the era of the Internet and big data, the Internet has become an important part of production and life. Paperless office business has become the mainstream, and electronic products are being used more and more frequently. While enjoying the convenience brought by the Internet, users are often subjected to external attacks. First, phishing. Phishing refers to users disguised as a source bank or government agency to send spam to users to obtain relevant information. This network security problem is partly hidden, and it is difficult for users to accurately identify. The user did not know that the information leakage caused serious consequences. Second, hacking. With the rapid development of science and technology, hacking is the main factor causing the computer network security threat. Currently, hackers destroy computer network information in a variety of ways. As the computer network runs, the hacking attack is directed against infected computers. When the computer runs, hackers will steal and intercept network information, which will seriously affect user interests. Hackers undermine the integrity of user data through a series of means, preventing users from using computer systems or their own data as usual. Or when the user uses the computer, input the account number, password, personal information, data transmission, etc., there is a danger of information leakage. However, as computer users, they are unable to accurately identify dangerous information sources, which is a reflection of external attacks.<sup>[1]</sup>

### 3. Prevention method of computer network security technology

#### 3.1 Strengthen the level of security management of computer network users



Computer network security must first strengthen self-supervision; in addition, preventive work must be done at the system supervision level. In the process of computer application, clarifying individual rights and restricting the operation of relevant personnel can effectively prevent threats to network security. Relevant personnel must strengthen network supervision, check regularly, and use anti-virus software to clear files and data. Plus, almost every user has their own email account and online banking account. The user must pay attention to the complexity of the chosen password, when setting up the account, avoid the problem of the same password for the account, and must use numbers, characters, punctuation, capitalization, etc. to combine, instead of selecting numbers and characters individually, and changing the password within time. Otherwise, password leakage will lead to hackers stealing the user's entire account, which cannot ensure computer network security and user network information security. Finally, don't touch suspicious websites to prevent "phishing" from stealing information from websites. [2]

### **3.2 Improve the computer system and repair the loopholes**

The main management measure in the security management of computer network software is usually to improve the computer system and repair the vulnerabilities. Scientific identification and prevention of risk computer network access rights, to avoid the network security problems caused by non-compliance with the law operation. Therefore, to ensure the network security of computer applications, network administrators must adopt a network access verification program combining the real-name registration system, verification code, and image verification. In addition, in order to ensure the safety of the computer, the safety inspection of the hardware equipment must be strengthened. For example, in computer chip detection and design, the hardware can be protected by setting a key and using secure password verification methods to ensure the security of the hardware features. Meanwhile, some systems need to be improved. For example, if information leakage, replication, or tampering occurs, the system can automatically exit the operation to ensure the user's information security. In addition, during the software development and design stage, designers must pay attention to software security detection, regular scanning, vulnerability discovery, and timely repair. In addition, user confidentiality must be noted when using the software. When logging in and using the software, specific authentication thresholds can be set to prevent others from logging into the software without copying and stealing user personal information without permission to maximize the security of the information of the computer.

### **3.3 Install a firewall to effectively prevent external attacks**

Viruses will be included in big data systems, through data mining to find anti-virus methods, to avoid illegal invasion, and to ensure the security of network information. Among the many network security problems, the enterprise computer network security has the biggest impact. For many enterprises, not only need to build databases, but also computer information security management systems are constantly improving. Only by strengthening the implementation of the management system can we continuously improve the understanding and ability of the computer network security. As the era of big data evolves, many computer users use firewall and security systems technologies to eliminate malware operations, minimizing malware and virus threats. The application of firewall technology plays a very important role in the public Internet environment, enterprise and network security. Firewall technology mainly separates internal data information and external data information to ensure the relatively high security factors of internal data information structure. Prevent the firewall on the computer network, you can find the computer network vulnerabilities within a certain period of time [3]

## **4. Concluding remarks**

In short, scientific and effective network security prevention is the basis of ensuring the safe operation of the computer network. A large number of investigations show that the root cause of many network security problems is that in the computer application process, users do not have enough network security defense ability, did not take the correct network security measures, and affect the operating status of the entire computer network. In addition, the lack of scientific and reasonable network security measures does not help in the normal operation of the computer network. People need to store, share, and send a lot of information through the network, and computer network security issues urgently need their attention. Therefore, it is very important for enterprises and individuals to protect the network security. We must analyze the network security technology in computer applications and study countermeasures to do a basic job for purifying the network environment.

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## **About the Author:**

Quan Liu (1965.12-), male, Han nationality, born in Shaoyang, Hunan, graduate degree, engineer, research direction: computer application technology/network security/network room construction.



# Research on the Implementation Strategies of Improving the Effect of English Teaching in Higher Vocational Colleges

Xuan Li

Yunnan Economic Trade and Foreign Affairs College, Kunming 650114, Yunnan China

**Abstract:** In the current stage of English classroom teaching in higher vocational colleges, there are still some deficiencies under the influence of traditional teaching concepts, and the students' English learning effect is not good. English classroom teaching in higher vocational colleges must carry out teaching reform, explore effective teaching strategies, and improve the quality and efficiency of English teaching. Teachers should stimulate students' interest in learning and promote students' efficient learning; teach students in accordance with their aptitude to improve the overall learning quality of students; pay attention to basic language teaching and improve students' English application ability.

**Keywords:** Higher Vocational English; Teaching Students According to Their Aptitude; Teaching Strategies

Influenced by traditional teaching concepts, English classroom teaching in higher vocational colleges still has some shortcomings, which lead to poor results for students to learn English. Therefore, higher vocational English classroom teaching must carry out teaching reform. Higher vocational English teachers should formulate practical and effective strategies according to the existing problems in teaching, combined with the requirements of teaching reform, pay attention to cultivating students' comprehensive English ability, and improve the overall quality and efficiency of higher vocational English teaching.

## 1. The current situation of English teaching in higher vocational colleges

### 1.1 Students' awareness of English learning is weak

Students in higher vocational colleges have relatively weak English foundation and do not realize the importance of learning English knowledge. Due to their poor English foundation and weak learning initiative, vocational students do not develop good study habits and lack scientific and effective study methods. The learning effect is not good, the English level is not high, not only the vocabulary mastered is small, the knowledge of pronunciation and grammar is not firmly grasped, but also the listening and speaking ability and writing ability are not high.

### 1.2 Lack of innovation in English teaching mode

In the process of English teaching in higher vocational colleges, in order to improve the overall quality of teaching, teachers need to focus on innovative English teaching models from an innovative perspective. In the actual higher vocational English teaching process, the teaching mode adopted by teachers is relatively old and simple, the teaching method is rigid, and the communication and interaction between teachers and students is very limited. The quality of English teaching is not high.

## 2. Implementation strategies to improve the effect of English teaching in higher vocational colleges

### 2.1 Stimulate students' interest in English learning

In higher vocational English teaching, in order to improve the quality of teaching, it is necessary to stimulate students' interest in learning, so that students are full of interest in learning English, so as to truly promote students' efficient learning. If students are in a passive learning state, it is difficult to improve the quality and efficiency of learning. Only when teachers stimulate students' interest in learning and drive students to learn actively can they improve students' learning effect and help achieve the established teaching goals. Therefore, it is very important to stimulate students' interest in learning. In the process of English teaching, teachers can appropriately use teaching methods such as heuristic method or guessing grammar to create a pleasant classroom atmosphere, bring fun to students' English learning, and enable students to actively participate in English learning. In this way, students can learn efficiently, promote students' sustainable learning, and then improve students' learning effect and efficiency.<sup>[1]</sup>

### 2.2 Targeted English teaching according to aptitude

In the process of English learning in higher vocational colleges, there are differences in students' interests, hobbies, personality characteristics and learning abilities. Therefore, teachers cannot adopt a unified teaching method in classroom teaching, but adopt different teaching methods in combination with different student groups. According to the principle of teaching students in accordance

with their aptitude, students are taught in layers, which helps to improve the overall quality and level of English teaching. Especially in higher vocational students, the learning quality is uneven, and the English level varies greatly. Teachers should explore teaching methods that meet the characteristics of students based on the actual situation of students. Teachers can adopt a layered teaching method to carry out English teaching, and use different teaching methods for students at different levels, so that all students can improve on the original basis. In specific teaching, teachers should combine different teaching contents, formulate different teaching goals, and adopt different teaching methods to improve the quality of English teaching as a whole.

For example, in English vocabulary teaching, in order to improve the overall teaching quality and help students clear the obstacles to reading texts, teachers should focus on vocabulary teaching before reading teaching, so that students at different levels can learn according to different requirements. If students with poor learning ability have problems with inaccurate pronunciation and insufficient understanding of words and phrases, teachers should require them to pronounce correctly, understand the meaning of words and phrases, and learn their application in the text. And vocational students should not only be able to pronounce correctly and understand its meaning, but also be able to use it to make sentences. In order to help students control strong learning ability and good English grades, teachers should not only require them to be in accordance with the standards of middle-level students, but also require them to be able to list related synonyms and understand their similarities and differences. This tiered teaching method based on individual aptitude can improve students' learning ability as a whole and improve the quality of English teaching. For another example, in the teaching of English texts, teachers can also put forward different learning requirements for students at different levels, so as to promote students' understanding of the text structure and improve students' English reading ability as a whole. For students below average, teachers should require that they be able to find sentences in the text that summarize the content of each section. For secondary students, teachers should ask them to be able to use their own language to summarize the content of each section. For top students, teachers should require them to be able to summarize the content of the text and the main ideas in English. It can be seen that teachers use the layered teaching method to carry out English teaching, which can enable all students to learn something, help to improve students' comprehensive English ability, and improve the quality of English teaching as a whole.<sup>[2]</sup>

### **2.3 Improve the English application ability of vocational students**

Vocational English teaching is mainly to cultivate students' English practical ability, so that students can practice English in the future when they enter the society and work. In order to achieve this goal, teachers should pay attention to the main role of students in teaching, and adopt corresponding teaching strategies in combination with students' majors, learning needs and actual learning conditions. For example, when describing the related content of "Global warming", teachers should consider students' learning goals in teaching design, and put the cultivation of students' English language application ability in an important position. In the process of basic English language teaching, teachers should combine teaching content with students' majors, and attach importance to cultivating students' English practical application ability. Only in this way can students give full play to their English ability in future employment and development, allow students to broaden their horizons in professional fields through English, and promote students to learn professional knowledge more deeply, so as to cultivate students into compound professionals.<sup>[3]</sup>

## **3. Conclusion**

To sum up, the reform of English teaching in higher vocational colleges should aim at the problems existing in teaching, combine with the requirements of teaching reform, formulate practical and effective strategies, and improve the overall quality and efficiency of English teaching in higher vocational education. In the process of English classroom teaching in higher vocational colleges, teachers should combine the actual learning situation of students, adopt scientific and effective teaching strategies and methods, and promote the overall improvement of English teaching quality and efficiency. Teachers should stimulate students' interest in learning and promote students' efficient learning; teach students in accordance with their aptitude to improve the overall learning quality of students; pay attention to basic language teaching and improve students' English application ability.

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## **About the Author:**

Name: Xuan Li (1987-), female, Han nationality, native of Kunming, Yunnan, undergraduate, full-time teacher of Yunnan Vocational College of Economics and Trade, research direction: British and American literature, English education.

# Analysis on Teaching Problems and Countermeasures of Ideological and Political Theory Courses in Higher Vocational Colleges from the Perspective of “Question Chain”

Yujiao Guo

Shandong Industrial Vocational College, Zibo 256414, Shandong China

**Abstract:** Higher vocational colleges aim at cultivating practical and technical talents. As the ideological and political courses based on theory, they face the problem of preparing for marginalization, and the teaching effect is difficult to guarantee. The question chain teaching mode is to design the teaching content into a series of questions to inspire students to think and learn, which can effectively make up for the problems existing in traditional course teaching. Based on this, this paper analyzes the teaching problems of ideological and political theory courses in higher vocational colleges, and puts forward the teaching countermeasures of ideological and political theory courses in higher vocational colleges from the perspective of question chain for reference.

**Keywords:** Question chain; Higher vocational colleges; Ideological and political theory courses; Teaching problems; Countermeasures

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## Preface

Ideological and political theory course is the main way to carry out ideological and political education for students in higher vocational colleges. But in higher vocational ideological and political education theory course teaching, it is influenced by many factors. There are still some problems to be solved, affecting the quality of ideological and political teaching. Therefore, in the new era, it is very urgent to actively explore and analyze the problems existing in ideological and political theory teaching and adopt effective measures to solve them.

## 1. The importance of question chain teaching method in the teaching of ideological and political theory courses in higher vocational colleges

Question chain teaching method is derived from the theory of “question teaching”, which is a teaching activity in which teachers set the teaching content as various questions and let students think and answer. Through classroom teaching, students can learn knowledge and understand the process, way and means of acquiring knowledge, so as to improve students’ awareness of problems and activate their thinking.

The question chain teaching method attaches importance to the subject status of students’ learning, encourages teachers to combine students’ actual needs in teaching and set up question situations from the familiar life scenes of students, so as to realize the effective integration of life and learning situations; By dividing the teaching content into specific questions, a progressive question chain is formed to strengthen the connection between knowledge points, which is helpful for students to establish knowledge map and have a more comprehensive understanding of the theories they have learned. The application of question chain teaching method is conducive to improving and cultivating students’ abilities in all aspects, and is more conducive to the construction of a good learning atmosphere, promoting communication and interaction between teachers and students and students themselves, and promoting students to learn knowledge more actively.<sup>[1]</sup>

## 2. Teaching problems of ideological and political theory courses in higher vocational colleges

Firstly, students’ interest in learning is not high. According to the relevant investigation, there are many problems of students’ truancy and absenteeism in the course of ideological and political theory, which indicates that students are not interested in the course of ideological and political theory. The discipline of new students who just entered the colleges is very strong, and they are seldom absent in class, but after a period of time, many students skip classes directly, especially for the course of ideological and political theory which is boring. They play mobile phone or whisper in class, without discipline, which forces ideological and political courses

into the leisure courses.

Secondly, teachers' teaching methods are unitary. Nowadays, most higher vocational colleges adopt the form of teaching large classes in ideological and political theory courses, with a large number of students, which has a relatively high control ability for teachers in class. However, actually, some teachers of ideological and political theory course in higher vocational colleges have insufficient understanding of ideological and political course, with low enthusiasm in class and no strict requirements on class discipline. They just copy the contents from books to students. There are also some teachers whose ideological and political theories are not firmly based, and their theoretical explanations are too general and abstract in classroom teaching, which makes it difficult for students to understand. In addition, in the teaching of ideological and political theory, there is little interaction between teachers and students, and teachers blindly ignore students' autonomy and creativity in learning, which further weakens students' enthusiasm in learning. Although sometimes some teachers ask students to answer several questions, the pertinence of the questions is not strong, and students' answers lack in-depth thinking, resulting in low classroom teaching efficiency.

### **3. Teaching countermeasures of ideological and political theory courses in higher vocational colleges from the perspective of "question chain"**

#### **3.1 Cleverly set questions, design high quality problems**

Teachers should put forward high quality questions according to the curriculum content and students' actual life, which is the premise of the successful implementation of the chain teaching model of questions. High quality questions should have the following characteristics: First, the difficulty should be moderate. High quality questions are not the more difficult the better, but to moderate difficulty, to adapt to the cognitive law of students. If the question is too difficult, students rack their brains and cannot get the answer; The questions are too simple to inspire students' thinking and arouse their desire to explore the questions. Second, high quality questions should be contradictory. Teachers carefully set up questions with deep thinking suspense, interlocking, layer upon layer in-depth, so that students understand the contradictions and conflicts of existing knowledge, from simple to complex, and gradually guide students to think and explore. For example, when the content of "Deng Xiaoping's theory of the nature of socialism" is narrated, the teacher can use multimedia to show the report "India is also a socialist country" and ask the students: talk about how to judge whether a country is a socialist country. The teacher further explains that the question is about "what is socialism, how to build socialism" this basic theoretical question and let the students to analyze. In this process, some students may misjudge that India belongs to the socialist country. At this time, the teacher should continue to ask questions and let the students think: socialist essence system characteristics are equal to the socialist essence? Obviously, the two are not the same. Under this condition, teachers can reveal the differences between the socialist essence theory and the traditional socialist view by comparison. In this way, students can have a comprehensive knowledge and understanding of Deng Xiaoping's theory of the essence of socialism.<sup>[2]</sup>

#### **3.2 Expand sublimation, guarantee course teaching effect**

In the teaching of ideological and political theory in higher vocational colleges from the perspective of question chain, after solving the questions, the teaching should still return to the curriculum purpose, and the teacher should expand and sublimate the results after the interaction of questions, and systematically describe the teaching content related to this series of questions. Systematic knowledge presentation is still a very important part of the whole curriculum system. By summarizing and expanding knowledge, teachers can make students produce new cognitive structures. For example, when the teacher finished teaching "Deng Xiaoping's theory of the nature of socialism" this content, can ask the students: at present, the state advocated "mass entrepreneurship, mass innovation", support college students innovation and entrepreneurship, and Deng Xiaoping's theory of the nature of socialism put forward "eliminate exploitation" is not contradictory? Through this problem, the sublimated knowledge can be expanded and summarized to consolidate the knowledge learned by students and ensure the teaching effect of the course.<sup>[3]</sup>

### **4. In conclusion**

In short, the ideological and political theory course in higher vocational teaching involves a lot of content, which is a complex system of teaching tasks. Teaching scheme should be determined from the actual situation of higher vocational colleges. It is necessary to scientifically apply question chain teaching method, improve the ideological and political theory courses teaching effect and value of interdisciplinary talents to produce more high-quality level.

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### **About the author:**

Yujiao Guo(1992.01-) female, Han nationality, native of Zibo, Shandong, Master Degree Candidate, teaching assistant, research direction: ideological and political education.



# Application Mode of Information Technology in the Teaching of Music Elective Course in Colleges and Universities

Hua Yan

School of Art, Zhejiang Yuexiu University, Shaoxing 312000, Zhejiang China

**Abstract:** In recent years, China's science and information technology has developed by leaps and bounds, and the multimedia modern information technology should be more and more extensive in all walks of life. China's higher education is taking the lead, taking the lead in the skilled use of information technology in various teaching fields. It has greatly improved the teaching effect. Nowadays, the elective courses in colleges and universities have also attracted the attention of teachers and students, showing the characteristics of a variety of wide range, wide range and high attention. Music elective courses offered by universities are increasingly popular and popular among non-music students. The aesthetic education effect of music courses is the root cause of attracting students to choose courses. However, with the effective integration of modern information technology into music classroom teaching, the classroom charm of music elective courses is more highlighted, and the new space of college music teaching is continuously expanded. This paper mainly analyzes the advantages of the information technology, and combines the university music teaching practice, and discusses how to effectively use the information technology and maximize the educational role of the university music elective courses.

**Keywords:** Information technology; University; Music elective courses; Teaching; Application

## Introduction

China's higher education has developed for decades and made continuous progress in curriculum and teaching methods. In many colleges and universities today, more attention is paid to the cultivation of students' aesthetic education quality, and art courses in colleges and universities are also quietly emerging in non-art professional colleges and universities, gradually developing, and are deeply sought after by students. In order to highlight the unique charm of the art curriculum itself, it is conducive to more information technology elements in the music elective courses, make the music classroom three-dimensional and vivid, and enhance the appeal of the music classroom. The diversified application of modern information technology is needed for the development of The Times and is inevitable to adapt to the development of education.

### 1. Role of information technology in music teaching

#### 1.1 Help for information technology and create a musical atmosphere

The university music elective course itself is designed for non-music college students who love music and art. Students hope to improve their music appreciation ability through such classes, understand the basic knowledge of music in a 45-minute class, and how comfortable it is to walk into the music world. If teachers in music elective courses, such as "music appreciation" before class, for multimedia teaching equipment play soothing sweet music, when the students into the classroom, will immediately feel the music, the classroom will haunt music elements, music atmosphere formation, class conducive to video interaction, students' interest in music learning will be stimulated. Instead the atmosphere of learning music will promote students to lead learning.

#### 1.2 Enrich the music vision and enhance the musical experience

Music is the art of emotional expression and release, effective information technology in teaching, such as college music class in related music video and audio, can let students fully feel the music emotional release and impact, through extensive appreciation of music video, listen to different styles of music, feel music charm, expand the students' music vision, under the use of multimedia information technology, rich course content, expand music cognition, better improve the students' music feeling.

#### 1.3 Make music appreciation vivid and enhance college students' interest in learning

"Music Appreciation" is an elective music course offered by many universities. The general establishment of music appreciation courses is the result of students' domestic demand. Through students' learning method of appreciating music in class, it is conducive to multimedia technology to learn the composer's creation background and music style, make three-dimensional appreciation, and expand the knowledge of music theory and background creation. It helps to enhance students' interest in music learning.

## 2. Application of Information technology in music teaching

At the beginning of the 21st century, the Ministry of Education issued the notice of the National Public Art Curriculum Guidance



Program for Ordinary Institutions of Higher Learning, which clearly pointed out that the art of Music Appreciation can be regarded as one of the art elective courses for college students. The promotion of art courses in colleges and universities is beneficial to the physical and mental development of college students and the development of aesthetic education. Music elective courses of colleges and universities have been valued by the Ministry of Education, which is the inevitable trend of the development of The Times and education. In order to improve the teaching effect of music courses and enhance the participation of college students, the full use of modern information technology in the traditional teaching methods is like the icing on the cake, which is very beneficial to the development of music courses. So, as a college music teacher, how to control the information technology in the music classroom, and facilitate the teaching method of information technology to enrich the music classroom? It is worth thinking about by college music educators.<sup>[1]</sup>

## **2.1 The proportion of correct application of cognitive information technology in teaching**

As a college teacher, it is not surprising that there is the idea of “bringing in”, and the classroom teaching itself has diversity and versatility. In order to enrich the classroom content, attract students, and is conducive to various teaching means and methods, it is normal to create a diversified classroom. However, if the music classroom blindly relies on information technology, lacks the wisdom guidance and classroom charm of the application of teachers, then the classroom will be one-sided, blindly show off its skills, and use all kinds of information means. The students see and listen, but what is the final harvest? So college teachers in the elective music class, to properly use modern information technology, to moderate, in the teaching design link, to consider the proportion of each link, if “music appreciation” class, the whole class in let students appreciate, the teacher does not guide, do not explain, does not cause students thinking and perception, the use of information technology is no success.

## **2.2 Application of information technology in classroom music appreciation and teaching**

Music appreciation is one of the artistic aesthetic abilities that college students should have. Through the overall perception of music, through the experience of hearing, thinking, emotion, coupled with their own inner feelings, students integrate music into their own inner world, and cultivate their self-aesthetic taste. At present, the music appreciation class in Chinese universities is roughly divided into several categories, such as: classical music appreciation, pop music, national music appreciation. Different music appreciation classes will involve different nationalities, different styles, different schools and different levels. Teachers should not ignore the value behind the music when guiding students to appreciate it. For example, teachers, by playing the creation stories, life experience, personality characteristics and other materials of music creators, guide students how to understand the climax and low parts of the music repertoire, and guide students to inject self-emotions into the appreciation, so as to produce a sense of identity of self-experience. The part of teachers ‘display through modern information technology can only be used as teaching AIDS to help students better understand the rich emotions expressed in music. The purpose of appreciating music is to improve students’ aesthetic view and establish a correct view of value.

## **2.3 Application of information technology in music practice teaching**

As a music course in higher vocational colleges, the information technology is more extensive and diversified. If teachers on the piano course, can be in the piano classroom for information technology, efficient student accuracy, such as installing teaching cameras in the classroom, the teacher above the piano, the teacher play the piano finger projection to the classroom platform multimedia projection screen, students while listening to the teacher finger, through projection screen, watch, learning, imitate the teacher’s piano finger, students in the process of learning instrumental music, information technology has played a considerable role. Besides, teachers can be conducive to teaching PPT, show the principle knowledge of piano pronunciation knowledge, display all kinds of piano pictures, and enhance students’ cognition of piano instruments.<sup>[2]</sup>

During the COVID-19 period, teachers can also facilitate information technology, distance teaching, teaching students at home and practical piano exercises at home. If the student can not lift the piano at home, it can help simulate the piano to play the keyboard and complete the practice. After completing the actual piano exercises at home, students can send the practice video to the teacher, or directly to the teacher through WeChat video and QQ video. Therefore, information technology plays a more powerful role in music practice teaching.

## **3. Conclusion**

In a word, at present, information technology has been widely used in the field of music courses in universities. The ingenious use of information technology is the power of college music teaching, not the leading one. As music teachers in colleges and universities, they should take the goal of improving students’ music quality education, and carry out high-quality music teaching courses for non-art students. Students should learn music, perceive music through elective courses, improve their aesthetic ability and promote mental development. It has played a good positive role in improving the comprehensive quality of college students and relieving the tense study and employment pressure in universities. Information technology in the use of music teaching in colleges and universities, still need to develop and deepen, the information technology this “magic weapon” for good, maximize the charm of university music class, through the power of science and technology, play the students ‘initiative, stimulate students’ love for music, let more Chinese students because of contact with music cognitive self, development. Enrich the inner spiritual world of college students with music.

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# The Legal Protection of Creditors' Interests in the Merger of Companies

Yanping Sun

School of Law, Anhui University of Finance and Economics, Bengbu 233000, Anhui, China

**Abstract:** With the all-round development of socialist market economy, enterprises change more frequently in order to pursue the maximization of interests. The legal protection of creditor's interests in enterprise merger is a problem that we must pay attention to and solve.

**Keywords:** Company Merger; Creditors' Interests; Legal Protection; Right to Know; Right of Dissent

## 1. Domestic and foreign comparisons of the protection of the interests of creditors in a corporate merger

### 1.1 The relevant provisions of China's Company Law

#### (1) The rights of creditors in the merger of companies

China's Company Law also makes relevant provisions on the rights enjoyed by creditors in the merger, which can be roughly summarized into the following articles:

##### a. Notification

According to the provisions of China's Company Law, the parties involved in the merger have the obligation to inform their creditors of the merger.

##### b. Request for liquidation or provision of guarantees

That is, creditors who have objections to the merger after receiving the notice of merger may request their company to pay off or provide security within the statutory time limit from the time of receipt of the notice.

##### c. Right to claim damages

This is a firewall for the company's creditors to protect their legitimate rights and interests from infringement.

#### (2) Legal consequences of the company's failure to perform the creditor protection procedure

Article 205 of China's 2005 Company Law stipulates that if a merged company fails to perform its relevant obligations, the registration authority shall request it to supervise its rectification and make a certain amount of fines within the statutory scope<sup>[1]</sup>. This rule appears to be somewhat mandatory for a company to perform its obligations, but it does not give any compensation to the infringed creditors. First of all, the fine is handed over to the state and is not to compensate the creditors for losses; secondly, whether the merger is completed after the fine does not change the fact that the company has completed the merger, and the rights of the creditors are not guaranteed<sup>[2]</sup>.

### 1.2 International provisions on the protection of the interests of creditors of a company's merger

#### (1) Notification

##### a. Content

As far as the content of the right to know is concerned, many Western countries have made more specific provisions on the details that need to be informed, for example, the German company law stipulates in detail that the local courts of the parties involved in the merger need to announce the merger registration they handle to the public through a gazette, and the content of the announcement includes all the information of the merger registration. The level of detail that France has set out on this issue is also quite high, as are its provisions on consolidation information that need to be clarified to creditors<sup>[3]</sup>.

##### b. The time of notification

There are two main types of notification time, one is to notify before the merger is established, and the other is to notify after the merger takes effect. One is to inform the creditors of the company of the relevant circumstances of the imminent merger before the merger takes effect, which is one of the conditions for the company to become effective. This also means that the companies involved in the merger will not be able to proceed without fulfilling their obligation to notify their creditors in advance<sup>[4]</sup>. The legislation of most countries in the world is more recognized in this way, such as France, Italy, Japan and many other countries in China have adopted this

method of notification before the merger takes effect. The other is to notify the company after the merger takes effect, that is, the parties involved in the merger register and inform the relevant circumstances of the merger after the completion of the merger. Relatively few countries have adopted this approach, typically Germany.

(2) Legal consequences of the company's failure to perform the creditor protection procedure

In Germany, the time for notification of a merger to creditors is actually after the registration of the merger, i.e. after the creditor exercises its right to object is actually effective. It is for this reason that the company's failure to comply with the obligation to inform will not have any impact on the merger, which is of course valid at the time of the merger. However, if the creditor is not informed of the entire merger, the claim for damages may be deemed that the company extinguished by the merger still exists, and the creditor may still claim rights against the original company<sup>[5]</sup>.

In Italy, if the creditors of the company raise objections in the course of the merger, the merger is suspended, that is, the objection raised by the claim has the effect of suspending the company merger.

## **2. Reflection and Suggestions on the Protection of Creditors' Interests in the Merger of Chinese Companies**

### **2.1 Deficiencies and problems in the protection of creditors' interests in the merger of Chinese companies**

(1) The mandatory obligation to inform the company is not strong.

There is a lack of punitive provisions in our laws for companies that refuse to comply with their obligation to inform first. The company pays less for its failure to perform its obligations, which makes the interests of the company's creditors vulnerable.

(2) The provisions on the rights enjoyed by creditors are not detailed enough.

The content of the first company creditor's right to know is not clear enough; the conditions for the second company creditor to raise an objection are not stipulated, and the unconditional enjoyment of the right to object will lead to the abuse of rights, which is not in line with the principle of appropriate protection and ignores the efficiency of the company merger; the application of the third creditor's objection to the repayment of debts and the provision of security is not specified in detail, which is likely to cause confusion in practical operation.

(3) There is no clear remedy for creditors whose rights have been infringed.

It is not possible to determine what remedies a creditor may choose when a company infringes on the interests of creditors in a merger and does not provide for the civil liability that a company should bear if it breaches the creditor's interest protection procedure. This can lead to a lot of controversy when dealing with real-world cases.

### **2.2 Suggestions on the protection of creditors' interests in corporate mergers in China**

(1) Refine the content of the rights enjoyed by creditors in the merger.

Clarify that the creditors of the company have the right to understand the matters of the merger so that the creditors can fully understand the relevant contents of the merger; set the conditions for exercising the right of objection, that is, it can only be exercised if the interests of the creditor have been or will be infringed, so as to guide the creditors to exercise the right of objection correctly, taking into account the efficiency and fairness of the overall design of the company's merger; clarify the legal consequences arising from the establishment of the objection, improve the applicable provisions for the repayment of debts and the provision of security, and solve the problem of confusion in the use of practice.

(2) Establish a truly effective relief system for infringement of creditor rights

Clarify the civil and administrative liability corresponding to illegal acts such as the excessive pursuit of interests by the company and the harm to the interests of creditors; in the form of legislation or judicial interpretation, clarify the application of the corporate personality denial system and clarify the extent of harming the interests of creditors; and introduce foreign "deep stone principle" courts can rely on this principle to determine that the creditors' claims enjoyed by the parent company against the subsidiary are lagging behind other creditors when hearing the case of corporate bankruptcy or company merger of the subsidiary, so as to better protect the rights and interests of the creditors of the subsidiary.

(3) Combine China's actual situation to learn from the favorable experience of foreign countries

Apply the creditor meeting system to corporate consolidation. This can increase the links between creditors to better protect the interests of creditors<sup>[6]</sup>. For example, Japan's Commercial Code clarifies that with the permission of the court, the creditors of the company may convene a meeting of creditors. Subject of derivative litigation rights in some countries internationally also includes creditors, for example, Canadian legislation provides that creditors can bring lawsuits against the company, shareholders or senior management of the company according to their own injury.

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# The Influence of the Zhuang Nationality Buluotuo Culture on the Art of its Residential Architectures

Yingfei Sun

Geely College, Chengdu 641423, SiChuan, China

**Abstract:** As the largest minority nationality in China, Zhuang nationality has a long and splendid history and culture. In addition, in the course of historical development, the Zhuang nationality has created a variety of traditional and national cultures for China. Therefore, this paper mainly summarizes the Buluotuo culture of Zhuang nationality, and analyzes the influence of the Zhuang nationality Buluotuo culture on the art in residential architectures.

**Keywords:** The Buluotuo Culture of Zhuang nationality; Art in Residential Architectures; Impact Analysis

## Introduction

The Zhuang nationality is an indigenous ethnic group in south of the Five Ridges, whose ancestors belong to the ancient Baiyue ethnic group, such as “Xi ‘ou”, “Luoyue” and other tribes, which are the representatives of Baiyue. So, the Zhuang nationality is the witness of China’s 5000 years of historical development and a long ethnic group created in the long history from the perspective of historical development.<sup>[1]</sup> In addition, the Zhuang nationality has left a variety of unique stilt style architectures in their development, which are China’s traditional cultural heritage. Therefore, it is of great significance to study the Buluotuo culture of Zhuang nationality and art in residential architecture.

## 1. Overview of the Zhuang Nationality’s Buluotuo Culture

Buluotuo is the ancestor god of Zhuang nationality, so there is a saying in the folk that means “coming bird man” as the Zhuang nationality is the descendants of birds. In the Zhuang nationality legend, March 3 is the birthday of Buluotuo, the Zhuang nationality ancestor, as Buluotuo is the ancestor of the Zhuang people, who concentrate their wisdom, knowledge and spirit on the Buluotuo according to their own understanding of life, their own ideal and will to life, making it a national ancestor god that is cherished and worshiped by everyone. According to the Zhuang nationality creation Classic Poem Buluotuo Classic Poem, Buluotuo is the Zhuang nationality’s ancestor, an omniscient and omnipotent god of creation, where the poem describes the journey of heaven, earth, sun and moon, the origin of human beings and the life of our ancestors, which is the Zhuang nationality of ancient “encyclopedia”. At the meantime, it also describes the Zhuang nationality of ancient architectural forms and cultural characteristics while Buluotuo culture has a deep influence on art in residential architecture of the Zhuang nationality.

## 2. The Influence of the Zhuang Nationality Buluotuo Culture on the Art of its Residential Architecture

### 2.1 The Influence of the Zhuang Nationality Buluotuo Legend on the Art of Ancient Residential Architecture

Buluotuo is the founder of the Zhuang nationality, who is inherited in the form of culture among the people. As Buluotuo is the transliteration name of the Zhuang language, in which “Bu” is the consciousness of a respected old man, “Luo” means knowing in Zhuang, and “Tuo” means creative in Zhuang. And the combination of these three characters means “an all-knowing, respected and creative old man”. In addition, Buluotuo is a god with personal consciousness, infinite power, and intelligence that far exceeds that of humans.<sup>[2]</sup> In the ancient Zhuang nationality of people’s ideas, Buluotuo can create the world, all things in the world, establish social order, clarify ethical relations and so on. There is a fairy tale in the Buluotuo Classic Poem: “The birds have their own nests and the bees have their own hives, but the Zhuang nationality people do not have their own houses. Later, a wise old man built a wooden tripod, put horizontal bars on it and covered it with branches, leaves and thatch to form a hut...” Therefore, the complete form and rich connotation of Buluotuo culture have exerted a lasting influence on the Zhuang nationality people in ancient times.

### 2.2 The Influence of the Zhuang Nationality Buluotuo Culture “Na Culture” on Residential Architecture

The Zhuang nationality people mainly make a living by growing rice, thus producing the farming culture of Zhuang nationality. And the “Na” in Na culture of Zhuang nationality Buluotuo culture means paddy field in Zhuang language. In the study of Buluotuo culture, some researchers point out the “Na Culture” in the culture which is named after “Na” in zhuhai drainage area in south China



according to the distribution of place names, and also in Xijiang drainage area in Guangxi and Southeast Asia, etc.<sup>[3]</sup> And in the ancient myths of Zhuang nationality, Buluotuo and rice also have a deep origin and close relationship. The Buluotuo Classic Poem mentions that grain seeds were created by Buluotuo and taught people the skills of planting, describing how rice was invented and how it was grown and cultivated, presenting a vivid scene of early farming for people.

In Zhuang language, the field is called “Na” and the house is called “Lan”, while the field is closely related to people’s lives in real life, so the position of the field is particularly important, that is, the position of “Na”. Zhuang people depend on “Na” for living and food. Therefore, the dwellings of Zhuang people are bound to be influenced by “Na”. The dwellings are built near paddy fields, and each dwelling is surrounded by a fire pond and a sun terrace which also reflect that the residential buildings of Zhuang people are carried out by agricultural production.<sup>[4]</sup> On the eve of the Spring Festival each year, in the Zhuang nationality region of Guilin, local residents have the custom of “Chenian”. Each family will pack a larger Zongzi called “Mu Zongzi” and several smaller ones called “Zi Zongzi” and put them on the table for ancestor worship. Until years later, the fifteenth day of the new year, waiting for the ancestor worship before withdrawing, on this day, the family reunite together to open the “Mu Zongzi” by distribution according to the pecking order, everyone eats dumplings, combining the complete eating “Mu Zongzi” of customs, which is also derived under the Buluotuo culture, affected by “the culture” where we can obviously see the profound influence of the Zhuang nationality Buluotuo culture on residential architectures.

### **2.3 The Influence of Buluotuo Culture on the Building of Pit Dwelling and Stilt Style Architectures**

Stilt style architectures are the traditional residential buildings of the Zhuang nationality. In Guangxi, where there are high mountains and dangerous waters, and the climate is hot, humid and rainy. The stilt style buildings at the bottom can meet various living requirements, such as moisture-proof, anti-animal, anti-burglar and ventilation at the same time. Up to now, the relatively intact stilt style architectures should be Guangxi Longji Thirteen villages. Generally, the overall structure of stilt style architectures has three floors. In of Buluotuo legends, there is a building legend, the wise old man guide people out of the cave, set up the tripod by wood, laid branches and thatch so that people gradually in this way, change the cave life, gradually live to the plain, which is a simple nest building form, is also the foundation of stilt style architectures. After that, the Zhuang nationality people gradually learned to use wood to make pillars and build houses on them. Under the pillars, they laid about one meter of bluestone as the foundation to prevent the damp ground from corroding the wooden pillars and affecting the stability of the houses.

### **2.4 The influence of Zhuang Nationality Buluotuo Culture on Art Form in Residential Architectures**

The Zhuang nationality’s residential architecture art form has a distinct feature, that is, sculpture and roof ridge art decoration, there is no geometric shape of the kind of space dull sense, has some aesthetic meaning. The art decoration of the roof is mostly in the shape of horns and gourds, which are all elements of agricultural life extracted from “Na Culture”. For a house, the ridge is in the highest, the most prominent position, so people often put the most exquisite ornaments on the ridge, consigning the good wishes of house host, also adding a kind of line beauty for the house. In the legend of Buluotuo, Buluotuo sent a nine-tailed dog to heaven to steal grain for the common people. When the nine-tailed dog sees the grain pile, he rolls on it. Driven by people in heaven, the nine-tailed dog drops grains of rice for common people in the process of escape. Therefore, stone dogs, as decorations, have been spread to the present, becoming a spiritual symbol and art form of the Zhuang nationality of people’s architectures.

## **3. Conclusion**

In conclusion, Buluotuo culture is the crystallization of the Zhuang nationality’s ancient people’s wisdom, which not only expresses people’s good intentions but also has a profound influence on the Zhuang nationality’s residential architecture today. The formation and development of the Zhuang nationality’s residential architectural art are inseparable from Buluotuo culture, under its influence, has given the Zhuang nationality its unique national cultural nature and connotation.

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# The Interpretation of Chinese Traditional Aesthetics in Art Appreciation Class

Qi Liu

Northwest Normal University Academy of Fine Arts, Lanzhou, 733300 Gansu, China

**Abstract:** The main value of art appreciation class allows students to feel, imagine, analyze and experience art works as a whole through their own vision and ideological culture, and use appreciation and observation to help students deeply understand art works and effectively improve students' aesthetic ability and appreciation level. At the same time, the educational significance of the art appreciation course greatly improves the art appreciation level of college students, guides students to have a strong interest in art works, and enhances students' comprehensive comprehensive quality and aesthetic appreciation ability. Therefore, this paper combines traditional Chinese aesthetics to enhance students' ability to appreciate Chinese paintings as a teaching method, comprehensively interprets the meaning of art appreciation class, and reflects the traditional aesthetic culture thought of art appreciation teaching in colleges of fine arts as a whole, focusing on cultivating art students' aesthetic ability and concept, improve students' art appreciation level.

**Keywords:** Traditional Chinese Aesthetics; Art Appreciation Class; Interpretation

## 1. The Significance of Chinese Traditional Aesthetics Applied Art Appreciation Course

### 1.1 Introducing Chinese art and fine arts elements

With the continuous promotion and application of modern art elements, the universality is fully reflected. In order to improve this phenomenon from practice, traditional aesthetic teaching methods can be used on a large scale to promote the art appreciation course to be more literary, and to guide students to combine practice and knowledge theory. Regarding this teaching behavior, our country has begun to generate new opinions and views on the art appreciation class, appropriately combining traditional aesthetic culture, extracting enough rich and novel aesthetic value from it, and promoting the combination of traditional aesthetic viewpoints and new era aesthetic concepts, which is conducive to The field of art education ushered in new developments and changes<sup>[1]</sup>.

### 1.2 Expand students' knowledge of aesthetic culture and enhance aesthetic effect

According to this article, the modern society has always maintained the concept of internal and external education. Since my country is a multi-ethnic and cultural country with a long history, after thousands of years of intellectual and cultural reform and edification, it has left a rich and diverse cultural and historical heritage. Traditional aesthetics and aesthetics are an extremely important part of the cultural heritage of our country. They play a role in expanding the scope of academic appreciation for contemporary art, focusing on the knowledge of art appreciation courses, and promoting students to deeply appreciate Chinese painting works of art, and deeply feel the national traditional art. Cultural and historical heritage. At the same time, when students observe and describe Chinese painting works, they subconsciously show their own unique art appreciation style, actively cultivate students' art appreciation ideas, and lay a good foundation for the creation of art works in the future. In addition, the introduction of traditional Chinese aesthetics into the art appreciation course will help students to deeply understand the deep meaning and value of art works, so that students can have a new understanding of traditional art works. When students analyze traditional art works, they should do their homework for art appreciation in advance, use rich art terminology, plan the correct development trend, deeply understand and feel the inner emotions from Chinese paintings, and understand the feelings and ideas created by the author.

### 1.3 Cultivate students' professional ethics and comprehensive quality

From the ancient art creation period, my country has been asking for creative inspiration, so that the author's creative ideas and the expression content of the works can be integrated with each other, and they pay attention to their own pursuit of art works, so that traditional art pays special attention to the deep meaning of art's own expression. During the Wei, Jin, Southern and Northern Dynasties, the famous and outstanding painter Xie Hexiao proposed "Ming admonition, focus on ups and downs, loneliness for thousands of years, and pictures to learn from". This cultural expression thought requires art creators to take self-art pursuit as the key goal. Especially for students who are in the learning stage, they must first feel the self-professional ethics and literacy of the ancient creators from the works of art, deeply understand the ideas of traditional art creators, extract the most valuable knowledge and culture, and guide their own spirit. Culture and thinking have changed<sup>[2]</sup>.

## **2. The application strategy of traditional Chinese aesthetics in art appreciation class**

### **2.1 Cultivate the quality of traditional culture and formulate artistic aesthetic standards**

Chinese traditional aesthetics will design the unique artistic features and aesthetic effects of Chinese art, and fully demonstrate the excellent cultural spirit and national thinking of our country. These characteristics should be deeply understood and understood by current art students in our country, and achieve a good inheritance. With the gradual improvement of the field of education, many modern art colleges and universities have paid more attention to students' artistic creation inspiration and creative level in professional art education, strengthened the cultivation of students' art awareness and understanding ability, stimulated students' diversified artistic perception interest, and deeply explored students' artistic creation. Ability and unique style, cultivate outstanding artistic talents for the society. In the context of the development of the new era, foreign unique artistic styles, cultural spirits, and ideas have gradually entered Chinese aesthetic creation, and have been fully implemented in social, cultural, and educational related fields, fully demonstrating foreign aesthetic thinking in college art education, which can appear at any time. In the teaching content of art appreciation courses in colleges and universities in my country, it not only affects the development of traditional Chinese aesthetics education, but also does not realize the importance of traditional Chinese aesthetics education. Colleges and universities should actively use traditional Chinese aesthetics to improve students' learning of art appreciation ideas, and effectively reflect the spirit of students Cultural heritage, using the way of artistic experience to express people's pursuit of art, to obtain certain emotional adjustment.

At the same time, the application of traditional Chinese aesthetics promotes art education in colleges and universities to strengthen innovative ideas and enhance students' self-awareness of artistic innovation. Chinese traditional aesthetics focus on nature, which is directly related to the use of brush and ink and space, and reflects aesthetic value in artistic creation. Especially for landscape paintings, the author must focus on authenticity and practicality in the painting process, and the painter will Use their own understanding of thinking and ideas to depict the nature of landscapes, and show the effect of natural painting through powerful brush and ink, so that viewers can fully understand the characteristics of landscapes themselves. The main value of landscape painting lies in the integration of traditional aesthetic perception, balance, subjective and objective. According to the creative logic and ideas of the creator's thinking, it can focus on cultivating students' traditional aesthetic literacy in the art appreciation class. With the help of Chinese painting analysis and appreciation methods, guide students to fully Understand and experience the skills of using Chinese brushes and inks, which will help students effectively develop their creative ideas during painting and present novel art works.

### **2.2 Enrich the teaching content and enhance the appreciation of culture and aesthetics**

The application of traditional Chinese aesthetics to art appreciation courses is mainly for the purpose of in-depth understanding of the meaning of artistic beauty and in-depth analysis of the relationship between people and people and things. Although Chinese traditional culture does not cover this concept, it will reflect diversified aesthetic thinking in the field of art and build a comprehensive artistic aesthetic structure. The embodiment of painting aesthetics is mainly based on the creation of Chinese painting, which truly shows the characteristics of oriental aesthetics in my country and effectively reflects the characteristics of excellent artistic creation.

## **3. Summarize**

The inheritance and development of traditional Chinese aesthetics is a long-term feature. College fine arts can interpret traditional Chinese aesthetic concepts through art appreciation courses, so that students can understand and perceive the artistic charm of Chinese paintings, stimulate students' strong interest, and improve students' aesthetic ability and traditional culture. Spirit. At the same time, we should pay more attention to the comprehensiveness of traditional Chinese aesthetics, formulate teaching objectives for Chinese painting appreciation, improve teaching methods and teaching structure, continuously expand the scope of teaching, and deeply explore the teaching value of Chinese painting appreciation, which will help students fully master Chinese painting painting skills, brush and ink application methods, Space, etc., reflect the effect of combining Chinese and Western teaching.

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## **About the Author:**

Qi Liu(1995.7-),Female,Han nationality,Gansu Minqin,Postgraduate,Research direction: fine arts.

# Development Path for Art Design Education in Colleges and Universities under Internet+ Mode

Yingfei Sun

Geely College, Chengdu, Sichuan, China, 641423

**Abstract:** Electronic information technology welcomes its faster and faster development in our Internet era and they drive the reform and development of education to a certain extent. This paper mainly analyzes problems of art design education in colleges and universities and explores development path of art design education under Internet+ mode.

**Keywords:** Internet+; Art design education; Analysis of development paths

## Introduction

Art Design Education refers to the education used to cultivate professional talents with artistic design abilities for the development of society. Currently speaking, Art Design Education is an education mode which can conform to social development trend and integrate design, innovation and arts. Art designs focus on the design of environment, plane and products<sup>[1]</sup>. Art Design Education of colleges and universities should focus on improving students' artistic ability and creativity rather than their single abilities of arts and crafts. During the actual education process, teachers should not only improve students' practical design ability but also cultivate their artistic ability and innovative ability. Internet+ mode brings more opportunities and provides diversified education methods for the development of art design education in colleges and universities, which changes traditional education modes.

## 1. Problems Existing in Art Design Education of Colleges and Universities

In recent years, more and more people have paid high attention to art and design examinations. On the one hand, this shows that with the continuous improvement of people's living standards, people tend to pay attention to art and design and have higher requirements for them. However, there are still many problems existing in art design education in colleges and universities.

### 1.1 Art design education develops inconsistently with social development

After colleges and universities expand enrollment, some comprehensive universities, industrial colleges, normal colleges and other colleges gradually set up their art design majors. Besides, they have successively set up their art schools, design schools, animation schools, design schools and so on. Generally speaking, art design education in China evolved from traditional fine art education and art serves as the main foundation of education. However, educators in some colleges and universities do not pay high attention to the relationship between art design education and social development and they fail to connect art design with technology and society. As a result, art design education develops inconsistently with the society and students fail to apply what they have learned to social development. Some of them even ignored social demands<sup>[2]</sup>. In the actual teaching process, teaching links and teaching objectives of some colleges and universities are set without considering social and economic demands of artistic design. In the current stage, with the rapid development of art design education, some teachers hold that they can transform traditional art design education to modern art design education by adding some software design courses to art design education. However, the practical art design education focuses more on art and ignores the cultivation of design concepts and skills. In fact, as our society develops and people have constantly changing values, art design education does not have corresponding changes.

### 1.2 Theory teaching fails to catch up with practice teaching

At present, some creative art design education concepts in colleges and universities are not highlighted in actual teaching, making it hard for social, humanistic, economic and technical factors to be involved in design teaching. The major art design is strongly practical. Students majoring in environmental art design or plane design should improve their design ability and cultivate their aesthetic feeling in practice, should find problems in practice and learn to solve problems. When conducting art design education, many colleges and universities set less practice activities and their graduation designs are segmentary, which can not connect well with actual social demands. Besides, their theoretical teaching is disconnected with practice teaching<sup>[3]</sup>.

## 2. Development path for art design education in colleges and universities under Internet+ Mode

## 2.1 Promote coordinated development of the society

Under the Internet+ mode, colleges and universities should strictly grasp social development trends when carrying out art design education and should consider actual demands of relevant enterprises. They should have clear objective in setting the art design major so that they provide more services to the development of industrial technology and can apply the Internet+ concept to art design education according to changes of the times. Only in this way can they cultivate diversified professional technical talents and professional design talents and promote the development of economy<sup>[4]</sup>. In their practical teaching, they should also increase the input of information technology in the field of art design teaching, should make perfect the construction of teaching software and hardware facilities and create a good atmosphere for Internet+ education. At the same time, colleges and universities should build interactive platforms for enterprises, teachers and students, should break the traditional teaching mode by making full use of the real-time and convenient characteristics of the Internet and should break down teaching barriers between enterprises and schools so as to create good online conditions for design practice and to realize the coordinated development of art design education and the society.

## 2.2 Set more practical teaching

Under the Internet+ mode, colleges and universities should seize the opportunity to realize the reform of art design education. Besides, they should have more practical teaching, provide students with a variety of learning channels to make students less dependent on teachers. Besides, students should learn how to use Internet technology for independent learning and improve their practical abilities. Traditional practice teaching is done with the aid of virtual projects which lacks practicalness<sup>[5]</sup>. However, in this Internet+ era, students can find projects related to their teaching contents to finish practical learning. This can not only cultivate students' innovation ability and design ability, but also help them improve their Internet thinking skills so that they can adapt to changes of The Times and lay a good foundation for their future work.

## 3. Conclusions

In a word, Internet+ mode provides more opportunities for art design education in colleges and universities. In the reform and development, art design education should deeply rely on the Internet and give full play to the role of Internet+. In addition to using the Internet technology, relying on new media and other platforms to build a network teaching mode, we can also use the Internet live broadcast and other means to enrich the students' design thinking, strengthen the communication between students, teachers and designers, and improve the design level<sup>[6]</sup>. Only in this way can we improve the quality and effect of art design education and cultivate more professional talents for our society.

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# Current Situation and Improvement Strategy of English Listening Teaching in Higher Vocational Colleges

Wenjun Gu

Xian Institute of Translation , Shanxi 710105 , Xian , China

**Abstract:** Listening itself is a very important input skill, and students' basic English language ability affects their English learning effect. Even, students' hearing level will determine the quality and quantity of their language input to a certain extent, and can directly determine the level of students' language learning. However, at present, higher vocational students face more problems in English listening teaching, which requires teachers to have a comprehensive understanding of these problems, take measures to improve the status situation of listening teaching, do a good job in teaching organization, and help students improve their English learning level. Based on this, this article studies the current situation and improvement strategy of English listening teaching in higher vocational colleges for reference.

**Keywords:** Higher vocational English; The status of hearing teaching; Improvement strategy

## Foreword

A language subject of English composition is a language skill that students generally need to master. When learning language subjects, listening, speaking, reading, writing four aspects are more important ability. Hearing ability can help people to obtain language information and language feelings when identifying and understand others to speak, and further deepen people's understanding of information. In the process of English learning, listening is the most basic form. The importance of ranking English listening alone as different grades in the exam-oriented education system is obvious.<sup>[1]</sup>

## 1. The importance of higher vocational English listening teaching

English listening ability and oral language ability are two important components of English learning, which to a certain extent determines the students' mastery and application of English. From the perspective of exam-oriented education, English listening occupies a large score in the college entrance examination, which affects the overall performance of students, and even affects the future development of students. However, the problem of English listening difficulties exists in most students. Therefore, we should pay enough attention to improve the students' English listening level and oral language ability. Having a high level of hearing ability is a very important skill, which not only plays an important role in higher vocational English, but also in the future college English study or work. English listening, there are a lot of regular things and skills things, everything is traces to follow. In addition, improving the English listening ability can also help us to better enjoy some English songs and American TV dramas in our daily life, broaden our knowledge, broaden our vision, and is a way to enhance our communication with international countries<sup>[2]</sup>. The impact on our future development is also reflected in the ability to apply for overseas study and exchange. As an international language, English currently has a large number of people, which can help us communicate with foreign friends, promote us to improve our communication ability and contact more excellent culture. Doing a good job in English listening teaching will not only benefit in the present, but also have a certain impact on our future development.

## 2. Analysis of current English listening teaching in higher vocational colleges

### 2.1 Higher vocational students have relatively poor independent learning ability

Students' English listening ability to improve needs a lot of time and slow process, can not do overnight, must be step by step, higher vocational students in listening teaching also need to spend more time for listening practice, according to the need to make hearing learning plan and tasks, when choosing learning mode, also need to ensure its fitness, continuous accumulation, only in this way can from quantitative change to qualitative change, improve the students' English hearing is weak. However, now many higher vocational students think that the improvement of their English listening ability needs to be conducted through classroom teaching, and teachers need guidance. Students rarely take the initiative to actively participate in extracurricular independent learning, and rarely improve their listening level through extracurricular time. But the classroom time is very limited, short classroom teaching is difficult to help students comprehensively improve their English listening ability, in the long run, students can't see their progress, hearing performance improve slowly, in this case, students are easy to disappointed or impatient, and even make students learning English patience, interest, in the long run, students independent learning ability will have significantly reduced.



## 2.2 Listening teaching time is relatively limited

Effectively improving the English listening of higher vocational students is not achieved overnight, but to run through the whole higher vocational English teaching activities. In English listening teaching, teachers need systematic training and scientific guidance for higher vocational students. In the English textbooks of higher vocational colleges, each unit has some English listening materials related to the unit theme for higher vocational students to conduct hearing training. However, when some teachers carry out specific teaching activities, they usually use most of their time to explain English vocabulary, grammar and sentence form, but the time to carry out listening teaching is very limited, which makes it difficult to improve the English listening level of higher vocational students.

## 3. Improvement strategy of the current situation of English listening teaching in higher vocational colleges

### 3.1 Reasonably arrange the hearing teaching time, and design the hearing activities scientifically

When carrying out the English teaching specifically, the teachers must reasonably arrange the English listening teaching time, and run the listening teaching into the whole English teaching activities. English listening training is a step-by-step process. The English listening of higher vocational students is closely related to their English expression ability and their mastery of hearing skills. Therefore, teachers must design hearing activities scientifically from easy to difficult. The choice of hearing materials directly affects the teaching effect of hearing activity. To this end, teachers must choose the appropriate English materials combined with the level of cognition and English foundation of higher vocational students. Teachers in the specific design of hearing activities, can not directly copy higher vocational English listening training content, but should according to the actual English listening, creatively use English teaching materials, combining listening materials, and appropriately adjust listening teaching time, so as to meet the students' personalized needs for English listening teaching. For example, when learning vocabulary, it is more difficult for higher vocational students to listen to this article and repeat it completely. In this regard, teachers can design a way to fill in the blanks, erase some keywords in this English listening training materials, and let the students fill in the keywords while listening. Such listening activities can both easily train students' English listening or improve their ability to capture keywords. In the hearing activities, teachers must not be stingy with the teaching time, to give students full time for English listening training. Hearing training activities in this way can greatly reduce the difficulty of hearing training. After completing all filling in the blanks, students will naturally get a certain sense of learning, which is very beneficial to establishing self-confidence in learning English listening.

### 3.2 Cultivate students' English listening skills

In the development of English listening and hearing teaching activities in the higher vocational stage, we found that the students at this stage generally have serious problems and deficiencies in English hearing. The key performance is manifested in the poor language discrimination ability of English, and it is not familiar with the changing content of phonemes, reread, continuous reading and other languages in English. For example, let sounds light and thirty thirteen. In addition, students still have insufficient mastery of English grammar. During the process of hearing English sentences, while speaking, vocabulary mastery is still not good, and they have no deep understanding of English language and cultural background, and these phonemes will have difficulties in conducting English hearing. In view of the above problems, we should under the support of multimedia technology, from the network or multiple channels to obtain the most authentic English listening materials, and supplemented by a strong background knowledge base and vocabulary grammar analysis to help students to English listening ability exercise and learning, through multimedia technology support, teachers can join in the daily hearing training of grammar and English knowledge background learning, so as to improve students' listening level while strengthening students' comprehensive English learning ability.

## 4. Conclusion

In a word, English listening is an important basis for students to learn good English, it is very important for English learning, listening teaching can help students to improve the English listening level, and this process is often relatively slow, teachers must play their guiding role, choose students really interested in materials, stimulate students' interest in English listening and learning, only in this way can students' English listening ability can really improve.

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## About the Author :

Wenjun Gu (2001.11.20—), Female, Han nationality, Xinyang City Henan Province, Research direction: translation.

# Practical Research on Project Teaching Method in Automobile Application and Maintenance Specialty in Secondary Vocational School

Penghui Zhang

Tianjin Public Technician College Tianjin 300380

**Abstract:** With the continuous development of society and the continuous improvement of people's living standards, the demand for automobiles is also increasing. Automobile professionals have received people's attention. At the same time, it also brings greater teaching pressure to the automobile application and maintenance specialty in secondary vocational colleges. To fully meet the needs of social development, we need to do a good job in the training of professional automobile application and maintenance talents, actively apply the project teaching method, and promote the reform and innovation of teaching in secondary vocational colleges.

**Keywords:** Project teaching; Secondary vocational school; Automobile maintenance

## Introduction

The project teaching method pays more attention to students' practical ability, which is intuitive, promotes students to master theoretical knowledge in an all-round way in the process of practice, and improves students' overall thinking level. In the project teaching, we can find the car fault problems in time, guide students to solve them, comprehensively promote the effective improvement of students' professional ability and mobilize students' subjective initiative in learning.

## 1. Application principles of project teaching method for automobile application and maintenance specialty in Secondary Vocational Schools

### 1.1 Education oriented principle

In the process of applying the project teaching method, we need to take the project as the main line, run through the whole process of education, and realize the close connection between students and majors, teachers and students. Moreover, to ensure that students can improve their professional quality through practical operation, teachers must do a good job in the all-round research of the project, comprehensively understand the comprehensive quality, personality preferences, knowledge structure, learning needs and other aspects of secondary vocational students majoring in automobile application and maintenance, and set the overall content of project teaching resources, Ensure that they can adapt to the majors they study and their own thinking and exploration ability, and play a key guiding role in students' learning. As the situation of students will change constantly, it is necessary to do a good job in the selection and improvement of project teaching resource standards to avoid departing from the overall development of students and directly affecting the effect of project teaching.

### 1.2 Strong driving principle

In the process of secondary vocational education, the major of automobile application and maintenance is relatively unfamiliar to most students, and there is a certain gap with students' own life experience and growth experience. To improve students' interest in learning, we need to innovate in the teaching process. Teachers should enhance the driving force of project teaching, start some projects that students are interested in and can control from the professional field, and ensure that students can actively use their brains and create boldly in the process of participating in practice, so as to obtain a good learning experience, Promote the improvement of their professional quality. In addition, in the project, teachers also need to pay attention to the combination of the project and professional theoretical knowledge, improve the scientificity, knowledge and cutting-edge of the project, and give full play to the role of project teaching method in educating people.

### 1.3 Adhering to the principle of integrity and innovation

The major of automobile application and maintenance in secondary vocational school involves many contents. Automobile maintenance quality inspection, automobile performance and detection diagnosis, automobile engine structure and maintenance are its core courses. In the process of teaching guidance, it is necessary to ensure that students can have the ability of automobile performance evaluation and test, production organization and technical management, parts maintenance, etc. Therefore, in the process of the

application of project teaching method, it is necessary to follow the principle of professional education, carry out students' innovative education on this basis, give full play to the potential of professional education of project teaching method, and promote the all-round development of automobile application, maintenance and maintenance specialty in Secondary Vocational schools.

## **2. Application Strategy of project teaching method in secondary vocational automobile Teaching**

### **2.1 Change teachers' teaching ideas and improve the course content**

In the process of carrying out project teaching of automobile application and maintenance specialty in secondary vocational colleges, first of all, it is necessary to actively change teachers' teaching ideas, break the shackles of traditional teaching ideas, pay attention to the implementation of project teaching, understand the development of automobile application and maintenance industry at this stage, and analyze the common problems of automobile industry. And grasp the specific requirements of the society for automotive professionals, and enhance the practicality and advanced nature of project teaching methods. In addition, the application of project teaching method can ensure that students understand the changes and needs of the market in the process of project operation, find their own shortcomings and defects, timely adjust their learning direction, enrich their theoretical knowledge level and practical ability, and formulate correct career planning. The application of project teaching method can effectively enhance students' comprehensive ability, improve the overall quality of teaching and learning of automobile application and maintenance, and fully reflect the scientificity and advanced nature of project teaching method.

### **2.2 Actively carry out the setting of project situation and improve students' overall practical ability**

In the process of project teaching, teachers need to divide the project into multiple contents according to the specific situation of the project, guide students to assign project tasks according to groups, ensure that students perform their respective duties and mobilize their practical ability and thinking ability. In the process of project implementation, teachers need to simulate the sudden situation of cars according to the actual situation, improve the authenticity of teaching, create a good sense of experience for students, promote their learning interest and desire, and consolidate basic theoretical knowledge. Practice is the only standard to test the truth. Only through the practice of project teaching can we ensure that students can flexibly use the knowledge they have learned, promote the improvement of students' social adaptability, and fully meet the specific needs of society for automobile application and maintenance professionals. In the process of implementing project teaching, students need to improve their understanding of the project, have a comprehensive understanding of the project content in different situations, improve their professional skills and combine them with the actual work content to ensure that their professional skills can adapt to the needs of social development. In addition, in real life, there are many kinds of automobile faults with certain complexity. Project teaching can not only improve students' ability to find automobile faults, but also exercise students' efficiency in formulating solutions.

### **2.3 Strengthen the input of training equipment and site**

In order to promote the smooth progress of project teaching method in secondary vocational colleges, we need to ensure the training equipment and provide sufficient training venues for students. Therefore, it is closely related to the transformation of teachers' leading role and the improvement of students' practical ability. Therefore, it is necessary to provide a lot of time for the transformation of students' practical ability. Secondary vocational schools need to increase investment in training equipment, guarantee the advanced and overall quantity of training equipment, and improve the overall skills of students while meeting the needs of the society for automotive professionals. During the implementation of specific project teaching, teachers need to do a good job of strict supervision to ensure that the difficulty coefficient of the project is within the scope of students' knowledge and promote the smooth progress of project teaching. For some difficult projects, certain guidance should be given to help students deal with relevant key and difficult problems. At the same time, we also need to do a good job in safety education in the process of project teaching, list relevant risk factors and dangerous operations, avoid students' dangerous behavior, and improve the safety and effectiveness of the project. Once students' mistakes cause danger, teachers need to eliminate it in time to reduce the impact of danger. After the completion of the project, teachers also need to do a positive summary and analysis, improve the standardization and safety of students' operation, do a good job in the prevention of dangerous behaviors, and continue to strengthen publicity and education.

## **3. Concluding remarks**

In short, in the process of continuous economic development and social progress, talents, as the primary productive force, have been widely valued by all sectors of society. The talent training of automobile application and maintenance major in secondary vocational colleges has attracted people's key attention. The application of project-based teaching method can comprehensively improve the overall effect of teaching and enrich the overall practical experience of students, It has become a key teaching method for automobile application and maintenance specialty in secondary vocational colleges.

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# Application of Nondestructive Testing Technology in Pipeline Operation

Qian Li

Shenyang Academy of Instrumentation Science CO., LTD., Shenyang 110043, China

**Abstract:** With the increasing application of pressure pipeline, pressure pipeline accidents are gradually increasing, causing attention. With the development of science and technology, nondestructive testing technology has been developed and applied to pipeline testing. This paper introduces several nondestructive testing technologies commonly used in pressure pipeline, introduces their advantages and disadvantages, and probes into their application.

**Keywords:** Nondestructive testing; Pressure pipeline

## Introduction

Pipeline transportation, as one of the five major modes of transportation in the world, plays an increasingly important role in economic development. Pipeline operation capacity and technical level have become an important index to evaluate a country's economic development. So far, the total length of the world's oil and gas pipelines has exceeded 450000 km. In recent years, with the continuous development of China's economy, China's oil and gas pipelines have developed rapidly. By the end of 2008, the total length of China's oil and gas pipelines has been about 64000 km. At present, Sinopec and petrochina are actively building their own oil and gas pipeline networks, and the construction of oil and gas pipelines will reach its peak in the next few years. Due to the increase of domestic oil and gas pipeline reserves and the introduction of a large number of foreign resources, the market link and connection of the pipeline will be developed rapidly.

Up to now, about 50% of the world's pipelines are aging, and people are very concerned about the safe operation of these pipelines. Many of China's oil and gas pipelines have been in operation for 20 to 30 years and are nearing their service life. In order to avoid all kinds of defects during the pipeline operation and ensure the safe operation of the pipeline, it is very necessary to carry out regular safety inspection on the in-service pipeline.

## 1. Nondestructive testing technology overview

Nondestructive testing technology suitable for pipeline testing is to study high-precision, intelligent, green and friendly testing equipment in the future development direction. Nondestructive testing refers to the detection of the position, size and distribution of defects on the surface and inside of the test parts without damaging the tested parts. Pipeline accidents can be identified as early as possible so as to prevent them.

With the vigorous development of modern science and industry, it has provided a perfect theory for the development of nondestructive testing. Nondestructive testing technology is widely used in machinery, nuclear power, petroleum, chemical industry, aviation, electric power, metallurgy and other industries with its unique advantages. With the development and progress of the theory of nondestructive testing, pipeline testing technology is mainly divided into ultrasonic detection, magnetic flux leakage detection, X-ray detection, eddy current detection, metal magnetic memory detection, penetration detection and optical principle detection.

## 2. Application of nondestructive testing technology

### 2.1 Ultrasonic Detection

Ultrasonic detection technology uses the refraction and reflection phenomenon of ultrasonic wave transmitted to the interface, the instrument equipment amplifies and receives the reflected signal received by the signal receiver, and then analyzes and obtains the defect information inside the pipeline. Ultrasonic detection is mainly used to detect the weld internal defects of pressure pipelines. This detection method is suitable for volume and area defects, sensitive to deep defects and easy to miss defects near the surface. The advantages are strong penetration ability, simple equipment and fast detection speed. The disadvantage is that the coupling agent such as oil or water is needed and it is not suitable for the detection of thin-walled tubes.

### 2.2 Magnetic flux leakage detection

Magnetic flux leakage detection refers to the formation of magnetic flux leakage field on the surface of the sample due to defects on the surface or near the surface of the ferromagnetic material after it is magnetized. Defects can be found by detecting changes in

magnetic flux leakage field<sup>[1]</sup>. This method can detect the defects on the surface with thickness of 0.1~0.2 mm and near surface, and the longitudinal defects parallel to the magnetic force line are easy to be missed. The advantages of this method are high efficiency and no pollution, and it is ideal for pipe wall in the range of 6~15mm. However, its disadvantages are that it is not suitable for thick wall pipe (above 25mm), the effect of lift-off is large, and it has strict requirements on the inner surface of pipe.

### **2.3 X-ray Detection**

X-ray detection technology is a technology that uses ray to transparently illuminate the material or specimen, check its internal defects or analyze its crystal structure according to the diffraction characteristics. Commonly used X-ray detection technology can be divided into observation detection method, radiographic detection method and television detection method. The detection of crack defects is affected by the angle of penetration, the advantage is that the image is more intuitive and less affected by the surrounding environment, the disadvantage is not suitable for online detection.

### **2.4 Eddy Current Detection**

As a nondestructive testing method of non-contact measurement, eddy current detection method is based on the principle of electromagnetic induction. When the coil with alternating current is gradually close to the tested conductor specimen, the magnetic field generated by the coil will cause eddy current in the specimen. At the same time, the size and phase of eddy current are affected by the performance of the specimen, and a magnetic field will react on the coil magnetic field, and the impedance of the coil will change under the action of this magnetic field. Therefore, defects and characteristics of specimens can be determined by detecting changes in coil impedance<sup>[2]</sup>. This method is suitable for surface and near surface defect detection, and has high detection accuracy, but its disadvantages are slow scanning speed, low efficiency, large probe geometry and complex structure.

### **2.5 Magnetic memory detection**

Magnetic memory testing technology is a new nondestructive testing method. The detection principle is that the ferromagnetic metal components are subjected to the joint action of load and earth magnetic field during processing and operation, magnetostriptive domain organization orientation and irreversible reorientation occur in stress concentration and deformation regions. Fixed nodes of magnetic domains appear at the stress concentration sites, producing magnetic poles that create their own leakage fields on the metal surface. This technology can not only detect the macroscopic defects that have been formed, but also detect stress concentration and early damage. It does not need special magnetization device, detection surface does not need to be cleaned, lift off effect is small, detection instrument size is small, but there is not enough experience in signal processing and defect feature extraction.

### **2.6 Penetration detection**

Penetrant detection technology is to apply penetrant solution containing fluorescent dye or coloring dye to the surface of the pressure pipeline, under the capillary action, after a certain time, penetrating fluid infiltration into the surface defects. After removing excess penetrant, the imaging agent was applied to absorb the permeating liquid to the surface to be tested, forming a defect display, so as to detect the surface opening defect of pipeline equipment. Pressure pipeline penetration detection does not need large equipment, generally does not use water and electricity. The detection sensitivity is lower than that of magnetic particle detection technology, but compared with radiographic detection or ultrasonic detection, the sensitivity of penetration detection technology is still very high.

### **2.7 Optical principle detection**

This kind of detection technology needs to be processed by means of closed-circuit television in-pipe detection and electronic speckle detection. This kind of detection technology can be used to quickly classify and locate the internal corrosion of pipelines, with high precision and intuitive display. It has a good development prospect in the practical non-destructive testing of pipelines. The working principle of laser holographic nondestructive testing is holographic interference phenomenon, through fluid loading pressure, thermal loading, mechanical loading and other ways. The detection of small deformation can be quickly completed. According to the comparison of waveform before and after the load of the detected medium, combined with interference fringes, pipeline defects can be determined. Laser holographic nondestructive testing is a non-contact measurement method, which has the advantages of fast detection speed and high sensitivity. In the detection of component shape and surface shape, the corresponding interference fringes must be converted into specific information in time, usually digital images, which will be imported into the computer for calculation. After processing, digital and automatic comparison can be completed. In the application of the above detection method, it is necessary to ensure light avoidance and seismic effect, and strict loading conditions in the early stage should be considered.

## **3. Conclusion**

In summary, nondestructive testing technology has been completely applied in pressure pipeline testing and has made great progress. It is necessary to select appropriate testing methods according to the field conditions, specimen structure and characteristics of testing methods to ensure the operation of pipelines.

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# The Integration of Red Spirit into Ideological and Political Education in Universities under the Background of the New Era

Shuai Liu

The Department of Tourism ,Zibo Vocational College, Zibo 255300 , Shandong , China

**Abstract:** With the continuous development and progress of modern science and technology and material civilization, the red spirit has become the most precious intangible cultural heritage culture in the current period, carrying the core of the national spirit. In the process of Ideological and political education activities in the university period, colleges and universities take the red spiritual culture as the main auxiliary element of Ideological and political course teaching, so as to improve the connotation of Ideological and political education and achieve a new breakthrough in Ideological and political teaching. In practice, we should give full play to the participatory and active teaching role of the red spirit, promote students to actively carry forward the red spirit and red culture, establish students' consciousness of cultural inheritance, and be the builder of the spirit of the times.

**Keywords:** New era background; Red spirit; University; Ideological and Political Education

The spirit of red culture is the main embodiment of China's national cohesion and the revolutionary carrier of the continuous struggle and development of the Chinese nation for a long time. It deeply reflects the simple belief and patriotic emotion of our ancestors who serve the country without regret <sup>[1]</sup>. Integrating the red culture of the new era into Ideological and political teaching in universities can not only baptize students' thoughts and hearts, but also fundamentally establish students' self-awareness of building a great motherland. Through the continuous development of red cultural activities, students can strengthen their patriotism and their ideals and beliefs of national rejuvenation. This paper starts with the current situation of red spirit in College Ideological and political teaching under the background of the new era, expounds it combined with the actual teaching situation, and discusses the effective ways of integrating red spirit into College Ideological and political work.

## 1. The current situation of red spirit in College Ideological and political teaching under the background of the new era

Ideological and political teaching in universities is an important teaching content to guide students to establish a correct concept and ideal of life, and the red spirit is an important cultural inheritance and spiritual carrier on the way to realize the great rejuvenation of the nation. It is the main ideological and cultural mark continuously implemented by the Communist Party of China. The integration of the red spirit in students' teaching is the key factor of teaching innovation.

In the process of university teaching, apart from professional knowledge teaching, for students who will face the society, the most important thing is to guide students to establish a correct outlook on life, world outlook and values, establish the actual goal of life pursuit, and cultivate their comprehensive quality of all-round development of morality, intelligence, physique, beauty and labor. Therefore, ideological and political teaching in the university stage is particularly important. It is the main channel for the formation of students' core quality and the main position of Teaching <sup>[2]</sup>.

However, in the context of the new era, there are still many obvious deficiencies in the integrated teaching of Ideological and political courses and red spirit in universities. For example, with the development of information technology, how to effectively apply multimedia teaching in the traditional ideological and political course teaching, how to reasonably carry out the red spirit and ideological and political teaching, and so on, They are all problems that need to be solved in the current college ideological and political teaching. In the ideological and political teaching of colleges and universities, the red spirit should always adhere to the cognition of objective facts and the appeal of cultural value, and make full use of the red spirit to make students become the disseminators of traditional revolutionary culture and red spirit. In the practice of Ideological and political teaching in universities, according to the experience and guidance of the red spirit, teachers should skillfully combine with ideological and political teaching, so as to enrich the teaching content of boring ideological and political knowledge and enrich the truth, so as to make up for the shortcomings of traditional teaching and make the ideological and political course not only instill theoretical knowledge, but also have practical significance. Therefore, in the current teaching practice, using the red spirit to supplement and assist the ideological and political education is a new attempt made by the university to innovate the ideological and political teaching methods and adapt to the teaching concept under the background of the new era. Taking red culture as another teaching material of Ideological and political teaching.

## **2. An effective way to integrate the red spirit into the ideological and political work of Universities**

### **2.1. Pay attention to the diversification of education methods and create a rich red spirit teaching environment**

In the integrated teaching process of Ideological and political education and red spirit in universities, schools can use the current information technology platform to strengthen the channel and platform construction of red spirit education<sup>[3]</sup>. For example, establish a publicity website for red spirit and culture, use microblog, wechat and other Internet platforms in the new era to enhance students' preliminary understanding of red spirit, or hold diversified activities of red spirit on campus from time to time, and post stories or weekly magazines with red spirit and culture symbols in the blackboard newspaper column of the school, so as to further deepen students' understanding of red spirit. Expand the dissemination and influence of red spiritual culture, and actively mobilize students' subjective cognitive consciousness. And organize students to watch the red culture and art performance activities, carry out the speech of the red spirit, strengthen the infection of the red spirit in the hearts of students, imperceptibly affect the ideological education of college students, and promote college students to establish a good moral concept.

### **2.2. Deeply carry out red spiritual and cultural activities to improve students' understanding of red spirit**

Enhance the effectiveness of red spirit in college students' Ideological and political education. In the practice of Ideological and political teaching, the transmission of teachers' Ideological and political teaching knowledge to college students can not only instill theoretical knowledge and shallow education, but also integrate theory and practice according to the actual teaching situation, so as to promote students' comprehensive cognition and deep understanding of theoretical knowledge in practice. At the same time, it is also the main way of knowledge consolidation and application<sup>[4]</sup>. Therefore, in daily educational activities, combined with students' acceptance and understanding of Ideological and political work and the red spirit, meaningful red spirit and cultural activities can be carried out, such as organizing students to visit places of educational significance such as historical monuments, revolutionary sites and historical museums, in the form of visits and tours, and enhancing students' interest and enthusiasm for learning. Also personally feel the connotation of the red spirit, experience the cultural charm of the red spirit, deeply understand the historical presentation of different red spirits, promote students' heartfelt admiration and respect for the red spirit, and consciously become the inheritor of good spiritual civilization. Or take advantage of leisure time such as winter and summer vacation to organize students to support education, do community volunteers and other practical work, make selfless dedication, carry forward the red spirit, increase students' knowledge level, broaden students' horizons, strengthen their own ability, deeply feel the ideological connotation of the red spirit, and then enable students to establish a correct socialist concept.

## **3. Conclusion**

In short, red spirit is the only constant spiritual quality in the current social development and era change, and the best value orientation and the guidance of the times that cannot be copied. The ideological and political education of college students is one of the important teaching contents to guide students to establish a correct concept of life. Therefore, in teaching, teachers should highlight the profound connotation of the red spirit, enrich their own teaching methods, skillfully use the red spiritual culture in teaching, actively establish students' Ideological and moral quality and humanistic quality, and realize the teaching purpose of Building Morality and cultivating people in universities.

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# Ecological Environment Analysis of Saihanba Artificial Forest Farm Based on Weighted TOPSIS

Bobo Liu, Xiangyu Lan, Haochen Huang

North China University of Science and Technology, 063200

**Abstract:** After more than half a century of transformation, Saihanba artificial forest farm has become the largest artificial forest in the world, which has made great contributions to the overall coordinated development of China's ecological civilization and the construction of ecological civilization system. In this paper, the function of artificial forest farm is quantitatively analyzed and evaluated by establishing environmental assessment model.

**Keywords:** Weighted TOPSIS; Entropy weight method

## 1. Problem background

China adheres to the concept that green water and green mountains are golden mountains and silver mountains, and adheres to respecting and protecting nature. We will incorporate environmental protection into the national and local medium, long-term and annual national economic and social development plans, implement the strategy of sustainable development, improve the ecological civilization system and build a beautiful China. China's Saihanba forest farm has become a green farm with wind prevention and sand fixation under the construction of the state. As early as the 1960s, a group of young people came to this desolate desert, where generations of people dedicated their lives. Now Saihanba has become the largest artificial forest farm in the world, creating a green scene and providing rich nutrients for Beijing, Tianjin and other places. On the one hand, the historical mission of "civilized development and ecological prosperity" continues. At the same time, it is also facing new challenges. This paper describes it under this background.

### 1.1 Question requirements

Based on the above background, we need to establish mathematical models to solve the following problems:

Select appropriate indicators and collect relevant data, establish a comprehensive evaluation model of the impact of Saihan dam on the ecological environment, and use the model to compare and analyze the environmental conditions before and after the restoration of Saihan dam.

### 1.2 Model assumptions

It is assumed that the selected eight tertiary indicators have a great impact on the environment, ignoring the impact of secondary factors.

## 2. Model solving

### 2.1 Index selection

Based on the characteristics of the ecological environment change of Saihan dam, this study selects the indicators that can highlight its characteristics, which can objectively reflect the environmental change of Saihan dam. There are three indicators: the number of days of reaching the standard, the number of days of reaching the standard, the amount of carbon dioxide absorbed by the forest environment, the number of days of reaching the standard, and the environmental quality of the urban area, including three indicators: the first level, the amount of carbon dioxide absorbed by the forest environment, and the second level. The specific evaluation index system is as follows:

Table 1 environmental impact assessment index system of Saihan dam

Primary index	Secondary index	Tertiary indicators
	soil environment	forest coverage
		Coverage area
		Forest stock
natural environment	atmospheric environment	Urban air quality standard days
		Carbon dioxide absorption
		Oxygen release

	water environment	Water conservation
		Surface water quality reaches scalar

2.2 Determination of three-level index weight by entropy weight method

The following table is the calculated index weight table.

Table 2 index weight

Index	W1	W2	W3	W4	W5	W6	W7	W8
Weights	0.1227	0.1005	0.1007	0.1247	0.1531	0.1745	0.1136	0.1009

amongW1、W2、...、W8It is eight three-level evaluation indicators. By comparing and analyzing the weights of the eight indicators, it is concluded that the three indicators of air quality up to standard days, water conservation and surface water quality up to standard rate have a great impact.

2.3 Establishment of TOPSIS evaluation model

The weighted TOPSIS is used to obtain the following pasting progress chart.

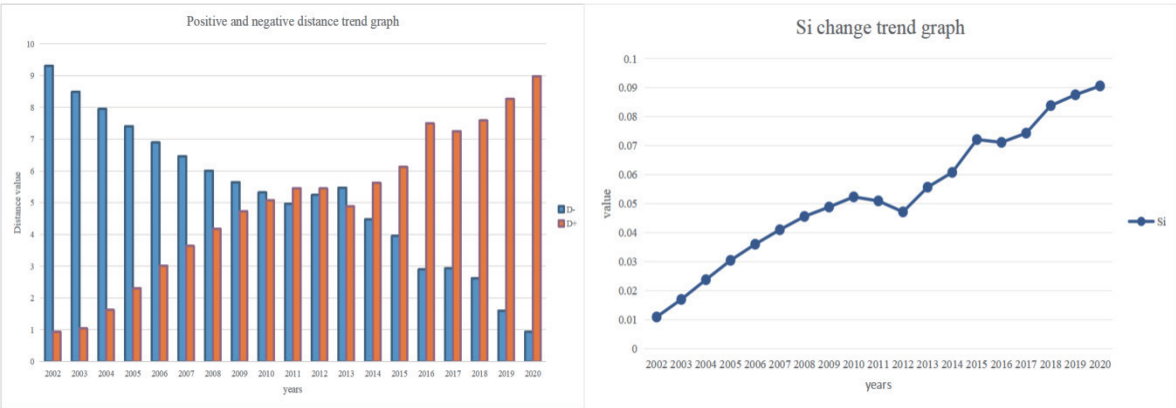


Figure 1 positive and negative distance and relative fit

As can be seen from Figure 1, the overall environmental situation of Saihan dam has shown good development in the past 19 years, which also reflects China's adherence to the concept of respecting nature, living in harmony with nature, protecting nature and putting resource conservation, environmental protection and restoration of nature in the first place.

After the establishment of ecological protection area, the comparison of green forest changes in Saihanba is as follows:

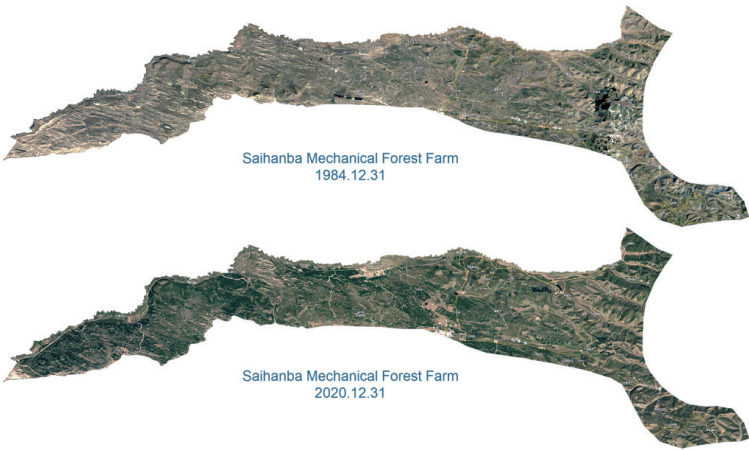


Fig.2 change of green forest in Saihanba Forest Farm

From the figure, we can intuitively find that after more than 30 years of transformation, the green forest area of Saihan dam has increased rapidly, which has played a great role in protecting the environment.

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# On the Basic Principles and Realistic Paths of Integrating Red Sports Culture into Ideological and Political Education in Colleges and Universities

Jing Yu

Guizhou Normal University, Guiyang, 550025 Guizhou, China

**Abstract:** The integration of red sports culture into ideological and political education in colleges and universities plays a very positive role in the good development of ideological and political education in colleges and universities, as well as in the cultivation of college students' sports spirit. The integration of red sports culture and ideological and political education has many benefits, so in the implementation of ideological and political education in modern colleges and universities, we should pay attention to the principle of controlling the integration of red sports culture, and formulate corresponding strategies to quickly realize the integration between red sports education and ideological and political education in colleges and universities, and ensure good education and teaching.

**Keywords:** Red sports culture; Ideological and political education in universities; The basic principle of

College ideological education to start is the new requirement of modern society to the new talents cultivation, the requirement for personnel in the process of education in colleges and universities, more should pay attention to talent consciousness of ideological education, to guide, to the ideas of socialism with Chinese characteristics for the mainstream direction of education, in the spirit of the communist party of China's advanced culture as the mainstream education module, enrich the spirit of the university students' thoughts. The red sports culture and red sports spirit are the unique sports culture and spirit formed after the founding of the Communist Party of China, which is not only a solid spiritual power, but also has a strong cultural appeal. Therefore, in the current ideological and political education in colleges and universities, we should pay attention to the good integration of red sports culture, to ensure that students' ideological and political education is more reasonable.

## 1. Basic principle analysis of integrating red sports culture into ideological and political education in colleges and universities

### 1.1 Interpretation of red sports culture

Red sports culture is not a simple cultural form, but a means of modern physical education and ideological education. Red sports culture refers to the communist party of China as the main body, after the founding of the communist party of China carried out a series of sports activities, sports activities in the formation of the unique spirit of physical culture and sports, red sports culture has the characteristics of "red spirit", the Chinese communist party for sport and physical education. Red sports culture effectively integrates the CPC's ideology and culture, sports spirit and the spirit of CPC. It has the characteristics of strong spiritual cohesion, deep meaning of sports culture and strong education, so it is very suitable for the integration of ideological and political education in modern colleges and universities. It is in line with modern core accomplishment education and ideological education to complete student education from spirit and physical education.

### 1.2 Summary of basic principles of integrating red sports culture into ideological and political education in universities

The integration of red sports culture into ideological and political education in colleges and universities is the main direction of the comprehensive implementation of ideological and political education in modern colleges and universities. In the process of mutual integration of the two, we should also grasp the corresponding principles to ensure that the integration of red sports culture is more reasonable and improve the effect of cultural integration. In the process of integrating red sports culture into ideological and political education in colleges and universities, the main ideological and political education in colleges and universities includes the following aspects to ensure more reasonable implementation of education;

(1) In the process of integrating red sports culture into ideological and political education in colleges and universities, we should follow the principle of spiritual guidance. The development of ideological and political education is an important module of cultivating "ideals and morality" in the new era. Its core purpose is to guide students to change their thoughts through education and help them develop good moral concepts. Therefore, in the process of the implementation of red sports culture, we should pay atten-



tion to the guiding principle of spirit and thought, not extensive education integration, nor superficial knowledge infusion, but deep education, so that students can fully understand the spirit of red sports, into the red sports thought, to achieve a good implementation of ideological and political education.

(2) In the process of integrating red sports culture into ideological and political education in colleges and universities, we should follow the principle of educational rationality. Ideological and political education in colleges and universities is different from knowledge education and skill education, so it is more necessary to adopt reasonable methods and determine reasonable goals in the process of education development. Such as, in university ideological education with red sports in the process of cultural integration, should pay attention to reasonable fusion between them, the teacher should pay attention to grasp the two phase connectivity, in physical culture education into ideological and political education, in the process of ideological and political education can use red sports culture idea, so that the red sports culture infected students, To realize the integration of ideological and political education teaching in colleges and universities, and improve the effect of ideological and political education teaching in colleges and universities.

## **2. Effective ways to integrate red sports culture into ideological and political education in colleges and universities**

Red sports culture into college ideological education is the demand of modern university education education, as well as the characteristics of the communist party of China red culture guide the college ideological education of the important modules, red effectively integrated into the physical education teaching in colleges and universities have a very positive role, can improve red sports education into effect, to ensure the education teaching more active and reasonable.

### **2.1 Good development of education and teaching practice activities**

When red sports culture is integrated into ideological and political education in colleges and universities, it can be well integrated into ideological and political education in colleges and universities by means of practical education, which plays a very positive role in the development of ideological and political education in colleges and universities, and can also improve the effect of spiritual cultivation. And the communist party of China has always believed in “practice is the sole criterion for testing truth”, so in the red sports culture education into the teaching process, school or education link can be done through red sports education activity ideological education between the mutual fusion, in the form of activity, in the form of practice of society of sports education in the influence of the spiritual level.<sup>[1]</sup>

For example, on April 29, 2021, under the leadership of Secretary Ning Cuiye, the General Party Branch of the School of Sports Media and Information Technology carried out a series of activities of “Learning the history of red Sports and inheriting red sports culture”. The good development of this activity plays a very important role in school physical education and student sports spirit cultivation. Party secretary in the education teaching process, the proposed learn red sports culture, inheriting good sportsmanship, red is the duty of every mountain people, in modern times, we are going to continue to carry forward the fine traditions of shandong sports institute, practice “nut ZhuoJing far YanQin create real” school motto and disciplines, for the country to cultivate talent, the vigorous development of undertakings of physical culture and sports Contribute new mountain strength<sup>[2]</sup>.

### **2.2 Good improvement of educational methods**

The above article points out that the integration of red sports culture education into ideological and political education in colleges and universities should follow the principle of rationality, so in the process of teaching implementation, attention should be paid to the integration of educational methods, to ensure that the implementation of education is more reasonable. The incorporation of red sports culture education into ideological and political education in colleges and universities can improve physical education methods in the process of implementing red sports culture education. For example, in the process of education implementation and ideological and political education implementation, modern multimedia education teaching methods can be adopted to carry out physical ideological and political education. In the process of education and teaching, video teaching method can be used to integrate red physical education. For example, in the education teaching process, finish making video can make use of Internet resources, play a re

## **3. Conclusion**

Red sports culture into college ideological education for modern education about the good of education in colleges and universities have a very positive role, in the process of sports cultural education into red, should pay attention to practice good, at the same time should also pay attention to the good education method improvement, achieve comprehensive education red sports culture fusion, good for education education in colleges and universities to implement.

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# Thinking on the Current School Ideological and Political Class Construction in the New Era

Wenhua Li

Qilu University of Technology (Shandong Academy of Sciences) Jinan City, Shandong Province 250300, China

**Abstract:** Emphasizing ideological and political education has always been the focus of the Party. From the construction of ideological and political theory curriculum system in primary and secondary schools, to require all party members and cadres pay attention to the study of political theory, to the party in the whole society of marxist theory, ideological education work, ideological work, youth ideological work can be said to be since the date of the founding of the communist party of China throughout a very important content. Since the 19th National Congress of the Communist Party of China, the CPC Central Committee has attached more importance to the ideological and political education for young people, the construction of the ideological and political theory curriculum system in universities, primary and secondary schools, and the training and development of high-quality ideological and political course teachers. Since entering 2019, Xi Jinping On March 18, the general secretary presided over a symposium for ideological and political course teachers, and delivered an important speech at the conference to commemorate the centenary of the May 4th Movement. On August 14, the General Office of the CPC Central Committee and the State Council issued the Opinions on Deepening the Reform and Innovation of Ideological and Political Theory Courses in Schools in the New Era. The publication and promulgation of a series of speeches and documents have aroused a warm response in the whole society. So, under the new era and the new situation, where is the importance of the school ideological and political curriculum deep development, reform and innovation? What is the positive effect? What should we make breakthroughs in development, reform and innovation?

**Keywords:** The new Era; Ideological education; Traditional culture

## 1. Why is the construction of ideological and political courses in universities so of great importance in the new era and the new situation?

The Economic foundation determines the superstructure, and the social existence determines the social consciousness. The emergence of social problems in a country mainly reflects the various contradictions and problems in the economic, political and social development of this nation at a certain historical stage. The new era has a new situation, economic development has entered a stage of medium-high growth, industrial structure adjustment, and development model change. Political institutional reform has entered a deep-water zone, and the reform of Party and state institutions has been comprehensively deepened toward modernizing China's governance system and capacity. But we still need to see that the new era has new challenges. External forces have tried to interfere in the rejuvenation of the Chinese nation course. A few areas of the interior and a few dissidents beat the clown and monkey, hindering the rise of the Chinese people. Under the storm of the historical meeting, it is more necessary to have a strong and unified ideological understanding to strengthen the foundation and consolidate people's hearts.

In the glorious course of leading the Chinese people's revolution, construction and reform since the founding of the Communist Party of China, different spirits of The Times have emerged in different periods. From the May 4th spirit to the Long March spirit, from the Yan'an spirit to the Xibaipo spirit, from the spirit of "two bombs and one star" to the "manned spaceflight" spirit. These spirit of The Times comes from the people and inspires the people. At that time, the new China was just established, and the national economy was barren to flourish. The first car of Changchun FAW Factory, the first bucket of oil of Daqing Oilfield and the first loud Oriental noise shaking the world deep in Lop Nur all make the Chinese people gather a strong spiritual inspiration and mission belief. It is through this The kind of "to sacrifice more ambition, dare to teach the sun and the moon to change the new sky" feelings and faith, the industrious Chinese people make the poor Chinese land has undergone earth-shaking changes.

## 2. Ideological and political courses in universities are the key way to guide students to cultivate people by virtue

In the new era, deepening the reform and innovation of school ideological and political theory courses has great potential, and things need to be done urgently. If anyone else thinks that the work is simply promoting the party and government policy theories, it is biased and very wrong. The new era emphasizes the construction of ideological and political theory curriculum is the horn of the battle of the blueprint to start the new journey; and the spiritual shaping of young people in the future.

Youth is the most important period in a person's life, is the period of adults to aspire to. In this stage, the learned skills, set aspirations will become the direction of the future life of struggle. In an important speech at the 100th anniversary of the May 4th Movement, General Secretary Xi Jinping pointed out that to be holy, and to be virtuous. Strengthening the construction of ideological and political courses in colleges and universities is not only the publicity and study of party and government policies, but also the shaping of young people's lifelong values and outlook on life. Guide the young people to set up lofty ambitions and do practical things.

### **3. What aspects should we carry out the development and reform of ideological and political course education under the new situation?**

(1) Cultivate patriotism and cultivate the feelings of the country. Patriotism is the core of the Chinese nation spirit, the spiritual link of the Chinese people and unremitting self-improvement, and a person's deepest, most lasting and most powerful national emotion. The great rejuvenation of the Chinese nation is the driving force that has supported generations for more than one hundred years. Only the nation who has created glory will understand the meaning of rejuvenation; only the nation who has experienced suffering has so deeply longing for it. This period of history cannot be forgotten, especially should the people of the Chinese dream of national rejuvenation. In the development and reform of school ideological and political courses, we should continue to strengthen patriotism Socialist education, cultivate and guide students to love the motherland and build the motherland. Teachers should practice in class, in social practice, in daily life, take the lead, actively lead, give good guidance, guide students to defend the national dignity, maintain the national image, and build the future of the country.

(2) Learn from the rich connotation of the socialist core values. Core values are the common moral concept and value pursuit of a country and a nation. Core socialist values embody the spirit of contemporary China and embody the common ideals and beliefs shared by all the Chinese people. The core socialist values are of distinct levels and rich connotations. They briefly summarize the moral beliefs of the Chinese people from different aspects of society, country and individual, economic, political, legal and social life. The people have faith, the country has strength, and the nation has hope. The development and reform of ideological and political courses in schools should deeply study the rich connotation of socialist core values and guide them Students fully throughout, deep integration, personal understanding, consciously practice, so that the influence of socialist core values everywhere, everywhere, become the code of conduct for students' daily use.

(3) Excavate the rich treasure of excellent traditional Chinese culture. The excellent traditional Chinese culture is the root and soul of the Chinese national spirit, and the cultural fertile soil for the Chinese civilization to continue for thousands of years. The Chinese nation started from China and inherits the Yanhuang River. It has accumulated a long-honored, colorful and profound excellent traditional culture in the course of thousands of years of development. Its rich philosophical thoughts, humanistic spirit, values and moral norms contain an important inspiration for the contemporary Chinese people to solve the development of The Times. General Secretary Xi Jinping has stressed that the fine traditional Chinese culture is the foundation for us to stand firm in the turbulent world culture. Only by staying true to our roots can we open up the future. new Times development and reform in colleges and universities, must dig the rich treasure of Chinese excellent traditional culture, grasp the pulse of The Times, combining the trend of The Times, in the form of students popular channels, with contemporary youth rich ways of communication, to education, with culture, make the Chinese excellent traditional culture really become an inexhaustible treasure of thought and culture.

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### **About author:**

Wenhua Li (1995.12—), male, Han nationality, native place: Zibo, Shandong Province, Qilu University of Technology (Shandong Academy of Sciences), Graduate student, master degree, major: Marxism sinicization, research direction: socialist politics and law with Chinese characteristics.

# A Brief Analysis of the Formal Language Construction of Cézanne's Paintings

Mengqi Jin, Jingru Liu

College of Art, Zhejiang Normal University, Jinhua 321000, China

**Abstract:** By analyzing Cézanne's painting creation, this paper expounds the language composition and methods used in his painting, summarizes the formal language construction of Cézanne's painting, and learns Cézanne's painting concept and spirit.

**Keywords:** Cézanne painting; formal language; Construction system

Cézanne made language form replace content to become the subject and leader of pictorial expression. Let painting return to the pure visual ontology, this is the program of Cézanne's grammar system, and it is the premise and principle for the validity and extension of other language laws. He can adjust the picture with flexible technology, rich transition changes. In the final analysis, the creation of art is the power of perceptual power, which is manifested in color and painting texture and texture. He regards color as a direct constituent element of form, and in terms of brushstrokes, influenced by Pissarro, he shifts from the method of large straight sweeps to discreet small brushstrokes to build up his volumes. Putting texture, line, color and brushstroke into form, Cézanne used this way of work to construct a new art form, which contains structure, balance and stability.

## 1. Elementalization and logical construction of shape and color

### 1.1 Elementalization of shape and color

Cézanne analyzes and constructs form with visual elements, "shape" and "color" as the basic elements of painting construction, that is, shapes with color tendencies as the basic elements of painting construction. Through the personal and innovative coding combination of these two visual metaunits, a visual revolution of the incomparable richness of modernism was initiated. The partial abstraction of visual elements constitutes the figurative presentation of the whole. Visual elemental analysis is the origin of modern abstraction. In the abstract evolution of modern painting forms, from irregular to geometric rules, from partial abstraction to overall abstraction, from objective to subjective.

### 1.2 The logical construction of shape and color

In terms of the logical order of shapes, he uses geometric shapes to summarize nature, focusing on the subordinate order relationship of shapes, the logical relationship of shapes and the rhythm of shapes. In terms of the logic and order of colors, Cézanne paid attention to the subordinate classification of dominant colors and the logical association of colors. Color is a relationship, and color is based on the relative existence of the whole. Color can only be found in the overall observation, which requires us to establish a more macro concept of environmental color. The richness of color is a kind of richness of overall rationality, not the richness of local color.

## 2. Visual elements participate equally in the construction of the picture

Cézanne believes that all elements in the picture are an organic whole with equal relations, and all elements in the picture equally participate in the overall construction of the picture, showing a sense of structure, composition and full tension. In classicism, the subject and the background are a subordinate relationship, and the background and shadow are the foil of the subject. The expression of feeling and thematic connotation in classical painting mainly focuses on the characterization of the subject, while Cézanne's painting involves all visual elements and contents in the construction of the expression. Any shape or color in the picture is to present and intensify the feeling and feeling to be expressed. For Cézanne, his paintings are about viewing objects from different positions and at different times, injecting the flow of time into the transformation of space. On the one hand, he uses thick lines to condense objects. On the other hand, a lot of repeated, folded, intermittent lines are used to summarize the outline of the object image. These open lines are easy to form a unified space without limitation, implying the passage of time and the change of the state of the object. As the father of modern art, Cézanne broke the status quo of being led by nature, and began to be the master of the picture, organizing the structure with his own understanding of the picture. He began to try to abandon the focal perspective method in traditional oil paintings and adopt the multi-point perspective method. Every object in the picture is the main body of the picture, and every visual element has an equally important position in the picture.

### 3. The integrity and constructivity of expression

#### 3.1 The wholeness of pictorial expression

Cézanne's paintings focus on the integrity and construction of the picture expression. He requires that the daily constructive modeling of the picture should be guided according to the logical and orderly viewing throughout the day. Overall observation and connected observation are the most basic requirements for viewing. Connectivity and integrity in the painting process are the guarantee of a reasonable picture construction. Controlling the progress of painting requires continuous overall vision and judgment on the existing pictures. Wholeness is the premise of constructivism and an important principle of the painting process. The rationality of color and shape exists in the overall relationship: when observing an object, only by looking at it as a whole in relation to it can we find the color tendency in various areas, and the rationality of color can only be found and found in the overall comparative observation. In the overall review of the picture of the work, the rationality of the color of a certain part should be judged by comparing the color of the whole picture with that of other areas. The accuracy and rationality of shape, light and shade also need to be judged by overall comparison.

#### 3.2 The Constructivity of Painting Expression

Constructivism is an open system that makes appropriate shapes and colors according to the current situation and overall needs of objects and pictures. The program modeling is a deterministic, a priori closed system. The specific method of Cézanne's constructive style is to use repeated "adjustment" and "correction". His layered oblique and repetitive brushwork is the most suitable for this method. Rich traces. Cézanne's work is finally constructed through the overall advancement. In constructive expression, each part must be repeatedly disassembled and reorganized according to the current situation and needs of the whole picture, deduce another part from one part, and judge the rationality of each part and the possibility of a better trend in the overall positioning. sex. Therefore, Cézanne's constructive method abandons the a priori positive expression of classical painting, and leaves the expression in an uncertain open state. Each element and part of the picture is an active variable based on the needs of the overall relationship. Through continuous trial and error, adjustment and optimization, the overall promotion of the construction of the picture can be self-sufficient and presented, so that the final picture can get rid of the constraints of the existing concept and design due to the uncertainty and impromptu of the expression process, so that the painting expression has the More innovative possibilities.

### 4. Conclusion

The selection and use of actual elements in Cézanne's language form is an individual-based variable: color orientation, size and intensity of brushstrokes, generalization of shapes, etc., are all based on the characteristics of personal orientation and the uniqueness of feeling. to express their needs and use them freely. He believed that shape and color were inseparable. Paint on the flat surface with geometric strokes, gradually forming the surface of the painting. He advocated not to use lines, light and shade to express objects, but to use color contrast. He uses color blocks to express the three-dimensionality and depth of objects, uses the cool and warm changes of colors to shape, and uses geometric elements to construct images. As the most prominent feature of Cézanne's painting language system, geometric shapes not only express his painting logic, but also a kind of philosophical logic. The collision produced Cézanne's epoch-making masterpiece.

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# Research on Important Discourses on Hygiene and Health in the New Era

Dong Liang

Qilu University of Technology, Jinan 250301

**Abstract:** With the transformation of socialist contradictions in the new era, the people have put forward higher requirements for hygiene and health. At the same time, China's experience in health and health construction also provides ideas and references for the health construction of other countries.

**Keywords:** Hygiene and health; People's health; Healthy China

## 1. The background of the formation of important discourses on the new era of health and health

Entering a new era, the economy has developed rapidly, and people's living standards have improved significantly. The contradiction between the people's ever-growing needs for a better life and unbalanced and inadequate development has become the main contradiction in our society today. People expect to receive better education, find more stable jobs, obtain more satisfactory income, enjoy more reliable social security and higher level of medical and health services, enjoy more comfortable living conditions and a more beautiful environment, Hope that the children can have a better growth environment and living environment. For the comfort of life, people put forward higher requirements for social health and health services. Therefore, actively respond to the new needs of the people for hygiene and health, solidly promote the enrichment and improvement of hygiene and health theory, and steadily promote the development of hygiene and health practice.

Finally, environmental problems, economic development, and environmental pollution also follow. Air pollution, soil pollution, water pollution, etc. all pose a test to the life and health of the people. General Secretary Xi Jinping put people's health at an important position in my country's economic and social development, which is also a practical response to the problems accumulated in the reform and opening up.

## 2. Distinctive features of important discourses on hygiene and health in the new era

(1) Public welfare, People-centered, pay close attention to people's health, and pay attention to the public welfare of national health and health. The medical and health system will follow this as a general guide and deepen the reform. Through active efforts in reducing diagnosis and treatment prices, improving service levels, and alleviating chronic diseases such as "difficult and expensive medical treatment", the health needs of the people are met to the greatest extent, and the people have more sense of health gain and happiness.

(2) Fairness and public welfare is the supreme orientation of the path of health and wellness with Chinese characteristics. "Achieving social fairness and justice is our party's consistent proposition, and fairness and justice are the inherent requirements of socialism with Chinese characteristics." Health fairness is an important part of maintaining social fairness.

General Secretary Xi Jinping attaches great importance to the practical problems in the field of medical and health care, emphasizing that "no matter what level of social development, we must unswervingly write public welfare on the banner of medical and health care." It is necessary to focus on implementing the reform of the basic medical and health care system from the perspective of values, policies and systems, adhere to the public welfare of basic medical services, and establish a fair and public welfare orientation of health and health services with Chinese characteristics. Therefore, the socialist medical and health care undertakings centered on people's health and value-oriented with fairness and public welfare must guarantee everyone's right to life and health. Means to promote the fair distribution of medical resources, and truly solve the problem of difficult for the masses to see a doctor. The year 2020 is the final year of China's poverty alleviation efforts. We will strive to pursue fairness and public welfare in medical and health resources, prevent the poor from returning to poverty due to illness, and effectively improve the medical and health standards in poverty-stricken areas. health foundation. The rule of law escorts the development of medical and health services. "Promoting the rule of law in an all-round way is a long-term consideration aimed at realizing the Chinese dream of the great rejuvenation of the Chinese nation and realizing the long-term stability of the party and the country."

Science and technology support is an important area to protect people's health. General Secretary Xi Jinping has emphasized

many times that defeating the epidemic is inseparable from the support of science and technology. It is necessary to integrate multidisciplinary forces to speed up scientific research, accelerate the progress of research and development on the basis of adhering to science and ensure safety, and strive to achieve breakthroughs as soon as possible, and come up with practical and effective solutions as soon as possible. Research results. Throughout the history of human development, the most powerful weapon for mankind to fight against diseases is science and technology. It is necessary to increase scientific research efforts, scientifically demonstrate the source of the virus, identify the source of infection and the route of transmission as soon as possible, closely track the mutation of the virus, and study prevention and control strategies and measures in a timely manner.

### **3. The practical value of important discourses on hygiene and health in the new era**

General Secretary Xi Jinping's important exposition on people's health is an important part of Xi Jinping Thought on Socialism with Chinese Characteristics for a New Era. Since the 18th National Congress of the Communist Party of my country, under the guidance of General Secretary Xi Jinping's important expositions on people's health, the people's health and medical care in our country have been significantly improved. The Hubei defense battle has achieved decisive results, and the national epidemic prevention and control battle has achieved major strategic results. Only by continuing to unswervingly adhere to the guidance of General Secretary Xi Jinping's important expositions on people's health can we further improve the level of people's health and medical care, promote the implementation of the Healthy China strategy, and provide the means for building a moderately prosperous society in an all-round way and realizing the great rejuvenation of the Chinese nation. Strong support.

Promoting the implementation of the Healthy China strategy. Xi Jinping's important statement on health and wellness is a powerful response to the implementation of the Healthy China strategy. In light of the development and changes of the times, put the people in an important position, steadily advance the Healthy China strategy, and accelerate the construction of a Healthy China. Paying attention to national health, and placing it in a strategic position of priority development, over-emphasis on economic growth, while ignoring environmental pollution, and then paying a huge price for health. The leadership collective of the CPC Central Committee represented by Xi Jinping has always adhered to the people-oriented leadership determination, carried out healthy planning from the overall and strategic perspective, and is committed to achieving healthy and harmonious development of the economy and society, so that each individual's happiness and The sense of gain is fully realized and promotes the construction of a healthy China.

General Secretary Xi Jinping stands at a strategic height, conforms to the demands of people's livelihood, solves the suffering of people's livelihood, resolves social conflicts and economic crises, promotes national identity, social justice and all-round development, and maintains social stability and national security. Focus on problems such as difficulty in seeing a doctor and high cost of seeing a doctor. Under the guidance of the new development concept, we will focus on the key points, promote the further improvement and maturity of the social hygiene and healthy development model with Chinese characteristics, and provide actions for the realization of the building of a moderately prosperous society in an all-round way and the realization of the Chinese dream of the century-old rejuvenation of the Chinese nation. guide.

Sharing experience and contributing wisdom in global health governance, Fulfill international obligations and participate in global health cooperation. Actively assume the responsibility of a major country in promoting the cause of world health, and contribute to the cause of global public health. The Peace Ark Hospital was established to provide medical services to the people of the countries along the way. Step up cooperation with other countries in the fields of infectious disease prevention and control, chronic disease prevention and control, vaccination, etc., share their own experience, and "benefit the world, share the future" as a call to demonstrate the responsibility of a major country. Actively responded to international health emergency operations and dispatched medical rescue teams to the affected areas. When the global outbreak of the new crown epidemic in 2020 spreads, China has set up a number of medical expert teams to go to various countries in the world to actively provide assistance, promote its own experience in fighting the epidemic, and provide local medical advice.

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### **About the author:**

Dong Liang (1995.8—), male, Han nationality, native place: Qingdao, Shandong, School of Marxism, Qilu University of Technology, 19th grade graduate student.

# Public Art Design of Historical Event Memorial Hall——Taking the Sculpture in the Nanjing Massacre Memorial Hall as an Example

Xiaohan Li

Qilu University of Technology The University is Located in Jinan, Shandong Province 250300

**Abstract:** The memorial hall of historical events aims to commemorate important historical events, and its space structure and art display, should be incisively and vividly show the essence of the event. Wu Weishan's sculpture for the Memorial Hall of the Victims of the Nanjing Massacre vividly reproduces the historical scene of the Nanjing Massacre. The memorial sculpture becomes the highlight of the theme of the Nanjing Massacre Memorial Hall, integrating emotional elements into the shaping of the space environment, and integrating the special quality and appeal of the historical memorial hall with the thoughts and emotions of visitors.

**Keywords:** Public art sculpture historical event memorial Hall Nanjing Massacre

## 1. Memorial Hall of historical Events

Museum architecture is the construction site of social spiritual civilization, and memorial museums established to commemorate major historical events, in addition to the display function of the general museum, have spirit as the leading function.

The overall design of the nanjing massacre victims memorial from the nature, history, environment, use realistic technique to create the atmosphere of a building, combined with stunning sculptures, aims at is to give visitors a memorable profound feelings, thus further arouse the people to the tragic events in the history of mankind where the recall, memory and thinking.

## 2. The Sculpture of the Memorial Hall of the Massacre victims in Nanjing

The Memorial Hall of the Victims in the Nanjing Massacre is located in a noisy residential area and a modern commercial block, which requires a spatial transition between the mundane life scene and the tragic historical tragedy. The sculpture works here should not only make people clear at a glance, but also attract layers of in-depth, so that the grief of visitors from within. Therefore, taking the epic group sculpture combination form can achieve a powerful narrative effect; It can create ups and downs of emotional resonance between the stories of suffering and visitors.

The first is the house Broken down, which is full of volume, form and tension. Then came the group sculptures of "Escape" with various expressions and bodies; Then there is the voice of the earth, the trembling hand pointing to the sky. This group of group carving takes the triangular decent memorial hall main building as the background, the composition is deep and agitated movement. This movement embraces the audience in a field of compassion; Let each step into the memorial hall, each see a bone, each see a blood coat, can produce infinite grief.

Entering the sculpture plaza from the entrance of the memorial hall, you can see "The destruction". With a height of 12 meters, the work shows the mother who was abused in grief, helplessly holding her dead son to cry to heaven, helplessly bearing humiliation and never yielding to her heart.

This work has become the landmark sculpture of the memorial hall. The tall, bony body has a strong sense of visual impact, which makes people close to look sad, and produces a strong sense of emotional depression. The long walking path at the feet of the sculpture becomes a process for people to reflect on history and purify their minds.

Then came the group sculpture of "Escape", which consists of ten groups of sculptures totalling twenty-one figures. This group of sculptures achieves an extremely strong performance effect by means of extremely exaggerated body and manner: the trembling tendons of the old are vividly carved, and the unwilling eyes of the dead are raised to reveal their fear and hatred in their hearts. This group of figures is almost life-size -- here, the audience emotionally interacts with the sculptures as if they are walking into history.

"Escape" is arranged in a straight line in space, which forms a parallel linear arrangement with the queue of tourists waiting to enter the memorial hall of the victims. The direction of this group of sculptures is opposite to the streamline of the audience, showing a tension of entering history and leaving grief. Visitors can more intuitively feel the theme of life and death expressed by this group of sculptures.

The sculptures in the sculpture square form a flowing movement, which gradually reaches the climax of the whole overture through a series of "dialogue" of body language between individuals and groups.

The "Dead Souls Cry" in the main entrance of the memorial hall is visually connected with the group sculptures in the sculpture

square, which is a very important spatial node in the museum visiting path. The work consists of two large, black, sharp bronze geometric figures, both of which have bas-reliefs carved on their faces. Carved on the left is a naked man falling backwards, his right arm outstretched to the sky. The relief on the right is relatively small, showing civilians under the threat of bayonets. The image of aggressors is omitted, and the narrow and dense bayonets form a special visual focus.

At the entrance of the memorial hall, there is a relief wall with the theme of victory. Relief to the “V” shaped as the basic composition, in the “V” shaped node, there is a Chinese soldier blowing the victory bugler statue, foot on the aggressor’s helmet and broken sword, showing the victory of the people, the victory of justice, but also a symbol of war away from human beings. The sculpture adopts modern design techniques, with the help of the size of the triangle “V” word contrast perspective, forming a magnificent scene.

### 3. Spatial narrative

The group carving in the Memorial Hall of the Victims of the Nanjing Massacre, like the story, has a main line interspersed among them. It successfully expanded the psychological space for the audience to walk into the memorial hall, enhanced the spatial hierarchy of the memorial hall square, and enriched the sense of historical hierarchy of this special site.

The design of the sculpture square of the Nanjing Massacre Memorial Hall is a systematic and complete whole, which belongs to the memorial place of the Nanjing Massacre Memorial Hall. The organic combination of public art works and the square and architectural landscape creates an independent urban memorial place. In the design of sculpture plaza, space and works are integrated. In the process of action, visitors experience the artist’s creative concept. The sculpture in the memorial square has a strong public art concept, reflecting a distinct form of sculpture that is different from the traditional monument. The sculpture Plaza with public art as the main body for the first time extends the concept of “memorial field” beyond the high wall of the museum, and its commemorative significance extends to the whole city, thus symbolizing the slaughter and massacre suffered by Nanjing, an important historical and cultural city in Chinese history.

### 4. Conclusion

In the construction of architectural space, the memorial hall of historical events is often shown as the order and organization of a series of scene Spaces, which affects the narrative way of events, and also makes people’s emotions change over time when crossing these Spaces, and finally forms the spiritual feeling of the space as a whole. In the public art design of the Memorial Hall for the Victims of the Nanjing Massacre, the spatial scene is organized according to the development time of historical events, so that the whole sequence from east to west forms a series of Spaces with themes, and the whole space combination forms the prelude, climax and end. The sequential narration makes the spatial sequence have the characteristic of gradual progress, and the audience gradually accumulates emotion on the way of advancing and visiting, and reaches the maximum emotion in some core scene space.

When wandering in the historical event memorial hall, we can feel a kind of beauty of exhibition, its process is like a streamline type of development, regular, hierarchical, aesthetic conception. On the one hand, the artistic sense of space is constructed in the visitors’ senses. On the other hand, its reasonable guiding organization can improve the quality and efficiency of the visit, which is conducive to strengthening the audience’s understanding of historical events.

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### About the Author:

Xiaohan Li (1997.5—), female, Han nationality. Native place: Ji ‘ning, Shandong Province, College of Art Design, Qilu University of Technology, master’s degree in 19th grade, major: Art design, research direction: Handcraft Design.

# Research on the Ways of Cultivating Students' Interactive Consciousness in College Tennis Teaching

Zhen Wang

Shanghai Maritime University, 1550, Haigang Ave, Lingang new town, Pudong, Shanghai, 201306

**Abstract:** With the implementation of the new curriculum reform, colleges and universities have more and more stringent requirements for students in sports, especially tennis teaching in Colleges and universities. In order to further improve the classroom efficiency of college tennis teaching and comply with the current teaching concept of colleges and universities, cultivating students' interactive consciousness in college tennis teaching has become the focus of the current work. By cultivating interactive consciousness, we can enhance students' comprehensive quality and ability to a certain extent and ensure that students' ability in all aspects can be improved. On this basis, this article makes an in-depth study on how to cultivate students' interactive consciousness in college tennis teaching, and is committed to exploring ways to solve this problem, so as to significantly improve the teaching level of college tennis, broaden students' development in the field of tennis, and help students build a complete tennis knowledge system, So as to speed up the reform of tennis teaching in Colleges and universities.

**Keywords:** College tennis teaching; Interactive consciousness; Cultivation Approach

## 1. The concept of interactive consciousness

Objectively speaking, consciousness actually means that people can actively reflect objective facts, which is a unique attribute of human beings, while interaction is to achieve emotional communication and interaction between teachers and students through sensory experience and the participation of motor organs in the teaching process, so as to establish a new teaching relationship of mutual understanding, mutual trust, mutual respect and mutual equality, So as to promote students to achieve independent development of a new teaching concept. It can be seen that the so-called interactive consciousness is a kind of mutual assistance and mutual benefit shared by teachers and students in the teaching process. The psychological expression of mutual trust and common development is not owned by one party.

## 2. The important role of interactive consciousness in College Tennis Teaching

### 2.1 It is conducive to the establishment of a new relationship between teachers and students

The formation of interactive consciousness is based on the teaching concept of "highlighting the dominant position of students". Because it abandons the original teaching mode, the teaching objectives of tennis teaching classroom also change. Teachers no longer occupy the dominant position in tennis teaching. To some extent, it achieves the relationship of equality and mutual assistance between teachers and students, which not only shortens the distance between teachers and students to the greatest extent, At the same time, it can effectively improve students' awareness of independent innovation. The traditional college tennis teaching mode limits the divergence of teaching thinking. Teachers have absolute authority and control the whole process of classroom teaching. Teachers blindly pursue the completion of teaching progress, regardless of students' mastery and understanding of classroom knowledge, and do not require students to expand their thinking on the problems raised by teachers, As a result, knowledge and information can only flow in one direction.

### 2.2 Promote the innovation of classroom organization form

In the traditional tennis teaching, the teaching task is usually carried out around teachers. The organizational form of the classroom also aims to maintain the "hegemonic" position of teachers. Various signs continue to show the role and position of teachers in the classroom to the public. All the links related to teaching activities focus on teachers. Students have no voice in these processes and can only accept them passively. Therefore, the organizational form of classroom teaching is limited to the simple and boring situation of teachers' action demonstration and students' mechanical imitation, which leads to students' rejection of online teaching, so that they can not have a strong interest in learning and ensure their due learning efficiency in this process. The cultivation and generation of interactive consciousness can guide and encourage students to actively and independently participate in the organization and development of classroom teaching, control the teaching process in combination with their own learning needs, put forward their own opinions on the teaching content and dare to question teachers. This innovative behavior supported by students' independent consciousness, Promote the transformation of the organizational form of tennis teaching, and then construct an organizational system to maintain interaction and maintain a new teaching environment.



## **2.3 Promote the innovation of teaching function**

In the traditional college tennis teaching mode, the teaching function is only limited to the teaching of tennis skills, so as to achieve the only standard to measure the learning effect of students. This model not only has obvious disadvantages and highlights the obvious narrowness, but also causes the decline or weakening of college tennis teaching function to a certain extent. It is not only unable to complete the basic task of each tennis teaching classroom, but also unable to promote the reform and development of college tennis teaching. The purpose of the cultivation of interactive consciousness is to stimulate students' awareness of independent learning and maintain the persistence of their interest in tennis teaching courses, so as to effectively improve students' adaptability to the new learning environment, independent thinking ability and innovation ability.

## **3. Ways to cultivate students' interactive consciousness in College Tennis Teaching**

### **3.1 Establish an open teaching classroom to stimulate students' awareness of autonomous learning**

The traditional tennis teaching mode in Colleges and universities compulsorily stipulates the learning contents of students in tennis teaching classroom, specific to the corresponding knowledge that teachers need to impart in each class hour, but it does not strictly stipulate whether students are familiar with classroom knowledge and can draw inferences from one example, and most of the learning contents stipulated by it are edited by corresponding teachers. Teachers will take themselves as the center and adopt teaching contents and teaching methods that are convenient for their own explanation. In this process, they do not consider whether this method is suitable for students to absorb knowledge, thus forming a closed classroom situation, resulting in that tennis teaching knowledge is only unilaterally transmitted from teachers to students, It was not transmitted to the teacher again from the students' thinking. As a result, students cannot have independent independent thinking consciousness, and students will not develop the ability to think from childhood.

### **3.2 Abandon the sense of compulsion and create a good interactive environment**

Tennis integrates fitness, entertainment and fashion, which can fully highlight the sunny and healthy characteristics of college students and their positive spirit. However, in the traditional tennis teaching, because in the selection of teaching content, the provisions of the syllabus are the only standard, teachers will not improve and optimize the syllabus in combination with the current educational development situation; In teaching methods, blindly adopt the method of copying and forcibly inculcating the knowledge in textbooks into students' thoughts; In the construction of the evaluation system, we only pay attention to the students' learning results, ignore the students' learning process in tennis, and only regard whether the students can successfully complete the standard test as the only evaluation means; In the application of organizational forms, due to too much emphasis on the subject status of teachers, we ignore the focus of students as the classroom noumenon, that is, all classroom organizational forms are carried out around teachers. The disadvantages of this teaching method are too obvious.

## **4. Countermeasures of cultivating students' interactive consciousness in College Tennis Teaching**

### **4.1 Changing teaching ideas and constructing a new tennis teaching system in Colleges and universities suitable for the development of modern society**

Quality education requires an organic change in the traditional teaching concept. Affected by this, in order to realize the optimization of functions, the innovation of objectives must break through the constraints of the traditional model and establish a new teaching model highlighting the characteristics of openness, independence, interaction and innovation, so as to strengthen the cultivation of students' interactive consciousness.

### **4.2 Build a good interactive teaching scene to provide guarantee for the cultivation of students' interactive consciousness**

According to different tennis teaching courses, constructing corresponding teaching situations is conducive to let students experience the process in person, deepen students' understanding, and improve the quality of classroom teaching. In college tennis teaching, according to the students' own development needs, by building a teaching environment in line with different students' personality, we can help students enter the classroom faster. Therefore, in order to cultivate students' interactive consciousness, teachers need to create a relaxed interactive teaching atmosphere, urge students to focus on tennis teaching classroom, put forward their own opinions in this process, cultivate their innovative spirit, and further strengthen students' interactive consciousness under the influence of interactive scenes.

## **Conclusion**

To sum up, cultivating students' interactive awareness in the tennis education industry in Colleges and universities can not only improve students' enthusiasm for learning tennis, but also make the abstract tennis knowledge gradually concretized and easy to understand in front of students, and deepen students' cognition of tennis skills. Therefore, in college tennis teaching, cultivating students' interactive awareness can help students understand tennis skills at a deeper level, broaden students' development ability in the field of tennis, and further strengthen students' interactive awareness through a series of measures, so as to improve students' comprehensive quality and ability, so that students can truly understand and master tennis skills, So as to promote the development of tennis teaching in Colleges and universities.

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# Research on the Construction of Service-oriented Student Party Branch in the New Era

Guang Li, Liping Zhang

Shandong JiaoDong University 250037 Jinan China

**Abstract:** The construction of service-oriented party organization was put forward after the 18th National Congress of the Communist Party of China. As one of the grass-roots party construction, the student Party branch in Colleges and universities should gradually establish a comprehensive and service-oriented Party branch under the call of the party and the leadership of the party organizations of secondary relevant colleges and departments in Colleges and universities, so as to strengthen and deepen the reform.

**Keywords:** Service-oriented Party branch in the new period

To establish a service-oriented branch in the team of college students, we should highlight the service function and role of the team itself, and show the leading role of the branch work with the essential role of service. In the process of building a service-oriented Party branch, first of all, we should strengthen the relevant training of Party members in each student branch, improve the professional talents and personal service ability of Party members in the branch. Secondly, from the policy level, we should constantly improve the construction content of the organization and strengthen the update and guarantee of relevant systems. Finally, through the continuous expansion of service scope and content, innovate service content and related carriers, constantly strengthen and improve service ability, provide personality and service content for the learning of student branch Party members, solve the confusion in life and learning, improve their political quality, and promote the development and progress of college students in an all-round way.

## 1. Unreasonable content setting of key services

The setting of the work content of the service-oriented student Party branch will seriously affect and restrict the service effect and relevant service content of the whole organization. At present, there are some serious problems in the setting of service content in the student party organizations in Colleges and universities, especially in the student party organizations related to the second University, which are reflected in two aspects: the setting of key content and the setting of relevant service content are not comprehensive.

In the setting of service content of student Party branch, the first is in the core key areas, and the second is that the setting of key service content should be reasonable and effective, so as to fundamentally improve the service efficiency of the branch. In the process of Party branch construction, only by grasping these two contents can we fundamentally solve the problems existing in the construction project. The service content related to the Party branch will seriously affect and restrict the service quality and effect. There are big problems in the service content structure of the current service-oriented student Party branch organization construction, mainly in two aspects: key service content and incomplete service content.<sup>[1]</sup> As shown in Figure 1

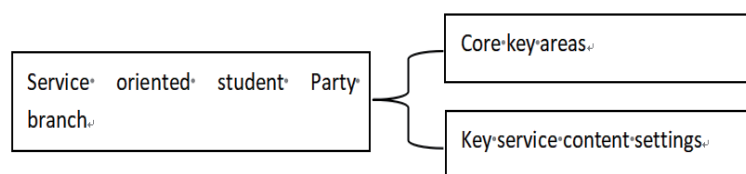


Figure 1. Setting Diagram

## 2. The service content set is not comprehensive

When providing relevant services, in addition to providing a series of services for students in the field of students' growth characteristics, the most important thing is to provide one-to-one and diversified services for more students, and try to be as comprehensive as possible in the relevant service content.<sup>[2]</sup>

With the current international and domestic influence of our country, especially the rapid development of our country in economy and society, and the continuous expansion of the scale of university campuses, students will face more serious problems and difficulties

in life and study, especially in employment. If there are no relevant organizations and institutions to formulate measures and policies more in line with the actual situation, It will cause the student Party branch to keep pace with the times in the process of development.

These problems may be overcome by their own efforts, but in most cases, they need help from peers or teachers. This requires the party organizations in depth to help in a timely manner and to reflect their advanced nature. At present, college students are facing great employment pressure. The majority of graduate students first need more comprehensive employment information, and the most important thing is to provide students with the employment skills and psychological health counseling they need. At present, a series of services provided by Student Party branches in many colleges and universities are relatively single and not systematic. If the relevant service content provided by the student Party branch cannot be satisfied by the current students, it will inevitably reduce the role of the Party branch as an organizational Battle Fortress, resulting in a great reduction in the influence of all Party members of its own branch, the status will be replaced, the role will be weakened, and it will be directly replaced by other student organizations. As shown in Figure 2

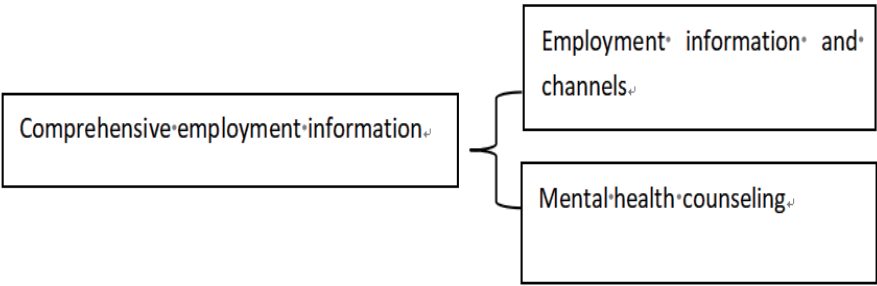


Figure 2. Structure Diagram

3. The service ability of student party members of the branch is insufficient

At present, there is a problem with student party members in Colleges and universities, that is, their academic performance is very good. There is a common feature, that is, their professional performance is relatively excellent, but they always ignore their service and organization ability. If a party member only does his own learning well, it can only prove that you have good learning ability. If you don't have good team consciousness and ability, Without a strong sense of service, students will only pay attention to the cultivation of learning ability and ignore the improvement of their ability in all aspects. Student party members pay particular attention to their professional course scores and the publication of relevant papers. Many standards are selected from the excellent students based on their own achievements and ignore the students with relatively high comprehensive quality, resulting in the selection of activists, It leads to paying too much attention to the professional achievements of student party members and ignoring the requirements of comprehensive quality. [3]

The result can not well enhance the influence and role of student party organizations. The service ability of Party members of the branch can not meet the requirements and needs of diversified services of college students, let alone provide higher level services for Party members of the student branch. Therefore, in a sense, it is not conducive to the overall improvement of the unity, influence and cohesion of the whole organization.

4. Conclusion

The student Party branch is responsible for the daily affairs of the student branch. The relevant organizational system and settings should be complete, and strengthen the daily contact with the majority of students. The student branch should carry out rich and colorful activities, and must face a wider group of students, such as other majors and other colleges, improve the participation of the whole student, and make full use of the team advantages of the student branch, Integrate relevant service resources, increase system guarantee, and fundamentally improve the role of student branches.

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# Determination of Air Leakage of Auxiliary Ventilation Ducting System in VANG DANH Underground Mine

Phuongthao Dang<sup>1</sup>, Vanduyen Bui<sup>2</sup>

1. Hanoi University of Mining and Geology, Hanoi, Vietnam

2. Hong Cam College of Technology, Quang Ninh, Vietnam

**Abstract:** Air leakage of air movement through the ducting system in underground mine is an important factor in ensuring the efficiency of ventilation during mining roadways being driven in mine. This value plays an important role in the reasonable design of auxiliary ventilation as well as in the energy cost in the mine.

Experimental data of the duct air leakage are made on 0.8 m diameter ducts over sections of ducts installing towards the working face in Vang Danh mine. Determination of the air leakage in ducting system have been undertaken.

**Keywords:** Air leakage; Auxiliary ventilation; Duct; Working face; Ventilation efficiency; Operating costs

## Introduction

Ventilation is an important work in the construction of tunnels in underground as well as underground mine. There is high methane content in Vang Danh coal underground mine. The excavation work is carried out by the drilling and blasting method. Therefore, ventilation system used is the force system, in which the fresh air is led to the face through the fabric duct. Fabric ducts and different types of fans are used for the auxiliary ventilation system. The efficiency of ventilation depends on the performance of the fan as well as the quality and aerodynamic characteristics of the duct. In the parameters of the duct, the level of air leakage plays an important role in the efficiency of air ventilation to the face.

## 1. Determining leakage coefficient of duct used in Vang Danh mine

### 1.1 Duct air leakage

An overview of methods for studying airflow in the ducting system, it shown that if there is not duct air leakage, then the distribution of airflow through the ductwork can be described by mathematical models quite accurately. However, complete elimination of air leakage from, or to the duct system is impossible due to the duct quality and numerous joints in the duct system [1]. Therefore, the calculation of the flow rate and energy of the airflow becomes complicated.

Air leakage can be described in the following two physical models [2].

- Discrete – air leakage leaks through joints of ductwork
- Continuous – randomly distributed outlets along the ductwork walls.

For estimating level of the air leakage, the researcher proposed the flow of the air leakage leaks in turbulent flow mode; but researcher proposed flow of the air leakage in laminar flow mode. The work shown that the mode of the air leakage is quite complicated and close to exponential function. Therefore, the results of the air leakage coefficient have been shown in the form of tables or graphs for certain types of duct.

### 1.2 Determining leakage coefficient

Level of air leakage is mainly influenced by the following factors: total length, diameter of the ducting and airflow in the ducting system.

Currently, in Quang Ninh mines, airflow volume  $Q_{\text{face}}$  supplying to the face changes from 2 to 8 m<sup>3</sup>/s for the duct of  $D = 0.6 \div 0.8$  m; sometimes 1.0 m for large cross-section roadway.

When the length of the duct is extended from 100 m to 700, 800 m, air leakage will increase quite markedly. Leakage sometimes exceeds 25-30% initial flow volume designed over hundreds m ducting length.

A conceptual prediction model has been proposed based on experimental data. Experimental data of the duct air leakage for the duct of 0.8m diameter measured at Vang Danh Coal mine is shown in table 1.

$$p=f(L,Q) \quad p=f(L,Q) \quad (1)$$

Let  $p$ ,  $L$  and  $Q$  represent leakage coefficient, duct length and quantity of airflow in the ducting system respectively. It is assumed to express  $p$  in the form:

Table 1. Experimental data of the duct airleakage for the duct of 0.8m diameter measured at Vang Danh Coal mine

Q(m <sup>3</sup> /s)	2.1	2.3	2.5	2.8	3.2	3.5	3.8	4.1	4.5
L(m)									
100	1.017	1.017	1.017	1.019	1.020	1.021	1.021	1.024	1.026
200	1.055	1.055	1.056	1.059	1.063	1.065	1.068	1.072	1.078
300	1.116	1.130	1.141	1.153	1.166	1.175	1.188	1.198	1.202
400	1.160	1.171	1.180	1.189	1.211	1.222	1.235	1.246	1.2162
500	1.246	1.255	1.268	1.276	1.288	1.2998	1.311	1.325	1.341
600	1.335	1.348	1.358	1.371	1.388	1.398	1.412	1.423	1.438
700	1.432	1.446	1.458	1.474	1.493	1.508	1.522	1.538	1.556
800	1.534	1.551	1.569	1.589	1.617	1.636	1.655	1.676	1.706
900	1.652	1.676	1.702	1.728	1.756	1.779	1.802	1.823	1.849

$$\ln(p-1) = \ln c + b_1 \ln L + b_2 \ln Q \quad (2)$$

$$\ln(p-1) = \ln c + b_1 \ln L + b_2 \ln Q$$

Where:

p: Leakage coefficient;

L: Duct length, m;

Q: Quantity of airflow in the ducting system, m<sup>3</sup>/s;

ln c, b<sub>1</sub>, b<sub>2</sub>, constants.

Each set of data: ln (p<sub>i</sub>), ln (L<sub>i</sub>) and ln (Q<sub>i</sub>) under given data – duct diameter, with i=1, 2...n.

With ducting length L<sub>i</sub>, the quantity of airflow in the ducting system Q<sub>i</sub> is measured; the air leakage coefficient p<sub>i</sub> is calculated as:

$$p_i = \frac{Q_0}{Q_i}$$

Where: Q<sub>0</sub> the quantity of airflow beyond the fan, m<sup>3</sup>/s; Q<sub>i</sub> quantity of airflow reaching the end of the ducting length - L<sub>i</sub>.

Linear regression analysis to fit these experimental data that can determinate the air leakage coefficient.

Let y<sub>i</sub>, x<sub>i1</sub>, x<sub>i2</sub> and b<sub>0</sub> represent ln (p<sub>i</sub> - 1), ln L<sub>i</sub>, ln Q<sub>i</sub> and ln c respectively. Equation above can be rewritten for the i<sup>th</sup> observation from the model:

$$y_i = b_0 + b_1 x_{i1} + b_2 x_{i2} \quad (3)$$

The model is represented as a system of n equations as follows:

$$Y_1 = b_0 + b_1 x_{11} + b_2 x_{12} + e_1 \quad (4)$$

$$Y_2 = b_0 + b_1 x_{21} + b_2 x_{22} + e_2 \quad (5)$$

.....

$$Y_n = b_0 + b_1 x_{n1} + b_2 x_{n2} + e_n \quad (6)$$

These n equations can be written in matrix form as:

$$\begin{bmatrix} y_1 \\ \vdots \\ y_n \end{bmatrix} = \begin{bmatrix} 1 & x_{11} & x_{12} \\ \vdots & \vdots & \vdots \\ 1 & x_{n1} & x_{n2} \end{bmatrix} \begin{bmatrix} b_0 \\ b_1 \\ b_2 \end{bmatrix} + \begin{bmatrix} e_1 \\ \vdots \\ e_n \end{bmatrix} \quad (7)$$

$$Y = X.b + e \quad (8)$$

Where: Y is a vector of n observation on study variable;

X is a matrix of n observations on each of the 3 explanatory variables;

b is a vector of regression coefficients;

e is a vector of random error components or disturbance term.

It is assumed that:  $E(e) = 0$ ,  $Var(e) = I \sigma^2$

To estimate the parameters b<sub>0</sub>, b<sub>1</sub> and b<sub>2</sub> using the principle of least squares. Least-squares regression is to fit these experimental data that minimizes the sum of squared residuals in matrix form.

$$e'e = (Y - Xb)'(Y - Xb) = Y'Y - 2b'XY + b'Xb \quad (9)$$

Then parameters are:

$$\hat{b} = (X'X)^{-1} X'Y \quad (10)$$

Therefore, the air leakage coefficient for the duct of 0.8m diameter can be obtained based on data at Vang Danh mine:

$$p = 1 + 2.8597 \cdot 10^{-6} \cdot L^{1.6245} \cdot Q^{0.4468} \quad (11)$$

Use the F-test can evaluate Pro (F) = 0.0000 with significance level is 0.5. This low a value would imply that the regression parameters are nonzero and the regression equation does have some validity in fitting the data.

## 2. Conclusion

In Vietnam, for the design of ventilation, the air leakage coefficients of the ducts are mainly referenced from foreign handbook. This often leads to inaccurate ventilation calculations.

The coefficient of air leakage can be determined based on a general assessment of the influence of many factors, in which the length and diameter of the duct, and the flow rate are very important.

The air leakage coefficient in Vang Danh has been determined based on survey data in Vang Danh coal mine by using the linear regression method.

In addition, the research results have been used to optimize the ventilation system. Optimizing the auxiliary ventilation system can save money and energy.

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# Methods and Tools of Private Company Management

Weilin Wang, Meiting Chen

Zhuhai Institute of Science and Technology, Zhuhai City, Guangdong Province 519000

**Abstracts:** With the rapid development of the economy, many private companies have emerged in the market. However, most private companies blindly pursue performance and economic income, but they ignore the most important issue of how to manage the company scientifically. This is one of the important reasons why they cannot develop in a long-term and efficient manner. Therefore, this article mainly analyzes the scientific management methods of private enterprises. Those aspects of corporate management should be the focus, and how different companies should formulate their own management methods.

**Keywords:** Management; Competitiveness; Culture; Direction; HR; Finance; Supervision; Sustainable

## Introduction

With the rapid development of economic globalization, the weight of private enterprises in the market economy has gradually increased. “More and more people are setting up their own business and becoming their own boss”. And many new private enterprises have emerged. However, the market share is limited. So many companies want to divide this piece of cake, which will lead to unprecedented competitive pressures for private enterprises. Private enterprises have many advantages in market competition, such as flexible mechanisms and strong innovation capabilities. However, the average life expectancy of “Chinese private enterprises is only 3.7 years”. Faced with such bad data, we must calmly see the problems in the current management of private enterprises.

The management system that the enterprise has created is unreasonable, the development strategy is not clear, the blind pursuit of economic effects, and the overall lack of vitality of the enterprise, etc., is the final fate of the private enterprise. Having a true passion for the business you are managing is very important for your success. But passion alone is not enough. You also need core business skills to properly launch your organization and survive over the long term. You need to understand business planning, strategy, finance, and marketing.

## 1. Method of solving the problem

### 1.1 Swot

The SWOT analysis method was proposed by Andrews, a professor of management at the University of San Francisco, in the early 1980s. The SWOT is: Strength, Weakness, Opportunity, Threat. SWOT analysis is the main internal strengths, weaknesses, and external opportunities and threats that will be closely related to the research object. Listed through surveys, arranged in a matrix form, and then analysed systematically. Various factors are matched and analysed to draw a series of corresponding conclusions, and the conclusions usually have a certain decision-making nature. Using this method, a comprehensive, systematic, and accurate study of the subject's situation can be conducted, and corresponding development strategies, plans, and countermeasures can be formulated based on the research results. The SWOT analysis method is often used to formulate group development strategies and analyse the situation of competitors<sup>[1]</sup>. It is one of the most commonly used methods in strategic analysis.

### 1.2 Scp

The SCP model was established by Bain, Cherer, etc., the authority on industrial economics of Harvard University. This model provides an industry analysis framework that can penetrate into specific links and have a systematic logic system. The basic meaning of the SCP framework is that the market structure determines the behaviour of the company in the market, and the corporate behaviour determines the economic performance of the market in all aspects.

The SCP model analyses possible strategic adjustments and behaviour changes when an industry or a company is exposed to surface impacts.

The SCP model analyses the impact of external shocks from three perspectives on specific industry structure, corporate behaviour, and business performance.

-External shocks: mainly refers to changes in the external economic environment, politics, technology, cultural changes, and consumption habits of enterprises;

-Industry structure: mainly refers to the possible impact of changes in various external environments on the industry where the company is located, including changes in industry competition, changes in product demand, changes in market segments, and changes

in marketing models<sup>[2]</sup>.

Corporate conduct: mainly refers to the measures that companies may take in response to external shocks and changes in industry structure. It includes a series of changes including the integration of related business units, expansion and contraction of businesses, changes in operating methods, and changes in management.

Operating performance: mainly refers to the changes in the operating profit, product costs, market share, etc. of the enterprise in the event of changes in the external environment.

### 1.3 Porter Five Force

The Porter Five Force Model brings together a large number of different factors into a simple model to analyze the basic competitive situation of an industry. The five power models identify the five main sources of competition, namely the ability of suppliers and buyers to negotiate prices, the threat of potential entrants, the threat of alternatives, and finally, competition from companies in the same industry.

In a sense, it belongs to the micro analysis of the external environment analysis method. The Porter Five Forces Model is used for the analysis of competitive strategy, which can effectively analyze the customer's competitive environment. The Porter five-force analysis method is a static cross-sectional scan of the profitability and attractiveness of an industry, which illustrates the average profitability of companies in the industry. So this is an indicator of the industrial situation, not an indicator of the ability of the company. Generally, this analysis method can also be used for entrepreneurial capability analysis to reveal what kind of profit space the company has in its industry or industry.

## 2. Financial statement analysis

The comparative analysis method refers to an analysis method in which the difference between indicators is determined through the comparison of two or more related economic indicators, and the difference analysis or trend analysis is performed. It is a most basic and main analysis method. There are generally three basic expressions of comparison: absolute amount comparison, percentage comparison, and ratio comparison. Through comparative analysis, you can find the gap, determine the direction, nature, and size of the difference, and find out the cause of the difference and the degree of its impact on the difference to further improve the company's operating management. Compare the actual results with the historical data of similar indicators in the financial statements of different periods. Determine the changes in the financial status, operating status and cash flow of the company, and reveal the development potential of the company, providing a basis for the company's financial decisions.

### 2.1 Ratio analysis

The ratio analysis method is through the comparison of financial relative indicators. A method of analyzing and examining the changes in the economic activities of an enterprise to evaluate its financial status and operating results. The ratio analysis method plays a very important role in financial analysis. It is also a form of comparative analysis, but it is not a simple and direct comparison of related indicators. Instead, it will divide the related different items and indicators to reveal the relationship between the related items, or change the incomparable indicators into division-by-ratio indicators, or generate updated, more comprehensive, and more useful information<sup>[3]</sup>.

### 2.2 Trend analysis

The trend analysis method usually refers to comparing the actually achieved results with the historical data of the same kind in the financial data of different periods. An analysis method to determine the changing trend of financial operating conditions, operating results, and cash flow, and the law of change. Usually for the company's balance sheet, income statement, cash flow statement. The cash flow statement often needs to use trend analysis methods to observe the trend of corporate cash flow changes over a period of time.

### 2.3 Factor analysis

Among the above several financial analysis methods, the comparative analysis method and the ratio analysis method can determine the differences in changes in various economic indicators in the financial statements. However, if you want to understand the reasons for the differences and the degree to which they affect the formation of the differences, you need to further apply the factor analysis method for specific analysis.

The factor analysis method is used to determine the degree of influence of several interrelated factors on a financial indicator. An analysis method to explain the main reasons for changes or differences in financial indicators. When there are several factors affecting the analysis object, it is assumed that there is no change in each of the other factors, and the impact of each factor's individual change is determined in order.

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# Reflections on the Ideological and Political Education and Management Mode of Universities under the Background of Media Integration

Jun Li

China Australia Business College of Shanxi Jinzhong City P.C.0306001

**Abstract:** There have been some problems in the ideological and political education model of universities in our country for a long time, which seriously affect the effect of ideological and political education. Media integration accelerates the dissemination of information, and brings greater challenges to ideological and political education and management of universities, and the communication between teachers and students is also strengthened. Teachers universities should make full use of these advantages, innovate ideological and political education methods, build an intelligent big data collaboration model, strengthen student management.

**Keywords:** Ideological and political education; Media integration; Internet

## Preface

The current ideological and political education and management work in many universities are not synchronized with the rapid development of new media. Ideological and political educators in universities should clearly recognize the opportunities and challenges brought by media integration to ideological and political education and management, and take this opportunity to continuously improve ideological and political education and management models.

## 1. Opportunities for ideological and political education and management in universities under the integration of media

### 1.1 Improve the accuracy of information transmission

Under the background of media integration, teachers can use a variety of mobile applications and network platforms to transmit information such as ideological and political theories to students anytime and anywhere, breaking the constraints of time and other factors on information transmission in the past, and make the content of information transmission more accurate and rich, which has a positive effect on improving the relationship between teachers and students, and improving the effect of ideological and political education and management.

### 1.2 Strengthen the communication between teachers and students

Under the background of media integration, teachers of universities can understand what students are thinking of through traditional media and new media, and students' learning time is no longer limited by time and space, thus effectively improving the efficiency and effectiveness of teacher-student communication<sup>[1]</sup>. For example, teachers of ideological and political courses can provide targeted online tutoring to students after class, communicate with students about problems encountered in learning after class, and evaluate and guide students' completion of their learning tasks. It can be said that under the integration of media, the communication between teachers and students in ideological and political education and management of universities has also been strengthened, which is an effect that is difficult to achieve in the traditional media environment.

## 2. The idea of constructing the ideological and political education and management mode of universities under the background of media integration

### 2.1 Apply a variety of ideological and political education methods

Teachers should give full play to the advantages of media integration, and various media platforms to actively pay attention to social current affairs hotspots, understand the content and topics that college students are interested in, and use this as the entry point for ideological and political education. These current affairs hotspots and topics of interest to students are combined with the teaching content of ideological and political theory courses to realize the life-like content of ideological and political teaching. On this basis, ideological and political teachers and counselors can also use online conference software for ideological and political education for students, and combine the content of life-oriented ideological and political education to show the knowledge in ideological and

political textbooks to students in a more vivid way. Using online conference software for ideological and political education can also almost achieve the effect of face-to-face teaching<sup>[2]</sup>. Moreover, in the process of using online conference software for ideological and political education, students and teachers do not have close face-to-face contact, which can greatly reduce the psychological burden of some students when facing teachers, and allow more students to participate in online ideological and political education. And the form of online ideological and political education is also conducive to the real-time interaction between teachers and students, which can improve the effect of ideological and political education.

## **2.2 Construct a dynamic analysis system of college students' ideology**

Under the background of media integration, various media have been fully integrated into the lives of college students, and many students will also leave messages and express opinions on various platforms. At the same time, data such as book borrowing records, canteen consumption records, and extracurricular activities records, etc. can also reflect the ideological dynamics and behavioral habits of college students to a certain extent. Under the background of media integration, universities can use big data technology and advanced algorithms to collect corresponding behavioral data on the basis of respecting students' privacy and protecting students' information security, carry on simple analysis of students' ideological dynamics and behavior, and provide a strong basis for the reform of ideological and political education programs and education management work

For example, many universities have opened accounts on new media platforms such as WeChat public accounts and official Weibo. Universities can cooperate with the operation teams of these accounts to regularly publish social hotspots or topics of interest to students, and open comment areas/message areas, then use big data and other technologies to collect and analyze keywords in the comment area or message area, summarize the current students' views and opinions on related issues, and feed this information back to the school's ideological and political education team and student management team, which make these educational work more targeted and time-sensitive, and is convenient for counselors to guide students in a way that is easier for students to accept.

## **2.3 Build a quality assessment system for ideological and political education**

Under the background of media integration, teachers' teaching behavior can be presented in the form of data, such as teaching time, and classroom interaction between teachers and students, etc.. For example, the existing teaching evaluation data service platforms on the market can be used. These platforms can generally provide managers and teachers with teaching methods and style analysis, student learning behavior and teacher quality model analysis. The platform includes two major information systems. The information system includes data details such as class atmosphere, class listening and evaluation, etc. while the school service system can provide administrators with functions such as teacher management and resource services, and the system can provide evaluators (students, administrators, etc.) for evaluation subjects (students, managers, etc.). Ideological and political teachers and other teachers) courseware, teaching process videos and other information, and provide administrators with electronic assessment schedules.

Managers only need to scan the code to log in to the account to use the electronic assessment schedules to evaluate teachers' teaching process. Then the system directly counts and ranks the evaluation scores, so that managers can compare the teaching quality of teachers, set an example for other teachers, and urge teachers of ideological and political courses to continuously improve their own quality. Students can also use the electronic questionnaires in the system to feedback teachers' teaching attitudes, their own learning experience and other information, and the system will intelligently analyze teachers' teaching abilities based on the data fed back by students to form a detailed ideological and political course teaching quality. According to the report, universities can also use the content of this report as the basis for the evaluation of teachers' professional titles.

## **3. Conclusion**

Ideological and political education and teaching management have always been important contents of education and teaching in universities. Media integration improves the accuracy of information transmission, which also helps to realize the interaction between teachers and students. In the new era, universities should make full use of the advantages of media integration to innovate methods of ideological and political education, and use advanced information technologies such as big data, etc. and new media platforms to build a dynamic analysis system for college students' ideology and a quality assessment system for ideological and political education, and to innovate ideological and political education and management model, improve the quality of personnel training.

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## **About the author:**

Name: Jun Li, male, Han Nationality, 1981-9, from Jincheng, Shanxi Province, professional title: intermediate professional title (lecturer), Director of Academic Affairs Office, secretary of the third Party branch of teaching staff, degree: graduate degree, master's degree, research direction: mainly engaged in ideological and political education and teaching management research

# Analysis of the Enterprise Marketing Innovation Strategy Under the Background of the Internet

Xintian li

Guilin University of Aerospace Technology , Guilin, Guangxi Province, 541004

**Abstract:** In recent years, our country has made a lot of reforms and innovations in the field of Internet technology. People's daily life has changed greatly due to the emergence of the Internet, and almost many industries are using the Internet. In the background of the Internet, enterprises must keep pace with The Times and make certain innovations in marketing. Only in this way can they better promote the development of enterprise marketing, make the marketing object more accurate, and only in this way can they provide a strong and strong guarantee for the stable development of enterprises.

**Keywords:** Internet; Marketing; Innovative strategy

The emergence of the Internet has brought a great impact on the marketing system, people for network virtual stores relative to the past, overall shop and stores has a very big difference, although the goods sold, but people can not be affected by time and space, shopping will be more convenient and free, in the process of enterprise marketing, must deeply understand the specific market changes, only in this way can better meet the actual needs of customers. In the process of actual marketing, the relevant personnel also need to break through the shackles of traditional concepts and adopt more innovative marketing strategies.

## 1. New changes in enterprise marketing with the Internet as the background

### 1.1 Marketing Globalization

The emergence of the Internet, make the relationship between various departments become closer, can achieve good information resource sharing, save a lot of time, staff also have a lot of focus on marketing strategy, the openness and connectivity of the Internet can not only spread good information, but also can marketing information to the enterprise in the shortest time, the future development of potential customers, greater mining of the depth of potential customers. The emergence of the Internet has made more and more people understand the products produced by enterprises, which brings great opportunities to the development of enterprises.<sup>[1]</sup>

### 1.2 Low cost

Under the influence of the traditional marketing model, actually must have the help of certain intermediary and agents, this is also a main force of product transportation and communication, but in the whole marketing process, for enterprises will cost a lot of cost, but in the background of the Internet marketing not as before, after a lot of trivial process, the most prominent point is that it can greatly reduce the marketing cost of enterprise.

### 1.3 More convenient information

As is known to all, the network is very fast, between production and marketing because of rapid information and resource sharing has become closer, the openness of the network can better understand consumers, for product satisfaction, enterprises can combine the actual sales situation, understand consumer cognition of products, and the consumers' actual demand, better adjustment and improve later production products, for the later service, lay a strong and powerful foundation. With the help of the characteristics of network openness, it can also provide more diversified evaluation information for enterprises, and provide more accurate reference data for product optimization. At the same time, with the help of the Internet can also let consumers understand the product characteristics and characteristics of enterprise culture.<sup>[2]</sup>

## 2. Innovative strategy of enterprise marketing under the background of the Internet

### 2.1 Innovate and set the marketing strategy

In the process of development, enterprises must fully understand the demand for products in the whole market. At the same time, they should also pay attention to collect the personalized needs of customers and form a more accurate marketing plan. Enterprise marketing core as marketing method, to the whole market for the product demand as the direction of the whole marketing enterprise in the design of product production marketing scheme, the staff must fully consider the actual needs of the target group, build an adaptive marketing scheme, only in this way can better meet customer consumer demand, generally the current people's living standard is higher and higher, for more and more demand for products, requirements are more and more strict. Most of the time consumers buy



goods will produce a series of psychological changes, very concerned about the price of the product, and the quality of the product, so enterprises must fully understand all kinds of consumer groups, according to the actual situation of all kinds of consumer groups to make a marketing plan, ensure the accuracy of their marketing plan. For example, during the Spring Festival, people prefer to buy some products with beautiful gift boxes, which is convenient for people to visit their relatives and friends, so compared with the actual needs in this respect, enterprises such as toy food must make a marketing plan to make similar gift boxes in the New Year. When formulating the relevant product plan, enterprises must have the main nature of the products, and choose the most representative products.

## **2.2 Enterprise marketing model**

The current Internet technology relative to the past is more and more mature and perfect, many enterprises have their own product sales website, the establishment of the website has become an important basic condition of sales activities, in general sales mode mainly includes the following points, the first is to create the enterprise own website, in this website, consumers can achieve online communication with enterprises. Through specific communication, consumers can better judge their personal preferences, so as to meet the actual needs of consumers. Secondly, it is necessary to constantly update the product information, and only in this way can we leave a relatively deep impression on consumers, and further stimulate consumers' desire to buy products. In addition, there should be not only the mass production, but also the conditions of quality production, rapid production can actually better meet the actual purchase needs of consumers, in addition to also meet a small number of specific product needs of consumers. The last point is to constantly improve the visibility of the products, to establish a good network cooperative relationship, only in this way can attract more consumers, to ensure the stable development of the enterprise.

## **2.3 Continuous innovation of enterprise marketing channels**

Combined with the existing survey, many enterprises actually close and foreign trade, most of the time enterprises also began to develop in the direction of transnational management, in general, some enterprises in order to obtain more economic benefits, not only with partners to carry out the corresponding marketing activities, but also organize competitors, implement some alliance strategy and so on. The biggest purpose of doing this is to reduce costs as much as possible, improve the competitiveness of their own enterprises, and occupy a position in the whole market. Under the background of the Internet, enterprise marketing organization management form must be reasonable adjustment and innovation, use the Internet resources to improve the utilization rate of computer, so that can better reduce human resources and material resources, in reducing human costs at the same time also can expand the entire marketing channels, let enterprises can more directly to consumers, consumers can quickly obtain product information in the shortest time. In addition, it is also necessary to constantly highlight the concept of marketing organization, so that enterprises can use their own virtual window to show their products to customers in the whole network sales platform.<sup>[3]</sup>

## **2.4 Enterprise marketing strategy is constantly optimized**

Under the background of the Internet, more and more consumers like to buy products on the network, so from a perspective, to the development of the enterprise brought a lot of sales space, many times consumers for products more and more diversified, consumer demand is more and more personalized, so enterprises must pay close attention to and understand the actual needs of the market, make certain adjustments in product design, only in this way to better provide consumers with the products they want. In the process of marketing strategy optimization, mainly can be reflected in the following three points, the first is the product culture, strategic culture is the soul of a product, at the same time, the product packaging is also an important condition to attract customer attention, so enterprises must spend some thought on the packaging, both to reflect the characteristics of the product itself, also to conform to the culture of the current enterprise development, only in this way can leave a deep impression on consumers. The second point is that the product standardization strategy consumers attach great importance to the quality of their own purchase of products, so enterprises must constantly improve in the process of development, for the strength of product quality testing, improve the supervision mechanism of network consumption. The last point is the product boutique strategy, which is also very important in the current marketing process. The core point is also a coordination way to achieve product standardization and product serialization.

## **3. Conclusion**

In this new era, enterprise marketing in the specific work, also must consider their own market competitiveness, from the perspective of products, targeted to optimize the original marketing scheme, only in this way can form a relatively complete marketing system, further improve the economic strength of the enterprise.

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# Construction Technology of Frame Structure in Building Engineering

Yong Yang

Jinan Engineering Polytechnic, Jinan, Shandong Province, 250200

**Abstract:** With the rapid development of China's national economy, urban construction is also developing gradually, and all sectors of society pay more and more attention to the construction quality and efficiency of construction projects. Among a variety of construction technologies, frame structure construction technology has strong safety and reliability, so it is widely used. Based on this, this paper briefly analyzes the technical points of construction technology of frame structure in construction engineering, and analyzes the problems existing in construction.

**Keywords:** Construction Engineering; Frame structure construction technology; Analysis and discussion

## Introduction:

With the rapid development of China's construction industry, construction engineering technology has also made a major breakthrough, and the technical level is constantly improving. At present, in the construction of building engineering, the application of frame structure construction technology is more common. Frame structure has strong safety and stability. It is the mainstream construction technology at present. However, after in-depth research, it will be found that there are still some deficiencies in this technology. Under the new social situation, we must actively innovate and apply, and effectively solve the technical problems in construction, so as to ensure the quality of construction frame structure and further promote the steady development of China's construction industry.

## 1. Technical characteristics of frame structure construction in building engineering

The construction technology of frame structure in construction engineering is a convenient and economical construction scheme. During construction, the technology will construct the structure according to the beam and column points, and use reinforcement or concrete building materials for construction. The reinforcement and concrete materials have high strength, high hardness and strong seismic level. At the same time, the price is relatively low, which can improve the construction efficiency and reduce the capital investment while ensuring the construction project quality. During the construction of the frame structure, the reasonable mechanical distribution will be carried out according to the design of the building, so as to further improve the bearing capacity and stability of the building and ensure the engineering quality of the building.<sup>[1]</sup>

## 2. Key points of construction technology for frame structure of building engineering

### 2.1 Construction technology of reinforcement engineering

The technical points of reinforcement engineering construction technology can be divided into three parts. First, the preparation of materials. Generally speaking, reinforcement materials need to be stored in a fixed position. The storage area should be in a safe area of the construction site, which is convenient for constructors to take materials and ensure the safety of the surrounding area when taking materials. Before construction, relevant personnel shall conduct standardized inspection on the materials used, check and record the specification, quantity, model and other data of the materials in detail, so as to ensure that the materials are qualified and sufficient in quantity. In case of any problems, the detailed recorded data can also be used as a reference. Secondly, welding construction. When the reinforcement materials enter the welding site, the construction personnel need to check again to ensure that the transported reinforcement meets the needs of engineering construction. Before welding, welding test and mechanical test are necessary in construction. If there is a problem during the welding test, the direct cause shall be found according to the problem, and corresponding treatment measures shall be taken to ensure that all data are qualified during construction. Finally, blanking construction. Generally speaking, many construction sites will prepare additional reinforcement for standby during construction. After the completion of reinforcement welding, linear shrinkage will occur at the gap of reinforcement welding, and some components will also be arched and deformed. Therefore, the corresponding reinforcement must be saved for standby according to the situation.

### 2.2 Formwork construction technology

The technical points of the benefit technology of formwork engineering are also divided into three parts. Firstly, the construction process and detailed data of setting out and height setting shall be accurately recorded. After completion, the technicians shall carry

out re survey according to the situation and further check the re survey results. During the installation of foundation formwork, the verticality must be accurately controlled, and the error should be controlled within 3mm. Select and fine watertight mortar to carefully fill the gap at the joint of cushion and formwork, so as to avoid slurry leakage. Secondly, the formwork support system needs to have strong stability and reliability, so that it can bear the weight of poured concrete. In addition, the formwork shall be easy to disassemble for later maintenance and replacement. In general, the formwork support system should be safe and reliable, and easy to install and disassemble. In the formwork support system, the most critical part is the main column, which bears most of the weight. Therefore, the main column needs to take the steel pipe material as the main part, and then install the support to disperse the gravity. In the general construction process, the shear brace connection mode will be selected at the transverse connection, and three groups of structures are used to determine the overall stability of the support system. In order to further fill the gap, the base plate can be added between the column, column bottom, bracket and formwork, so as to strengthen the friction between various components. Finally, remove the formwork. After the concrete curing is completed, the function of the formwork is completed. At this time, the formwork needs to be removed. Generally, the formwork built last should be removed first. This order is the most scientific and safe.<sup>[2]</sup>

### **2.3 Concrete construction technology**

Compared with other construction technologies, the operation of coagulation and construction technology is simpler and standardized. First, select the appropriate materials. Before construction, the specifications of concrete materials to be used shall be determined and transported to the construction site according to the specified standards. Due to the diversity of concrete materials, the strength and type of concrete shall be determined according to the actual needs during construction. If mistakes occur, the quality of concrete will be affected. Therefore, it is necessary to ensure that the quality of raw materials is qualified and have a professional quality guarantee. Secondly, reasonable matching method. There are a variety of concrete proportioning methods. Only a scientific and reasonable proportioning method can reduce the waste of materials and improve the service performance of concrete. Finally, concrete pouring construction. This link is the most important part of concrete construction technology. Before pouring, relevant personnel need to approve the pouring construction first, then determine the pouring scheme, check the position and size of the formwork, and take countermeasures for possible problems in construction in advance to ensure that the concrete pouring can be carried out smoothly according to the design scheme.

## **3. Problems in construction technology of frame structure in building engineering**

### **3.1 Improper material selection**

The materials used in the construction of frame structure are generally concrete and reinforcement. For these two materials, two problems are easy to occur. On the one hand, the material size and specification do not meet the construction requirements. During the construction of the construction project, Huiyu needs to make a detailed plan for the specifications and of the reinforcement to be used. If the size does not meet the expectation, it is easy to have problems such as welding errors or the quality of the reinforcement frame structure does not meet the standard. The occurrence of this situation, to a certain extent, leads to the construction can not be carried out smoothly, resulting in huge economic losses to the construction unit. On the other hand, the concrete quality is not up to standard. The quality of concrete determines the quality of the whole frame structure. For the selection of concrete raw materials, relevant personnel need to select according to the actual situation. There are many kinds of concrete raw materials, so it is easy to be confused. This needs to further strengthen management and communication. In addition, in the process of many building construction, there are strict requirements for the proportion of concrete. If the proportion is wrong, it will lead to the decline of concrete quality and affect the construction progress of the whole project. It can be seen that the allocation and maintenance of concrete is particularly important.

### **3.2 Lack of safety awareness**

In the construction process of construction projects, although ensuring the construction quality is the top priority, it is also very important for the personal safety of construction personnel. Many workers tend to ignore safety issues in order to catch up with the work schedule. For example, in order to improve work efficiency and flexibility of action, failure to wear safety equipment according to regulations leads to great safety risks in work. In addition, sometimes the connection between the two jobs is tense. If workers fail to fully handle the previous job, they will directly start the next job, which often has some potential safety hazards. The lack of careful verification of material inspection, safety supervision of on-site facilities and safety training for construction personnel have increased the risk of dangerous accidents to a certain extent.

## **4. Conclusion**

In the construction of building engineering, the construction technology of frame structure plays a vital role. If the frame quality of the construction project can be effectively guaranteed, the overall stability of the construction project can be ensured. Although there are still some subjective problems in the process, they can be successfully solved through the supervision of relevant institutions. Therefore, relevant technical construction units should pay full attention to the frame structure construction technology, use the frame structure construction technology of construction engineering to further improve the construction quality of construction engineering and promote the development of China's construction industry.

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**About the author:** Yong Yang, date of birth: April 1965, gender: male, professional title: associate professor, nationality: Han, native place: Jinan, Shandong Province, degree: bachelor degree, unit: Jinan Engineering Polytechnic, Research direction: Construction engineering

# Analysis of Pros and Cons of China Being the Observer of the Arctic Council

Bohuang Pan\*

Macau University of Science and Technology, Macau, China

The Institute for Social and Cultural Research, Macau University of Science and Technology, Macau, China

**Abstract:** Being the observer of the Arctic Council indicates that China is in possession of more edges in intervening Arctic issues. However, congenital elements of its structure of the Arctic Council have caused its ineluctable limitations. After participation the council, China should not only take full advantage of its own superior resources, but be clearly aware of constraints on it, flexibly tackling relations between the council and other member states to achieve the maximum of rights and interests in Arctic.

**Keywords:** Arctic Council; Permanent observer; Pros and Cons

On 15<sup>th</sup> May, 2013, the Arctic Council Ministerial conferences were held in Sweden. At this meeting, foreign ministers of Arctic states (Russia, the United States, Canada, Italy, Denmark, Norway, Iceland and Finland) signed Kiruna Declaration, which granted China, India, Italy, Japan, South Korean and Singapore as observers. Since then, China had been the permanent observer<sup>[1]</sup> of the Arctic Council, and further acquired a say on the Arctic matters. With these natural changes of global warming and the melting of Arctic sheet and so on in recent years, the possibility of developing and utilizing Arctic resources has enhanced gradually, all countries attach more importance to Arctic affairs. Marked by Russian research ship planting its national flag at the North Pole, Arctic states, including some non-Arctic countries compete for the Arctic rights and interests. As a near-Arctic country<sup>[2]</sup>, China also has significant national rights and intereststhere; hence it must have a place in Arctic affairs. The Arctic Council, as one of prime organizations where international community tackles Arctic matters, is increasingly playing a significant role. Being the permanentobserver of the Arctic Council is indubitably of great significance to strive for legitimate rights and interests at the North Pole.

## 1. Positive Influence of China Being the Observer

### 1.1 Conforming to China's Arctic Policies

Without excessive intervention on Arctic affairs, China barely released white paper on 26<sup>th</sup> January, 2018, an Arctic Strategy of China, and was discreet in actual communications with other nations, highlightingcollaborationbetween Arctic states and aborigines, holding a wait-and-see attitude. China emphasizes that the work in the Arctic focuses on China's environmental impact caused by Arctic sea ice melting and climate changes, and sustainable development, which has been confirmed by China's real practices. The Arctic Council is derived from the development and change of environmental protection strategy, and all its tasks focus on Arctic environmental protection and sustainable development; therefore, participating of the council will provide a broader platform for China implementing Arctic policies of environmental protection and sustainable development. It is China that mutually exchange experience with Arctic countries, provide scientific research teams, share the newest technologies, launch cooperation in specific matters, jointly safeguard ecological environment in Polar, decrease the impact of environmental changes on both Arctic states and China, and finally benefit all mankind.

### 1.2 Contributing to Incorporating Arctic Affairs into International Law

On account of geographical edge, Arctic nations are in possession of congenial dominating power. Proceeding from various countries' strategic interests, they attempt to make Arctic matters specialized, disassociate domination category defined by current international laws. Universal China's scholars don't recognize above propositions of Arctic states, and the mine viewpoints is to regard current frameworks provided by United Nations Convention on the Law of the Sea as the basis of defining legitimate nature of various Arctic affairs, considering those countries along the Arctic Ocean coast have the capacity to maintain internal waters, territorial waters, exclusive economic zones and continental shelf. However, apart from above areas, the principle part of the Arctic Ocean is pertained to high seas or "international sea floor district". As "common heritage of mankind", they should be governed and developed by International Seabed Authority, and can't be possessed by any countries.<sup>[3]</sup>

## 2. Limitations of China Being the Observers

### 2.1 The Arctic Council has congenital defects.

The Arctic Council was established on the basis of "Arctic environmental protection strategy". From its establishment of 1996 to now, the council has stood for protection of environment in the Arctic and promotion of sustainable of these regions. Objectively



speaking, the council has made achievements in environment, climate appraisal, promotion of sustainability, but it seldom involves in the sensitive waterways and resources, and it cannot handle such matters including politics, military and security of Arctic states and observers. The imbalance of rights and obligation tests China's patience.

The Arctic Council extremely highlights contributions of observers. Either entry criteria of observers or subsidy of observers to projects of subordinate institutions apparently represent the high requirements for observers, which can be found in the second part of this paper, the value appraisal process of the Arctic Council's approval of China's permanent observer qualification. China is endowed with the fundamental right of participation, which make rights and obligations non-equivalent. Its interest requirements are restricted within controllable scope of Arctic states: if China accepts the principle of "three recognitions", it indicates that China acknowledges that Arctic nations are in possession of dominant powers on Arctic affairs, and passively implies the deletion of core rights. China will never be entitled to votes of the council, which is the core to realize interests. China can only attend the conference but without the right to engage in any decisions, and acquire limited materials and documents, excluding these documents of "only restricted to arctic states and permanent participants". On the conference, China's utterance is restrained by the speaking order which is forcibly regulated in Brochure. Arctic states and permanent participants initially express their full viewpoints on a certain issue, so China's final statement seems to be of no importance, and its statement must be approved by the chair of the conference. On such significant occasions producing decisions, for instance, ministerial conference, China can only submit to its perspectives written in paper, which exert negligible influence on determination of decisions.

## **2.2 The Arctic Council's Monroe Doctrine impedes the realization of China's rights and interests.**

Although Arctic countries have controversies over the sovereignty of islands, waterways, the delineation of continental shelf and, at current circumstances, they can't be resolved in a short time, these countries gradually realize collective actions must be better than individual actions. Therefore, a kind of regional consciousness has been formed, which is strengthened in the utilization of the Arctic Council's practical functions. This consciousness has been called "Monroe Doctrine"<sup>[4]</sup>. Arctic states attempt to band together to fight against the outsiders, embrace all Arctic matters, and exclude other subject of international law to participate, in order to create an exclusive Arctic for Arctic countries. With continuous improvement of the Arctic Council's structure in recent years, two legal documents are promulgated successively. By virtue of the platform of council, Arctic states have reached into sensitive regions; thereby their dominant positions have been enhanced significantly.<sup>[5]</sup> After drawing benefits from "Monroe Doctrine", the exclusiveness of the council would grow in intensity. If China expects to safeguard Arctic rights and interests by means of effective utilization of the council, it has to be confronted with this phenomenon. There will be more difficulties over scarce rights. China's any overactive actions will touch sensitive nerves of Arctic states and cause more rigid restrictive measures.<sup>[6]</sup>

China has enjoyed significant national rights and interests. As a near-Arctic country, on one hand, China is supposed to stick to current principles and systems of international law applicable to Arctic regions. On the other hand, it should energetically participate in modification and establishment of Arctic laws and regulations. Being an observer of the Arctic Council is indubitably a step toward this direction. To dilate and maintain rights and interests in future Arctic governance, constant efforts are required by China<sup>[7]</sup>.

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# Research on Questioning Strategies in Higher Vocational College English Class

Xiaocai Wang

Shandong Vocational College of Industry, Zibo 256414, Shandong, China.

**Abstract:** In higher vocational English class, classroom questioning is an important way to arouse students' thinking, stimulate their interest and activate the classroom atmosphere. It is also an effective measure to improve the quality of teaching. This paper introduces several strategies to improve questioning skills in higher vocational English class and illustrates them with examples.

**Keywords:** Questioning strategy; English class; Higher Vocational College

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The purpose of English teaching in higher vocational colleges is to impart knowledge, cultivate cross-cultural awareness and improve communicative competence. Effective questioning can stimulate students' interest, generate learning motivation and develop students' habits of thinking from multiple angles. The process of answering a well-designed question provides students with opportunities to participate in classroom activities, promotes communications and exchanges between teachers and students, creates a harmonious teaching atmosphere, and improve students' creative thinking. In short, questioning is an important part of teaching. Here are some strategies to improve the effectiveness of questioning.<sup>[1]</sup>

## 1. More open-ended questions should be designed to inspire students to think.

English teachers should raise more questions without standard answers and allow students to come up with their own ideas, which is easier for more students to participate regardless of their grades. The questions should not only focus on the key points of knowledge, but also be connected with real life. Especially for the course of English, the lack of language environment in the learning process is a big defect, so teachers should try to find examples related to the knowledge in life. Only questions with certain difficulties and practical significance can let students have the motivation to think, broaden students' horizons, expand their knowledge, and improve their awareness of contrast as well. Different levels of students should also be taken into account. Questions should be aimed at students of different abilities and levels, which can attract more students to participate in the discussion. For example, when learning about the topic of greetings, questions can be raised such as "What are the ways foreigners greet each other when they meet for the first time?", "What are the differences of greeting ways between the first and the second time?" and "What topics do foreigners usually start with when they meet?" The above questions can not only relate to the content of the lecture, but also make the students think about the differences between Chinese and Western greetings.

## 2. An emotional atmosphere of equality and tolerance should be created.

Students in higher vocational colleges are not active enough in answering questions because of the poor foundation. Students are also afraid of making mistakes and losing face. Therefore, it is particularly important to create a relaxing classroom atmosphere. Firstly, teachers' gentle and encouraging words can reduce students' tension. Proper evaluations, which are based on the participation rate instead of the accuracy rate, can encourage reticent students to speak. Secondly, students should be given enough time to think or be organized into groups to discuss questions. 3 to 6 students consist of a group and express different opinions. Then a representative from each group presents the result of the discussion. At the same time, groups evaluate and rate each other. When groups are divided, members in the same group should have as much diversity as possible, such as different genders, high and low grades, active and inactive characters, etc. By dividing groups in this way, it is more conducive to cultivating students' spirit of cooperation. Students with strong learning ability can further improve their mastery of knowledge by helping students with weak learning ability. At the same time, students with poor grades can get more help to improve their confidence.<sup>[2]</sup> Some other advantages of group discussion are that a variety of different ideas can be demonstrated and students' sense of tension and inferiority can be greatly reduced. Questions that are a little difficult for students, such as text translation, can be arranged in the way of group discussion.

## 3. More fun should be added to the period of questioning.

As the saying goes, "Interest is the best teacher." When preparing lessons, English teachers should pay more attention to the accu-

mulation of materials, understand the interests of contemporary college students, and achieve a perfect combination with the content of the teaching materials. For example, nowadays there are many abbreviations in English communication. When prepare this part of the content before class, teachers can design the following questions as “Can you list some common English abbreviations in everyday life? What are their English full names and Chinese meanings?” Almost all the students are familiar with KFC and NBA, but few of them can tell exactly the English words, not to mention the historical backgrounds. When explaining this part of knowledge, teachers add the introduction of history of the restaurant as well as the story of the founder himself, or introduce some of the most popular foods, which will bring different feelings to students and greatly attract students’ attention. Questions like these are easy to arouse students’ interest, and the learning effect will be twice the result with half the effort. Examination results are no longer the most important purpose of English teaching in higher vocational colleges. It is more necessary to improve the ability of cross-cultural consciousness and oral communication. Therefore, teachers should focus on the development of cross-cultural content, and take multicultural communication ability as the starting point of the problem.

#### **4. Possible answers of students should be anticipated and students’ doubts should be responded flexibly.**

While designing the questions before class, teachers should predict different answers that students are likely to give. An effective design of questioning and answering can not only arouse students’ interest and thinking but also include corresponding analysis and evaluation to various answers given by students. Teachers should not only delve into the contents of the textbook, but study and understand the students as well. The process of asking and answering questions is also the process of communications between teachers and students. For example, although students have learned the use of tenses from middle school, they are still confused about some similar tenses. The most confusing point is the present perfect tense and the present perfect continuous tense, and the difference between the two is very small. Whenever either tense is involved, full preparations should be made to contrast and compare two tenses. When it comes to the content of cultural differences of festivals, in addition to listing the different dates and customs, students are bound to have doubts about the origin and background of festivals, so teachers need to prepare relevant content in advance to solve students’ confusion. Therefore, a well-designed question-and-answer session includes both teachers’ own preparations and predictions of students.

#### **5. Modern teaching tools should be fully used.**

The development of modern science and technology brings new opportunities and challenges to teaching. Both teachers and students should improve their information abilities. Teachers should master the skills of uploading teaching resources, guiding students to complete online tasks, and evaluating students’ online learning. Students should be able to learn by themselves, complete online tasks, and be proficient in operating the learning platform. <sup>[3]</sup>The way of asking questions can be carried out both online and offline and in class students can answer the questions designed before class by teachers. There are many ways to answer questions online, like quick responses and voting, which are more acceptable than standing up in front of the classmates. The contents and results can be directly displayed on the projection, so that teachers can carry out specific teaching activities according to the responses of all students. Teachers can also upload the questions to be asked in class to the learning platform before class, so that students can find the answers in advance. In this way, classroom efficiency can be improved and more students can have the opportunities to participate in the classroom activities.

In conclusion, questioning in class plays a very important role in the process of higher vocational English teaching. Teachers should grasp a variety of questioning strategies to design effective questions. Both the characteristics of students and the objectives of English teaching should be taken into account so as to arouse students’ enthusiasm and stimulate students’ creativity. Effective questioning can cultivate students’ abilities of independent thinking and autonomous learning.

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### **About the Author:**

Xiaocai Wang(1979.12 - ), Female, ethnic Han, Zibo, Shandong, Master’s Degree, Main Research Field: English Teaching in Higher Vocational College.

# Collaborative Output Task-based Grammar Teaching in High School English Writing Context

Xingyue Wang

College of Foreign Language Education, CWNU, Nanchong, China

Fashion and Art School, Sichuan, China

**Abstract:** Grammar is the core of language which directly affects the accuracy and appropriateness of language understanding and expression. Grammar learning in high school is either lack of interest or full of grammar mistakes in communication. This paper strive to combine grammar teaching with communicative approach based on context to explore some collaborative output tasks for implicit grammar teaching in high school English writing context, with its aim to improve students' grammatical knowledge and awareness, writing skills and communicative competence.

**Keywords:** Collaborative output task; Implicit grammar teaching; High school English; Task type

## 1. Introduction

### 1.1 The importance of grammar teaching in high school

Grammar knowledge is the unity of form, meaning and use, which directly affects the accuracy and appropriateness of language understanding and expression. A good command of English grammar helps to improve students' reading and writing ability, so as to improve students' comprehensive use of English. Grammar is basically needed to learn how to speak and write in a way that is universally recognized and understood. So, grammar, in many aspects, is the backbone of language, is essential in the educational system.

### 1.2 Current situation of grammar teaching in high school

In current high school English grammar teaching practice, the traditional PPP grammar teaching model attaches great importance to the form of the grammar, single language points are encouraged to teach as the only grammar knowledge, regardless of the specific language context. This kind of grammar teaching model which neglects students' participation in class will inevitably make the grammar teaching classroom complex and boring and remain grammar a real challenge to both teachers and students. However, the communication-oriented, learner-centered Communicative, while at other extreme, for some teachers, they avoid the explicit (form-focused) grammar teaching entirely. As long as the purpose of communication is achieved, the correctness of grammar is not important. Teachers rarely deal with the knowledge of grammar, and students' grammatical inaccuracies may affect the further development of communication. Therefore, there are generally two dilemmas in English learning of high school students: one is students have no interest in grammar classes for a long time; the other is that students are fluent but full of grammar mistakes in English communication.

### 1.3 The purpose and significance of the study

This paper investigates the way of integrating Grammar Teaching with Communicative Approach through studying the combination of grammar rules, morphology, context and communication on the textual level. This paper presents some collaborative output task for grammar teaching in high school English writing context in order to improve students' grammatical knowledge and awareness, writing skills as well as communicative competence.

## 2. Problem identification of grammar teaching in high school

Based on the research findings, we can easily draw conclusions as follows: first, grammar teaching has its own significant place and value in the overall organization of language teaching in the institutions. No language can be learned adequately without implicit and explicit awareness of grammar of the same language. The Noticing Hypothesis shows that input does not become intake for language learning unless it is noticed, that is, consciously registered (Schmidt, 1990, 2001). So, explicit grammar teaching model is beneficial to learners' grammar learning. And repeated practice in class can transform explicit learning knowledge into implicit automatic knowledge. The key point is how to take implicit and explicit grammar exercise comprehensively. Second, Discovery Learning through context is more popular among students than teaching and practicing grammar in isolation. Some scholars, thus, have suggested that using classroom tasks in which the learners are required to work together and produce output collaboratively. Based on Vygotskian sociocultural theory, Swain introduced the concept of collaborative dialogues which she argued

are effective due to mediating the construction of linguistic knowledge and that this co-construction of a task can be a source of second language teaching (Swain, 1998). Swain(1985) stressed the significant role of output in learning second language, claiming that output is necessary and vital for learners to move from semantic to syntactic processing. Learners may notice some gaps in their linguistic knowledge because they may find out that they are unable to say or produce what they want to say. With metalinguistic function, it is asserted that output pushes the learners to reflect consciously upon language and decide what to say and what not to say. Collaboration may expedite these functions as it involves the whole process of learning. It is through collaboration in which the learners are asked to work collaboratively to reach a common goal, that is, being responsible for one another learning as well as their own. Some types of collaborative output tasks for implicit grammar teaching in high school English writing context were proposed, with its aim to improve students' grammatical knowledge and awareness, writing skills and communicative competence.

### 3. Collaborative output task for implicit grammar teaching in writing context

Collaborative output tasks refer to those activities that are designed to encourage learners to produce output collaboratively and reflect on and negotiate the accuracy of their language use. In such activities, the learners' attention is drawn to both meaning and forms (Kowal & Swain, 1994; Swain, 2005; Swain & Lapkin, 2001). Here are some writing-based grammar tasks for implicit grammar teaching were proposed in order to improve English grammar teaching in high school, upgrade students' grammar accuracy, enhance students' ability of writing and communication.

#### 3.1 Dictogloss Task

Dictogloss is a language teaching technique where learners are required to reconstruct a short text by listening and noting down key words, which are then used as a base for reconstruction. It is a learner-centered teaching method based on context, students' need and task. It aims to help students learn, apply and master grammar based on context. There are four steps: preparation, dictation, reconstruction, analysis and correction.

First, the teacher prepares a text that contains examples of the grammatical form to be studied. Then, the teacher reads the text the students at normal speed while they take notes for twice. For the first time, students should just listen and find out the main idea of the text, but for the second time, they could take notes of the key words that could be helpful in reproducing the original text. Next, students work in groups to combine their data to reproduce their version of the text. In the final stage, the pairs analyzed and compared the version produced by the students closely.

#### 3.2 Text Reconstruction Editing Task

Text reconstruction editing task is a teaching technique that teachers use to draw students attention to the meaning and the language features in a complex text. Students recreate or reconstruct a text that they have listened to several times, then discussed with their partners, without looking at the text. As students work with partners to reconstruct it, they are negotiating meaning, discussing the content and how it was expressed in the original text, and eventually agreeing as to how the text should be reconstructed so that its meaning closely resembles that of the original text.

For this task, teacher first read the original text twice at a normal speed to the students. Second, the students were required to focus just on the content and take notes. Then, they were given an incomplete version of the original text that contained several blanks and errors regarding the target grammatical structures. The learners were required to identify those erroneous parts, add, delete or change them to improve the accuracy as closely as possible to the original text collaboratively in pairs.

### 4. Conclusion

Teaching practice and research at home and abroad show that grammar teaching should be combined with specific communicative tasks. By encouraging students to consciously pay attention to relevant language forms from language input, the cognitive process can be activated, so as to output new knowledge and consolidate old knowledge. Some kinds of writing-based grammar tasks discussed in this paper are all based on text and require students to cooperate and interact with each other in a group to complete a certain grammar task. They not only enable students to focus their attention on the form of grammar, but also to consciously pay attention to the meaning and compare the features of various grammatical structures and their effects by writing sentences, paragraphs or essays.

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# Exploring the Application of CDIO Concept in Computer Introduction Teaching

Weifang Zhai

Baoding University of Technology, Baoding 071000, Hebei, China

**Abstract:** In computer science education, computer introduction, as one of the major professional entry courses, and its main teaching goal is to help computer major students to better understand and get familiar with the professional knowledge that they need to learn effectively. This paper mainly analyzes some problems existing in the current computer introduction teaching, discusses the strategies and methods of applying the CDIO concept in the computer introduction teaching, and brings some reference to the relevant teachers.

**Keywords:** CDIO concept; Introduction to computer theory; Teaching philosophy

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## Introduction

In the related majors of computer science, students should first learn the professional course of computer introduction. This course mainly introduces computer architecture, expertise, information technology, operating system, design language and software engineering. Through this course, students can have a more comprehensive understanding of the computer professional system, fully stimulate students' desire to thirst for knowledge, and help students build up self-confidence. Computer introduction course can not only reflect professional theoretical knowledge and technical knowledge, but also play a very important role in establishing professional ideas and constructing learning methods. In addition, the course can also effectively cultivate students' scientific thinking ability, innovation ability, and the ability to analyze and solve problems.

## 1. Teaching Status of Computer Introduction Course

Introduction to Computer is a new basic course for students in computer science and technology. The effective use of CDIO model in this course can carry out effective changes and improve the teaching efficiency.

### 1.1 Main views and contents of computer introduction research

In the computer introduction course, the main teaching goal is to let students have an effective understanding of computer expertise, and also use these knowledge to solve problems. Learning the computer introduction course can make the computer major students realize what they want to learn and how to learn. As a qualified computer major university graduate, they can also know what the quality and ability they should have through learning this course. In the process of carrying out the computer introduction course, the main teaching contents mainly include a brief history of computer development, typical problems in the computer field, computer professional knowledge system, computer basic knowledge, computer discipline methodology and other very important knowledge contents.<sup>[1]</sup>

### 1.2 Problems existing in computer introduction teaching

In the traditional teaching process, the computer introduction is mainly based on theoretical knowledge, but through the experimental operation of homework, on the computer is a form of auxiliary teaching. Introduction to computer This course is mainly the introduction of the theoretical knowledge involved in the computer major, mainly to help students to expand the scope, rather than the depth of knowledge. This requires computer teachers to choose more appropriate teaching methods in the actual teaching process, to help students to improve their interest in learning, and to guide students to take the initiative to understand the overall content of the course. In the process of teaching, effectively stimulate students' learning initiative and interest in learning. However, in the background of traditional teaching methods, there are still some problems in the current computer introduction teaching, which has an influence on the teaching effect.<sup>[2]</sup>

#### 1.2.1 Textbook selection

Up to now, teachers can choose many computer introduction textbooks. The content in these textbooks is relatively abstract, boring, difficult to understand, and even a large length of repetitive content, coupled with backward technology, has not keep up with the development and changes of The Times. However, the development of computer technology in China is very rapid, and science and technology is also constantly innovating and progressing. In such circumstances, it will have an impact on the students' interest in



the learning process, resulting in the students' learning effect is not very ideal.

### **1.2.2 Teaching method**

In the previous computer introduction teaching process, the main teaching content is still mainly theoretical. Therefore, there are not many opportunities that students can have real access to computers. When choosing teaching means, they still use the traditional multimedia courseware method or even the blackboard writing method. However, the theoretical content of the computer introduction course itself has a large amount of information and technical knowledge, many of which have never been contacted by students. Especially in the face of conceptual and principled knowledge, even if the teacher has already spoken in class, it is difficult for students to fully understand and master. Moreover, in the actual teaching process, the students mainly listen to, and do not fully reflect the students' main position of it, which can not better stimulate the students' creativity and imagination.

### **1.2.3 Practical teaching**

In the traditional computer introduction teaching, teachers mainly guide students to complete the practical content of computer introduction through homework. This form not only can not effectively guarantee the completion quality of the homework, but also makes the students ignore the practical content, and think that the practical content is not important. But in fact, computer introduction has a strong practical, many of the teaching content is very complex. Only through repeated operation, can we master the knowledge learned. However, under this traditional teaching mode, it is difficult to ensure the practical operation quality of the students, and it is impossible to practice the theoretical knowledge that they have learned in the classroom.

## **2. The Application of CDIO Concept in Computer Introduction Teaching**

### **2.1 Select the appropriate computer introduction teaching materials**

In the process of choosing textbooks, teachers should choose the latest computer introduction textbooks, whose content should be more novel and can keep up with the development of computer technology. Compared with traditional computer teaching materials, it will add some new teaching content, will not only include a brief history of computer development, computer operating system, computer typical problems, computer discipline methodology and other content, in addition, can also join some use of office software, computer virus principle and prevention, computer system security knowledge, common system tools and system maintenance knowledge, these knowledge can effectively help students expand knowledge.

### **2.2 Reform of teaching methods**

In the process of choosing the teaching methods, the relevant teachers can effectively use the modern multimedia teaching courseware, and fully use the modern network teaching resources in the actual teaching process, so that the students can be more interested in it, and their learning effect can be significantly improved.

For example, when teachers explain the brief history of computer development to students, teachers can download some relevant pictures to students in advance. For example, China's most original computing tool "abacus", Babbage's differential computer, to the current handheld computer, through the way of pictures, the development process of the computer is shown in front of the students. In this process, it can not only fully stimulate students' interest in learning, but also guide students to take the initiative to actively study and explore computer technology.

In the actual teaching process, teachers can not only use pictures for teaching, but also effectively use video resources. For example, when teachers explain the structure and manufacturing process of CPU to students, they can play the animated video of CPU production process in class. Through a more vivid and intuitive way, students can see the production process and process of CPU, help students better understand the relevant content, and replace the traditional boring text explanation. In This way, students' interest in learning can be effectively improved to concentrate students' classroom attention.

### **2.3 Carry out effective practice**

Computer introduction teachers should fully pay attention to the practical content in the practical teaching process, carry out practical teaching as normal teaching tasks, and change the traditional teaching mode. The completion of practical content has an important impact on the basic knowledge and basic theory that students learn in class. Therefore, teachers in the process of developing practical teaching, we should closely follow the theoretical content.

For example: in the process of theory course teaching, computer teachers in the knowledge of computer hardware, can effectively carry out practical courses, guide students to practice disassembly abandoned machine, carefully observe the composition of the hardware such as motherboard, to let the students further effective understanding of the hardware inside the chassis. Moreover, in the process of developing practical teaching, teachers can also take the form of group. Take groups as a unit, set students to complete tasks, as well as collective completion content. After the course, ask the students to submit the report in a group, and reflect the division of labor of each student. In this way, it can provide students with more opportunities to conduct hands-on practice, help students to further understand the theoretical content, and fully stimulate students' interest in learning, and effectively enhance the team awareness and collective cooperation spirit.

Conclusion: In a word, CDIO, as a new teaching mode, is not a long time, but it can show a very strong vitality. This paper mainly analyzes some problems existing in the computer introduction, and then further discusses how to use the CDIO teaching concept to improve the teaching effect. In this process, they will have a very deep impression on the students, and lay a solid foundation for their subsequent study of computer professional courses.

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# Construction of School-enterprise Integration of Electrical Engineering and Its Automation Professional Employment and Practice Base

Yiran Jiang, Xinwei Kou, Shuo Wang, Xinyu Wang

Baoding University of Technology, Baoding 071000, Hebei, China

**Abstract:** In the construction of modern electrical engineering and its automation major, through the integration of modern engineering education certification and management, strengthen coordination and unity, pay attention to school-enterprise integration, so that the current school education and training can meet the professional teaching requirements. By strengthening the construction of employment and practice base for electrical engineering and its automation major, a good education and management atmosphere will be formed. Through the teaching mode of school-enterprise cooperation, through the establishment of training base, cultivate the overall comprehensive ability of electrical engineering and automation. Participate in the construction ideas of the practical training base, so as to plan the scientific research of the whole practical training construction. Pay attention to practical activities, improve students' work experience, in the follow-up project construction process, can vigorously promote the construction and development of information technology.

**Keywords:** School-enterprise integration; Electrical engineering and automation professional employment; Internship base construction

**Preface:** The employment situation of electrical engineering and its automation major needs to carry out scientific construction and form a scientific training and education mode according to the students' practical and professional ability. With school-enterprise cooperation as the development focus, expand the key pilot education, can carry out efficient teaching and training mode, and improve the overall education and training technology. Through the construction of employment practice base, can improve the electrical engineering and automation professional technology, by expanding comprehensive education training measures, to ensure that students can under the innovation form of teaching, constantly strengthen their comprehensive ability, form a basic teaching management, promote the current management construction, maintain the stability of professional training.

## 1. Practical Teaching of Electrical Engineering and Automation

### 1.1 Current status of practical teaching reform

The teaching of electrical engineering and automation major cultivates students' professional ability through practical education. According to the construction work of national development, focus on the development of scientific research undertakings. In the teaching work of many professional schools should be paid to the construction of scientific education training methods for students. Under the systematic teaching system, to establish a practical training base for students. Therefore, through the integration of school-enterprise enterprises, we can conduct practical development to the greatest extent and deepen the educational reform<sup>[1]</sup>. Establish a training base for electrical engineering, so that students can master the professional ability, and maintain the subsequent construction ability in the theoretical comprehensive process. Learning innovation in the basic learning, to strengthen the students' theoretical learning knowledge. Due to the rapid development of modern technology, the students' electrical engineering and automation major some very important influence, by promoting the current engineering construction, can be comprehensive practice exploration, and can be unified practice, can in the professional social development, form the comprehensive development of the management, cultivate students to set up professional ideas, familiar with professional knowledge and practical operation process.

### 1.2 Problems existing in the process of practical teaching

(1) Electrician experiments and other teaching methods, can help students to complete the overall learning stage, so that students can lay a good professional foundation. However, the role of the laboratory to help students is limited, so in practical engineering projects, especially in the experimental design of the course, it may be difficult to meet practical standards, affecting students' practical practice.

(2) In the teaching environment, the school can strengthen the current comprehensive system reform. The school needs to work with the internship enterprise or the gold engineering enterprise unit, as a fixed internship unit, to help students constantly improve their engineering level, and can strengthen the current project research support, to help students to better curriculum practice.

(3) In the course design and students' learning needs after graduation, the background support for engineering projects or research projects, combined with the relevant course requirements, can connect with the reality, so that students can make positive changes according to the requirements of teachers. In the actual course design, the professional ability should be trained according to the current teaching guidance state, to show the overall development of electrical engineering and its automation level in the new era. And in the present stage of practical training, it can improve the professional level of students. Can make up for the lack of students' practical ability, so that students can fully strengthen their own professional ability. This way can also form a good help to the students' graduation works.

## **2. Implementation of the school-enterprise integration training mode**

### **2.1 Foreign school-enterprise joint teaching mode**

The teaching method of school-enterprise integration has played a very positive role in the training of professional talents. Through scientific teaching methods, it can effectively improve students' professional ability. And in the current stage of social development, students' professional level can be quickly improved. Make use of scientific teaching mode to deepen the overall teaching mode of vocational colleges.

(1) The American and Canadian model. The training mode is mainly taking basic education as the main teaching mode, hiring representative majors in the industry for guidance, and analyzing them according to the job needs, so as to clarify the professional level that this position should have<sup>[2]</sup>. 2.1.2 The UK and Australian model. The main mode of teaching is through the basic education training mode, combined with professional comprehensive teaching standards, set up the national qualification committee, and by determining the national vocational qualification certificate system, make the professional certificate can be issued according to the actual operation ability, and can through the way of unit curriculum, let students can get more education resources.

(2) The dual system model represented by Germany. The dual system is a school-running system jointly built by the school and enterprise supported by the state legislation. This is in vocational colleges, by teaching students with relevant expertise. And in foreign training in enterprises or some public areas. This main vocational teaching mode can strengthen the systematic education and training of students by cultivating students' professional knowledge.

### **2.2 Implementation mechanism of school-enterprise integration training mechanism**

The theoretical development and practice of electrical engineering and automation major can effectively promote the learning and development of students through systematic education and training activities. However, the current lack of professional ability may affect the cultivation of students' practical ability, and lead to the reduction of students' professional level. Therefore, in this case, applied talents should be trained, on the basis of modern theoretical teaching, by cultivating enterprise professional talents, enhance practical ability, make full use of social resources, and adhere to the school-enterprise combination, so as to make up for the related conditions of electrical engineering discipline, and improve the overall efficiency of running schools. The overall education and training mode of school-enterprise combination can be improved for the teaching deficiency of the school itself, so as to ensure the comprehensive education and training for students and form a good teaching management system. Electrical engineering and its automation major should adhere to this training strategy, understand the market changes, increase the reform efforts, so as to steadily improve the quality of teaching<sup>[3]</sup>. In addition, we can carry out joint inspection combined with other students, strengthen the joint running of high-and high technology and enterprises, establish employment internship and training bases, so that students can have the conditions to carry out practical training. According to the improvement of students' information technology, it can effectively enhance students' practical ability and strengthen the comprehensive management of the current environment, so as to explore a new development path of joint schools.

Conclusion: In a word, electrical engineering and its automation major talent training, through the establishment of practical training, education and training base, practical education and guidance for students, to help students can better enhance their own employment level, so that students can maintain the professional level, strengthen the basic ability training of students. By expanding the vision of the students, let the students can continue to learn and develop in their own learning field. Through school-enterprise cooperation, the school helps students with a closer joint market and implement scientific education and training strategies. Through practical training, the teaching system of hierarchical training courses is constructed and improved, constantly cultivate the students' actual participation, and gradually improve the overall fitness level of the teaching society. According to the education system of social development at the present stage, a perfect management mode can be formed, which can expand the training mode of talents in professional education. As an exploration mode of talent training, school-enterprise integration carries out higher education training, carries out continuous practice and reform, and will establish a practical training base as an advantage to promote students' employment.

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# Application of Flipped Classroom in Middle school Teaching

Guanglin Huang

Guzhu Middle School, Zijin County, Heyuan City, Guangdong Province, 517000

**Abstract:** With the continuous development of education, the flipped classroom is also constantly applied in the middle school teaching, so that the teachers' teaching classroom has become more diversified. The flipped classroom, based on teaching video learning, can make the flipped classroom more efficient through establishing a platform, so as to improve the teaching level of teachers and improve the teaching efficiency of teachers.

**Keywords:** Flipped classroom; Middle school teaching; Application

## Introduction

In the process of applying the flipped classroom, teachers should pay attention to the application of science and technology, through video or dynamic pictures to let the students know what knowledge learned, and then let the students to ask questions to the teacher through the classroom, by the teacher to answer difficult questions, so as to explore knowledge with the students. This way can not only let students complete the digestion and absorption of knowledge, but also cultivate students' self-study spirit, so that students can interact with teachers. The most important thing in the flipped classroom is based on video learning, which requires students to actively learn the video and complete the teaching tasks of teachers, so as to be very conducive to the development of the flipped classroom and improve their learning efficiency.

### 1. Flip the classroom brief

Flip classroom is the first rise in the United States, mainly through video teaching to let the students get knowledge, but with the development of society, more and more science and technology are applied to education, so the teaching mode has been further optimized, become the way of education, currently has a high application. Flip teaching is mainly dependent on modern science and technology to teaching classroom, different from the traditional teaching method, flip classroom can through network information technology to build network platform, so as to help students learn, in this process, the teachers can through network video, network courseware platform self-study to help students learn, at the same time also can tailor learning for students, let them can combine their own learning experience to learn, in order to improve their learning efficiency. Flip classroom in the process of application requires the teachers to very good teaching design, so as to make good teaching video for students, let the students can get the corresponding knowledge in video learning, but also can rise desire, stimulate their interest in learning, so the teachers need to change their teaching concept, using flipped classroom to teaching, highlight students' learning subject, let the students can passive learning, for active learning, and then to obtain knowledge, improve their learning efficiency.<sup>[1]</sup>

### 2. Characteristics of the flipped classroom

#### 2.1 Teacher's character flip

Traditional teaching classroom is dominated by teachers, In the teaching process, middle school students often belong to the passive position, What the teacher teaches students to learn in the teaching process, Center around the teacher, But in this way of teaching, But ignore the main position of students, Can not well combine the learning status of the students to learn, So the changes need to be made, Teachers need to be able to combine the students' learning conditions and cognitive conditions to improve their teaching, In order to allow the teacher to complete the teaching of knowledge, Learn about the students' cognition, So as to change the content of the next class very well, This requires the teachers to pay attention to the students' knowledge learning situation, Control of the content. And flip classroom can be very good to students as the teaching of the main body, through the teacher's video to learn, timely complete the teacher taught the knowledge and content, so as to be very good knowledge learning, in the process is the student dominant learning, not only can promote the communication between teachers and students, also can let the teacher pay attention to the students' learning status, timely improve the teaching content, help students to knowledge learning.

#### 2.2 Flip over the teaching mode

Flip classroom using video teaching teaching mode, let the teachers in the classroom after class knowledge can fully digest and absorb, this way to some extent shorten the teacher's teaching time, liberated the teaching time, gave the students full classroom time, let the students active classroom learning, in order to enrich their learning time, in the process, the teachers can also set aside a lot of time to communicate with students, answer the students' difficulties and confusion, but also close the distance with the students, im-



prove the active activity of the classroom. Flip classroom can increase the interaction between teachers and students and active classroom atmosphere, improve students' independent learning ability, so that students can take the initiative to learn in the classroom.<sup>[2]</sup>

### **3. Application strategy of flipped classroom in middle school teaching**

#### **3.1 Teaching videos taken as the main body**

In the process of middle school students, teachers should pay attention to the application of teaching video, do a good job in pre-class video design, understand the students' learning and cognition, the cognitive development of students and I, so as to make classroom videos for students. In this process, the teachers also want to understand the students' learning attitude, understand whether the students have resistance to video learning, also understand whether they can actively participate in the teaching activities, which determines the students' learning efficiency can improve, the teachers should always pay attention to the students' dynamic, understand the students' cognitive situation, in order to be able to tailor for the students teaching video. At the same time, the teacher also want to change the teaching concept, with multimedia teaching methods to video teaching, let the students understand the way to obtain knowledge, not only through the teacher, so the students can take the initiative to learn, through video to master information and knowledge, so you can be good to the knowledge learning, broaden their knowledge access, to in order to produce more interest in video learning.

#### **3.2 Encourage students' interest in teaching videos**

Teachers in video teaching, not only to consider the knowledge of video teaching, but also to understand the students' interest in video teaching, interest is the biggest source of a person, so whether the students are interested in teaching video can decide whether they can take the initiative to learn video knowledge. In this process, the teachers will be able to correct the students' learning attitude, let the students pay attention to video teaching, should let the students understand the importance of video teaching, let them to increase their learning experience through video teaching, broaden their learning path, let them to change their learning habits in video teaching, adapt to a variety of ways of learning. Therefore, in the teaching process, teachers should pay attention to stimulate students' interest in video teaching, correct students' attitude towards video teaching, so that they can take the initiative to use information technology to acquire knowledge, and broaden their knowledge sources.

#### **3.3 Improve the quality of video production**

Teachers in the application of flipped classroom teaching, to be able to improve the quality of video teaching, which requires the teachers can through their past experience and network knowledge to video production, but also to be able to combine the actual situation of their own class, in order to make suitable for their class development teaching video. In these process, the teachers can teach through video, image, sound, let the students can through network resources to learn, but because network resources may have some error, it requires the teachers to choose carefully, for students choose favorable teaching resources, so that can be good to the students knowledge learning. Teachers can teach through the way of screen recording software and PPT, which can not only improve their teaching methods through network knowledge, but also well guide students to learn knowledge and use their own language to guide it, so that it is easier for students to learn the video teaching content. In this process, teachers should not only rely on video teaching to learn knowledge, but should be able to combine their own teaching experience with video teaching, and teach students knowledge through various displays, so that students can more actively participate in teaching activities.<sup>[3]</sup>

Conclusion: flipped classroom can make good use of network resources to classroom teaching, changed the teachers' teaching way, let the teacher can pay attention to students and communication, in the teaching process with students as the main body to teaching, let the students actively to knowledge learning, so the teachers should be able to actively explore the flipped classroom teaching application, in order to improve their own teaching efficiency.

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# Looking for the Future from the Past - Zhang Xiaotao “Huang Yingping’s Spring”

Jia Wu

Geely University of China, Chengdu Sichuan 102202

**Abstract:** Digital animated documentary “Huang Yingping’s spring” time consuming five years, this is a graduation work of Ph.D. Zhang Xiaotao’s Central Academy of Fine Arts and exhibited in Chengdu Anren. This paper is divided into four chapters analysis and commentary Zhang Xiaotao “Huang Yuding’s spring” image and device, and discusses where Huang Yugu’s spring is. The first chapter of the paper writes a childhood to determine a person’s future. The second chapter writes the college entrance examination and the creation of the two generations of youth. Where is the spring of the third chapter written in Huang Yiping? The fourth chapter is written to the future.

**Keywords:** Childhood college entrance examination; Cultural Revolution in the future

## 1. Chapter 1 childhood determines a person’s future

The movie is in the end of the recall of the old friend, telling the five youth: Gao Xiang, Tan Deyuan, Li Liang, Liu Xiaojie, Sun Hao’s Youth. Recalling Li Liang (Zhang Xiaotao Artist himself) and friends Liu Xiaojie went to Chongqing Testament Institute as the beginning. In the human dream and memories, I often dream of standing on the heavy steel tower, and it is unclear whether he is still others. Dreams, runs with realities, let Li Liang often feel fear.

“The mental scars of the family will be genetically, and each of us is related to the home.”<sup>[1]</sup> Such mental scars affect every Chinese at the time. Before the Cultural Revolution, Liu Xiaojie is a good family. Liu Xiaojie is a simple child, but during the Cultural Revolution, the father’s feet are disabled, the mother is lying in bed, the only worship, the brother, the university, but in that epilepsy, Destiny of individual families and national government. Cultural Revolutions can use policy remedies for national economic politics, which will not disappear with time and personal mental scars. Liu Xiaojie’s personal degeneration is that he created, but it is also a victim of the times.

Personal childhood and youth will be accompanied by a lifetime of people. The childhood determines a person’s future, not a soul chicken soup, not inherent, Zhang Xiaotao is in the academic industry Do not feel inferior, although two years of attachment, two-year university, in fact, the learning results are very good, just the luck is not very good. The frustration of childhood, the setbacks of the college entrance examination, the departure of friends, this growth experience is taken by him to do nutrient nutrition, it is a kind Creative, but more is a kind of fate! This is a must-have course. He will never go, and it is not very clear that these things will influence the future, but he is part of his own. The future of people. And Zhang Xiaotao’s painter’s college entrance examination, the experience of the purgatory style is a very painful dream. It can be said to be a nightmare. There are more than a thousand people in the Sichuan Institute of Arts, only Eight places, two of which are submitted, actually only six students, candidates from the small county city to and from Huang Yuding, with the fanaticism of art to participate in the cruel college entrance examination of only one percent A large number of scenes in the movie said that the youth of the college entrance examination, the intersection of dreams and reality, let people think.<sup>[2]</sup>

## 2. The second chapter of the college entrance examination and cultural entrance burn two generations of youth

“We are the youth, thinking is like fighting, there are many things that are very cruel and very disilled.”<sup>[3]</sup> The college entrance examination is the nightmare of him, but the college entrance examination class is also understanding the real relationship between life. Cruel, I heard that Yang Jiaping a tutor of the teacher is very powerful, so I will take the fruit to visit, I have been blocked by the reasons. His family has a hundred caching lines, how to test a trial is so difficult! The rebirth and destruction of the college entrance examination He has been running. At that time, Xu Beihong’s report literature “proud” is read, and the heart wants to be the same. Li Liang thought in the teachers and student crowd, and I didn’t know what to do if I got it. Anyway, I have to test the Meiyuan, spend a 10th year, eight years, I have to take the Meiyuan, such a belief in painting. There are many scenarios in the movie to bring the scene of the college entrance examination room and the “cultural attack Wu Wei”<sup>[4]</sup> as the cultural revolution. At that time, Liu Xiaojie was degraded with Liu Si Brigade, the Gao Xiang and self-proclaimed “Huang Yuding’s little godfather” Tan Deyuan, and the courageous Sun Hao replaced it fair. Finally, Gao Xiang can’t take your hand to take your hand with a gun error. Zhang Xiaotao’s “Plum Blossom”

painting appeared in the movie scene, the picture showed a bloodstone wrist and a dagger, a drop of blood on the ground was plumish ... plum blossoms were fake, cruel but true. We all know that during the Cultural Revolution, youth are full of beliefs to break the four old, knock down the money, and the collective unconscious simplicity affects everyone, youth is not in class to attack, and the submergence of human nature is staged here. Red Guard Tomb Group: From 1967-1968 Chongqing Wu Dou 31 times, motor guns, guns, tanks, gunships, etc. [5]24, 645 people die, and the red guard cemetery is a ship type, sitting Xi Dong, symbolizing "heart to red The sun "is wrong, it is wrong, it can be corrected in the policy, but the youth of the generation will never come back, and the college entrance examination, we also fight with the devout ideals and faith, collectively crazy, but the future Where is it? Zhang Xiaotao's father is involved in the Cultural Revolution, and the painter himself is also affected. There is a picture of the two paintings of Cheng Junglin 6 "1968 × month × day snow" "1978 summer night." He uses documentary, human texts, and paintings who are not guilty of being guided, what is long, but it is difficult to enter some lives, "" Want to enter, you can't get defended ", it is to participate in the nation Desire. Cheng Junglin is a painter who likes Zhang Xiaotao. It is presented in the movie to pay tribute to him. The two paintings are the concentration of two era. One is the examination of the exam, one is a cultural reunion, this is a kind of soul for Zhang Xiaotao. The hint or summary of the times, seeing him as a mentor, adolescent idol. In the movie, I saw childhood churches, the scene of the college entrance examination is like the annual Cultural Revolution, and the red "represents the revolution, representing positive energy, but it is also blood and fire, in the final, the character and the cultural circumstances, but finally Submerged, this burned the youth of the two generations!

### 3. The third chapter Where is the spring Huangjueping?

Chongqing this movie place to start, especially heavy steel "Anshan north, south, heavy steel," Chongqing Iron & Steel Group, formerly known as 1890 Hanyang Iron Works, liberation renamed twenty-nine Arsenal, 2012 reorganization of the relocation. Zhang Xiaotao in 2008 made a "fog" of the film, heavy steel is a collective nightmare and local historical changes, the animal version of the animal on a theater, a little modern metaphor, this global upheaval, animals, humans and the fate of the encounter, now speed the development of social, collective style of the pursuit of material and desires, noble spirit fall, entertainment to death now, traditional culture appeared breaking style hierarchical, collective entertainment, substances money first, the end of the world crazy rebirth and destruction, deeply Zhang Xiaotao in memory. Another reason is that Zhang Xiaotao University, Chongqing printed in his blood, Chongqing is a typical industrial city, the development of heavy steel on heavy steel plant that is also a microcosm of China, but also the epitome of modernity. The impact of heavy steel Zhang Xiaotao, from adolescence to middle age, leading to the past has been present and even the future of the channel. The film is "Huang Yugang's spring" is the title, but the film is finally ending with the spring of the yellow angle, where is the spring of Huang Yiping? This is Zhang Xiaotao's classmate (Liu Xiaoyager wrote to Li Liang), I was in the year When I was in the US, Liu Xiaojie dreamed of the APP Yang, asked him, Huang Yugu's spring is far away? Where is spring? I don't know where Zhang Xiaotao doesn't know where Huang Yiping's spring is. This may be that Zhang Xiaotao is now in a middle age, middle-aged is a small hard, career, family, emotional, economic, academic, can be said to be the biggest pressure. At this time, this kind of fate has always made a stage that will go to the internationalization from the small county to the future of certain uncertain things. Where is the spring of Huang Yiping? I feel that I am always on the road, in the future.

### 4. Conclusion: Leave to the future

In the work of Zhang Xiaotao, for example, "fog" is an image, painting, and the device is combined, and "Huang Yugong's Spring" is combined with an image and device. The image was a short video to make a short video through "Huang Yugu's Spring", and the device used several mosquito nets, prints the stills photos on the mosquito net, with a water tank, hemp rope, wooden bench, wooden Table, this is a childhood memory, full of Zhang Xiaotao's hometown. This kind of thing, look back, look at it, it is a warm and touch, but now we are all left to escape the hometown, even today's Beijing, Chengdu, Chongqing, and even Hikawa Xiaoguang is not a hometown, in fact, hometown, I can't go back forever, go back is the childhood memories in my mind. [6]Therefore, Zhang Xiaotao uses mosquito nets, water cylinders, wooden benches, and hemp rods. They come from movies, but they are different from movies, I look forward to them for new encounters. "Huang Yuging's spring" is a minimum of more than 90 minutes. It can be released on the mainland theater. You can think that Zhang Xiaotao believes that he is more desperation, because in this now China's environment, zero zero One may not, very pessimism, because China's audience is still the kind of entertainment business, no underground movie or literary film, this year, Li Yang director "blind · Tao" is an example, no matter the golden bear silver bear, to the Chinese public The courtyard is a dog. Entertainment, business, and box office determine everything. The tall is high, or it is, "the string is small, the sword is aware of the confidant", or leave it to the future.

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### About the author:

Jia Wu date of birth:21.12.1995 sex:female nation:Han; the place of one's birth or origin:suining, sichuan record of formal schooling:Master unit:Geely University of China zip code: 102202 professional ranks and titles:teaching assistant research area:contemporary art.

# The Value and Development of Children's Dance Education

Feifei Hu

Ji'an College 343000 China

**Abstract:** Taking the value and route of children's dance education as the main research content, this paper puts forward the optimization methods of children's dance education from three aspects: paying attention to cultivating children's interest in dance learning, paying attention to the way of communicating children's dance teaching, and improving the qualification of children's dance teachers. It may also provide some valuable concepts for children's dance education.

**Keywords:** Children's dance; Educational value

## 1. Introduction

In the current field of children's dance education, there are still many commercial and utilitarian problems. For example, having too much professional training without considering children's physiology and psychology, ignoring artistic inspiration, and only dancing for examination. Under the background of the "double reduction policy", children's dance education should abandon the commercial and utilitarian educational purposes and distinguish children's dance education from adult dance education and professional dance education. It should focus on the science and regularity of children's dance education; it can adapt to the development of quality education.

## 2. The value of children's dance education

### 2.1 Children's dance education can promote children's healthy development

In a critical period of physical development, inappropriate dance training will cause significant damage, but an appropriate dance training can make the children's bones and muscles stronger. Because the training methods of children's dance are scientifically based. Various basic training methods of dance can not only promote blood circulation to enhance their body immunity, but also can correct the posture of dance students, such as necking, bending, hunchback and other bad habits.

In addition to promoting the enhancement of children's physique, children's dance training can also enhance their physical coordination ability. The process of dance training is the linkage of all limbs of the body, which requires the coordination of various body parts such as head, shoulder, hand, waist, and leg. Adhering to such training for a long time can make the movements of all parts of their limbs more coordinated, make the body muscles more resilient and tension, and then improve the physical development.

### 2.2 Children's dance education can promote children intellectual development

Children's dance education can also promote children's intellectual development and enable students to have richer imagination, better memory, and creativity. In children's dance performance, the dance movements are generally relaxed, cheerful, and aesthetic. Dance students should not only accurately remember the movements, formation and walking positions of the dance performance, but also coordinate the dance movements with the background music to make their expressions and emotions echo the music melody to make the dance performance expressive. These processes can promote the development of dance students' memory ability.

In addition, children's dance performance often has enhanced imitation and performance, such as imitating animal behavior, plant growth, life scenes, and so on. In the process of repeated imitation and practice, dance students will not only improve their understanding and cognitive ability of imitating things, but also associate the morphological characteristics of specific things to develop children's imagination and cognitive ability.

### 2.3 Children's dance education can promote the formation of children's character

Throughout development, some children are introverted and easy to be shy; sometimes some children even don't dare to contact with external things. If allowed to continue, it will hinder the development of children's communication ability. Children's dance education is a group of art activity, which aims at experience, communication, cooperation, and happiness. It can create many opportunities for children to communicate with the outside world, so that children can stand on the stage and show their personality, charm, and show their confidence.

In addition, children's dance education also includes a long-term raining process. In this process, dance teachers will always accompany the children, encourage them to rehearse well, and guide the children to grind in slowly for a dance action or a dance

work. This process of dance training can greatly test the self-control and endurance of children's groups, enable children's groups to develop the spirit of hard work in dance education activities, and understand the importance of teamwork, which are very conducive to the formation of dance students' good character.

### **3. The route of children's dance education**

#### **3.1 Focus on cultivating children's interest in dance learning**

Individuals in adolescence usually have strong curiosity and often show strong interest in new and interesting things.<sup>[1]</sup> However, improper guidance of dance students at this age may also make them disgusted with dance, which is not conducive to the development of dance education activities. It is often said that "interest is the best teacher", which means that students often learn quickly about what they are interested in, but they will resist what they hate and unwilling. Therefore, it is very necessary to cultivate children's interest in dance.

Firstly, in the process of children's dance education, dance teachers should update their ideas and realize the importance of dance interest. They should start from the characteristics of dance students' physiological and psychological development as much as possible. For example, in class, the dance teaching room should be arranged with childlike innocence and fun to make children fall in love with dances. Or unifying clothes can be donned in class to create a sense of dance ceremony for dance students. Then, dance students can feel the beauty of learning dance in clean and unified clothes. Secondly, dance teachers can not only simply teach dance skills, but also introduce some interesting dance stage plays and fun children's dances, so that students can experience the diversity of children's dance performance forms, and then be willing to join the dance performance.

#### **3.2 Pay attention to innovative ways of children's dance teaching**

Each individual student has different personality and psychological characteristics, which means that the way of children's dance education cannot be stereotyped. Good dance teachers often teach students according to their aptitude and individual characteristics, so that children's dance education activities can be carried out in relaxed, happy, and colorful teaching methods. So, how to innovate the way of children's dance education? I think children's dance teachers should do this:

Firstly, we should abandon the traditional single "talk and demonstrate teaching" method and try to avoid the way that teachers only "talk" and "demonstrate", students only "imitate". Instead, we should integrate a teaching method such as: "problem teaching method", "situational teaching method", "game teaching method", and "group cooperation method" to give students the opportunity to participate in dance display and dance creation. Then, this will create an active dance atmosphere and finally help dance students absorb dance knowledge well. Secondly, we should broaden the dance teaching environment. The traditional children's dance room is always with one mirror and three rows of levers, which easily fatigues dance students. In this case, dance teachers can move the classroom to the stage and outdoors, so that dance students can often dance in different environments. This can not only cultivate dance students' artistic expression, but also can make children's dance class more dynamic.

#### **3.3 Pay attention to improving the teachers of children's dance teaching**

In the process of children's dance teaching, although we have always stressed the need to maintain innovation, this does not mean that children's dance teaching activities can be arranged irregularly. If we want to achieve good training results, we should not only cultivate children's interests and innovative teaching methods, but also pay attention to improving the teachers' ability. Because only with good dance teacher team, children's dance education activities can be scientific and orderly. Children's dance teachers should be trained from the following two aspects:

Firstly, every child's dance teacher should have a sense of learning and pay attention to the information and cutting-edge academic trends of children's dance education in daily life. For example, dance teachers can improve their professional ability by reading books related to psychology and pedagogy of children's dance education, so that they can master and understand the learning trends of dance students in time. As a result, they can correct students' psychological problems such as weariness and fear in time. Secondly, children's dance education institutions should regularly and quantitatively the relevant training for dance teachers, such that children's dance teachers can learn more teaching methods and know more about the learning characteristics of dance students in the process of continuous training.

### **Conclusion**

All in all, neither teaching institutions, teachers, nor students' parents should regard children's dance education as a tool to meet their vanity. Instead, we should respect children's physiological and psychological needs and treat children's dance education process rationally. Then the children's dance education can help children students develop healthily and fruitfully<sup>[2]</sup>.

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# A Study on the Reform and Innovation of Classroom Teaching Mode in Private Colleges -- A Case Study of Comprehensive Modeling Design Course

Haijun Yan

Geely College Chengdu, Sichuan 641423 China

**Abstract:** Art design major is a very important part in the discipline system of private universities in China. Based on the continuous development of social economy, the art design major is getting more and more attention in all walks of life. Nowadays, the rapid development of social and economic market has put forward higher and more comprehensive requirements for art design professionals in private colleges and universities. The traditional art design education in private colleges can no longer meet the increasing demand of art design students for professional knowledge and skills. Therefore, private colleges and universities should combine with the needs of the current market environment, and the development of art design students needs the innovation and reform of teaching mode and teaching methods. This paper analyzes the non-governmental university art design professional teaching present situation, the problems existing in the non-governmental university art design professional teaching and the main cause of the private colleges of art design teaching method reform and innovation, and comprehensive design curriculum teaching in our school, classroom teaching mode to points combined with a comprehensive design course, It provides some references for the education and teaching of art design specialty in private colleges and universities in China.

**Keywords:** Private colleges; Teaching reform; Comprehensive modeling design

**Project number:** MBXH21YB122 of Sichuan Provincial Non-governmental Education Association (Research Center)

## 1. The status quo of classroom teaching mode of Art design major in Private colleges in China

The traditional training mode of art design talents in private colleges in China is mainly influenced by the economic system. Many teachers and students practice art and design professional knowledge activities with the aim of enabling students to find stable jobs related to art and design after graduation. In this case, students will not bear too much employment pressure, resulting in students' enthusiasm to actively participate in classroom practice in the process of classroom learning. Because under the planned economy, college graduates, regardless of their professional knowledge and ability, will be assigned to relevant government agencies or institutions. However, with the establishment of China's market economic system, the educational environment of China's colleges and universities has undergone great changes. The demand for artistic design talents in social economic market is increasing gradually, and the competitiveness of employment market is also increasing day by day. Therefore, in the new market environment, high quality and skilled college art design graduates become the objects of social market environment demand. However, at present, many private colleges and universities in China cannot maintain a balance between the teaching mode of art design and the social market. There are many defects in the teaching mode, which can not effectively exercise students' professional practice ability, leading to students' comprehensive quality and professional ability can not adapt to the requirements of the market environment, which seriously hinders the development of the overall education of colleges and universities in China. Therefore, private colleges and universities should realize the deficiency of their own educational mode of art design specialty, and reform the teaching mode of art design specialty in combination with the new background of The Times.

## 2. Teaching mode of comprehensive modeling design course in our school

### 2.1 Main teaching problems to be solved

(1) The teaching mode of comprehensive modeling design course in our school is mainly through the new teaching mode of "divided classroom" proposed by Zhang Xuexin, professor of psychology in Fudan University. Combined with the professional courses taught by the author, the teaching content of the basic course of art design is combined with the teaching mode of the opposite class. Under the new teaching mode, this paper studies the feasibility of the sub-classroom teaching mode in art teaching, and gives some enlightenment to the teaching development direction of art course in the future.



(2) Accurately grasp the curriculum setting mode of the divided classes, and deal with the relationship between teachers, students and classes. In setting up the basic courses of art design specialty, we should pay attention to the differences with the traditional art teaching mode. Considering before entering the university students "unilateral" listening mode, how to make teachers guide students to change the way of learning, to adapt to the new teaching method, so as to actively participate, to realize the effective interaction between teachers and students in the class, the lines, deep understanding of the course of professional knowledge, to adapt to the intelligent era's need for innovative talent training, It is the focus and difficulty of this subject research and preparation before class.

(3) Will the fraction of classroom teaching mode and the combination of art and design professional basic course, aims to explore in the face of the shortcomings of traditional classroom teaching, is an urgent need to trying a new teaching mode, realize the effective classroom interaction between teachers and students, fully mobilize the enthusiasm and initiative of student learning, to adapt to the intelligent era's need for innovative talent cultivation.

(4) Solve the problem of students' weak independent innovation ability.

## **2.2 Methods to solve teaching problems**

(1) The teaching mode of divided classes is adopted with the goal of creating complete works.

(2) Incorporate students' theme creation into teaching courses, and combine creation and teaching to complement and promote each other. Understand, master and solve some theoretical knowledge in basic courses in creation. Finally, students can combine the teaching content to create a batch of high-quality, relatively complete, unique theme creation works.

(3) Different from the previous teaching mode of "laying the foundation first and then creating", the teaching mode is transformed into "basic learning in completing creation". The ultimate goal of studying art is to express yourself through art and focus on creation. We want to develop students who are capable of independent innovation and creativity, not just those who are limited to basic exercises. The learning of basic courses is only an auxiliary tool for the later creation, but not the whole one. Excessive basic exercises will limit students' thinking and gradually form rigidity and directionality, which will inevitably affect the later creation. In the study of the art design course, students no longer focus on the traditional single practice, limiting the foundation to the foundation, but encourage students to complete the course work in the form of creation from the very beginning. (4) At the same time, we encourage students to take an active part in various exhibitions and strictly follow the requirements and level of exhibitions in their daily creations. One is to create an immersive artistic atmosphere for students and put forward higher requirements for themselves; Second, winning prizes through competitions and exhibitions is conducive to building students' confidence quickly, thus stimulating their own and students' enthusiasm, creating a good learning atmosphere and forming a virtuous cycle. Third, cultivate students' creative thinking, standardize artistic creation, and pave the way for future study and completion of graduation project.

## **2.3 Innovations of this teaching model**

The characteristics, innovation, theoretical significance and application value of this teaching mode in academic thought, academic viewpoint and research method. In order to improve students' enthusiasm in class and learning efficiency, the class is combined with the comprehensive modeling design course. In this teaching model, the roles of teachers and students change with the changes of classroom teaching links. Teachers play the roles of "lecturer", "evaluator" and "guide" respectively in different teaching stages, while students play the roles of "receiver", "developer" and "disseminator" respectively. Improve the quality of college classroom life through effective interactive learning among students, teachers and students.

## **2.4 The promotion value of this teaching model**

This kind of teaching mode covers a wide range and benefits widely. Our School of Art and Design currently has 3 art and design classes for the class of 2020 and 10 art and design classes for the class of 2021, with a total of nearly 400 students. We will continue to follow the freshmen. And the results generated by this teaching model are summarized under the title of "Promoting Teaching through Innovation -- Practical Teaching Reform of Basic Courses of Art Design", which won the third prize of Teaching Achievement Award of Geely College in 2021.

## **3. Summarize**

After two years of teaching reform practice, relying on private education association (research center) project in sichuan province, through the artistic design specialized fundamental course practice teaching reform in our school "to promote teaching" teaching practice, adopting "the new teaching mode of classroom" with comprehensive design course, great active classroom teaching atmosphere, enrich the class effect. At the same time, it improves the students' learning initiative and enthusiasm in the comprehensive modeling design class, and creates a large number of excellent works, which makes the basic course teaching of art design specialty obtain great teaching results, and provides valuable practical experience for the follow-up in-depth reform of basic teaching of art design specialty.

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# Record of Creative Experience of Chinese Landscape Painting

Jia Wu

Geely University of China, Chengdu Sichuan 102202

**Abstract:** Landscape painting is an artist's sublimation and presentation in life and ideas. Since ancient times, its creation has different styles in different times, but the painting language and standards of art are inseparable from its origin. At the beginning of learning landscape painting creation, the author first understands the development process of Chinese landscape painting, then learns the requirements and standards of landscape painting creation, and finally the author personally creates landscape painting. The standard is about the six Dharma theory of Sheikh of Southern Qi Dynasty, which says that the charm is vivid, the bone technique is written with a pen, the object is pictographic, the color is given according to the class, the business position, displacement and imitation. In the process of landscape painting creation, the author has a new understanding of Sheikh's six dharmas, and has a new concept of landscape painting creation in the future. This paper is divided into three parts to record and think about the author's experience in landscape painting creation. The first part makes an academic research on the historical development process of Chinese landscape painting. The second part is the record of the author's landscape painting creation process and the guidance of Sheikh's six dharmas in my creation. The third part is some reflection and criticism of the author's landscape painting creation.

**Keywords:** Landscape; Painting creation

## 1. The first chapter is the academic combing of the historical development of Chinese landscape painting

We can learn the development of landscape painting from the history of Chinese art. In Gu Kaizhi's Luo Shen Fu Tu, we can clearly see that although the picture tells the story of Cao Zhi and Luo Shen, the depiction and expression of landscape has also appeared, but it has not been independent. During the Wei, Jin and southern and Northern Dynasties<sup>[1]</sup>, from the social background of politics and war and chaos at that time, the common people lived a vagrant life, and the whole society was shrouded in pessimism and negativity. Those upper classes and intellectuals did not report hope for the social reality. If they were not as high as before, they would worry about the monarch, and if they were far away from the Jianghu, they would worry about the aspirations and aspirations of their people. Therefore, Taoist metaphysics rose. Metaphysics advocated that "Tao gives birth to one, two, two and three, and three give birth to all things", and paid attention to nature, so artists began to pay attention to landscape. In the Sui and Tang Dynasties, Zhan Ziqian's spring outing was the first landscape painting of complete significance in the existing historical records. In the Tang Dynasty, there were many kinds of paintings, so landscape painting was separated from figure painting and became an independent art category. The creative technique of landscape painting, namely "texturing", was also preliminarily formed, which further enriched the expressive techniques of landscape painting creation. There are two styles of landscape painting in the Tang Dynasty, one is green landscape, the other is ink landscape, represented by Li sixun and Wang Wei respectively. In the Five Dynasties and Ten Kingdoms period, due to the external environment of politics and war, writers and poets placed their love on the landscape, creating two painting styles: Jing Hao and Guan Tong in the north and Dong Yuan and Ju ran in the south. Li Cheng and fan Kuan made the highest achievements in landscape painting in the Northern Song Dynasty. Li Tang, Liu Songnian, Ma Yuan and Xia GUI of the four schools in the Southern Song Dynasty have created the style of courtyard landscape painting with their clear and strange images and concise pen and ink. Yuan Sijia: Huang Gongwang, Wuzhen, Ni Zan and Wang Meng. In the early Ming Dynasty, the landscape of Zhejiang School has become the mainstream, and the outstanding representatives are Dai Jin and Wu Wei. The literati landscape painting school emerging in the late Ming Dynasty paid more attention to the overall expressiveness and cultural cultivation of pen and ink. In the early Qing Dynasty, landscape painting directly inherited the four kings of Dong Qichang school and was regarded as authentic in the painting world. In addition, the four monks in the same period and the eight monsters in Yangzhou in the middle of the Qing Dynasty impacted the popular positive animation style in the society, which is unique. The modern landscape painting has undergone new changes, and there are more artistic languages for the creation of landscape painting. Even though the artistic language of landscape painting has always been developed, enriched and improved in one line, each era has their wonderful creation of landscape painting to form their own era. As Mr. Wang Guowei once said, "there is literature from generation to generation, and no one can follow it in future generations." Now, we can create what belongs to our era from our own perspective. Innovation on the basis of predecessors. The magnanimity and nobility of the ancients in the past can not be copied in this era. We belong to this era, rather than recalling those

things that do not belong to our memory in the past.

## **2. The second chapter is the record of the author's landscape painting creation process**

After understanding the historical development of landscape painting, I created landscape painting, but creation is not easy. Because I have no foundation of Chinese painting, I have always been learning contemporary art. I know that the creation standard of landscape painting is like Sheikh's "six Dharma theory"<sup>[2]</sup>, and vivid charm is the highest standard. My first landscape painting was painted when I was confused. The picture presents a very chaotic scene. The mountains in the distance and near are messy and can't see the outline clearly. In such a chaotic landscape, there is an old man in coir raincoat and straw hat fishing leisurely. The surrounding environment can't affect him. He is doing what he knows very well, that is fishing. The old man and fish inside were rendered with Chinese painting colors. In my heart, this is my proudest painting. My heart has been looking for direction, and now there is a little light. From the first research to now, I have been very confused. I don't know what the research direction is and what my future is. In my second year of graduate school, I studied IELTS and planned to study abroad. In those months, learning English almost wiped out my self-confidence, and there was no progress in my major. I said to myself, forget it. I muddled along, but I was unwilling. My problems were as chaotic as the scene in the picture and had no emotion. When I was in March this year, I began to settle down to learn landscape painting. I slowly learned that I should study IELTS and continue to do my works. When I apply for school in September, I should give up other problems and other directions and just seize this road. Suddenly my world brightened up. I was like the old man, doing my own things happily. This painting reflects all my problems and solutions.

## **3. The third chapter is some reflection and criticism of the author's landscape painting creation**

What does art mean to ourselves? Whether it is landscape painting, figure painting, flower and bird painting, or installation, behavior, image art in contemporary art, these arts only solve two aspects: one is self cognition and redemption, and the other is to make a personal voice for the problems of the society, not following the waves and being critical, Conceptual, be an independent and conscious person. This is my perception and record in the process of creating landscape painting. In the global context, what is the blending and cooperation between Chinese art and world art, and what is the unique charm of the ancient oriental civilization. Not to mention that the Chinese should create their own art evaluation system and let the world abide by our rules, rather than the rules of the game in the West today. It's nice to have such an idea, but I'm independent of the world. The world is not his, not mine, but ours. We are on the same planet. It is particularly important to have our own characteristics, but we are not arrogant and complacent. In such an information explosion global village, what is the difference between Chinese art and others? This is that every country and nation has a unique taste, that is, developing their own art based on different cultures, and then learning other excellent art types with an open mind. There is still a lot of room for the development of landscape painting, We need the youth of our times to continue to learn and innovate, rather than being stubborn and self righteous.

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## **About the author:**

Jia Wu date of birth:21.12.1995 sex:female nation:Han; the place of one's birth or origin:suining, sichuan record of formal schooling:Master unit:Geely University of China zip code: 102202 professional ranks and titles:teaching assistant research area:contemporary art

# Analysis of “Egg” and American Dream

Di Wu

Tianjin University of Science and Technology Tianjin 301900

**Abstract:** Using the first person, the novel describes the common phenomenon of ordinary Americans' blind but ultimately fruitless pursuit of the illusory American dream under the social background at that time, deeply revealing the disillusionment of the American dream. This paper will explore the American Dream from different perspectives, the reflection and summary of the American dream is conducive to the current Chinese people's interpretation and pursuit of the "Chinese Dream" proposed by General Secretary Xi Jinping.

**Keywords:** American dream; American culture; Egg; Background

## 1. American Dream in American Literature

In the middle and late 19th century, American literature mainly eulogizes the American dream. "American literature, especially romantic literature represented by Walt Whitman and popular literature represented by Horatio Alger, is obsessed with the 'American myth' of success and the American dream." In the subsequent development, American literature began to contemplate, and many literary works began to expose the disillusionment of the American dream. "At the beginning of the 20th century, capitalist mechanical civilization developed highly, and the formation of monopoly capital groups pushed the working people into the abyss of poverty. Many American writers in the new century had a thorough understanding of the essence of the American dream and began to reflect on, criticize and expose it comprehensively. The famous representative writers mainly include Jack London, Sinclair Lewis, Ernest Hemingway and so on. They deeply analyzed the disillusionment of the American dream.

## 2. Background and analyze of Eggs

In the novel, the author tells the process of a family of three pursuing the American dream, expresses their dissatisfaction with the capitalist industrial civilization, and reveals the numerous difficulties people encountered in pursuing the American dream under the social background at that time. First of all, the novel demonstrates the American people's crazy pursuit of the American dream. The same belief: live a better life as long as they work hard and make unremitting efforts. However, from the perspective of the industrial background of the United States at that time, the society had changed, and the pursuit of the American dream in an old-fashioned way was doomed to failure. Secondly, the novel also profoundly reveals the corrosion of people's mind caused by materialism in the process of American industrialization. It seems that people are all positive and striving to pursue their Own American dream, but in fact, most of them regard the American dream as one with "money". In the novel "Eggs", the author describes a family always under oppression, bearing the so-called American dream in the social background at that time: "They have a beautiful dream of making money and rely on the so-called American spirit to support themselves, but they can not adapt to the emerging industrial society, and eventually their dreams will be disillusioned.

## 3. The Deformed Human Under the American Dream

There is a particularly intentional description of a deformed chicken, which is not common in other novels. The deformed chicken was both a symbol of my father's American dream and of himself. On the one hand, my father hopes to get rich one day by showing people the deformed chicken, but the deformed chicken that my father placed high hopes on soon dies, symbolizing that father's American dream has suffered a severe blow. On the other hand, after the chicken died, my father preserved the chicken in alcohol, which symbolizes that he has not given up on his American dream, but in another way -- running a pub business. In the tavern, my father showed the deformed chickens to the guests, and the guests did not pay any attention to them, even felt disgusted, which symbolized the social contempt for my father's American dream. At the same time, the father himself is on display like these deformed chickens. The father shows a deformed chicken, but in the eyes of the guests, the father who strives to realize the American dream is deformed and his behavior is incomprehensible.

Novel "eggs" appeared on the surface seems to be a novel about ordinary life in the United States, but with its social background and the author's creation theme, we can see that the author of the industrial society under the background of people blindly pursue the American dream, and distorted thoughts of painting equated with money, and people in the American dream repressed miserable life revelation, satire and criticism. Understanding the essence of The American dream in this period is helpful for us to reflect on the

American dream. At the same time, reflection on the American Dream is conducive to the current Chinese people's understanding and pursuit of the "Chinese Dream" proposed by General Secretary Xi Jinping. In other words, to analyze the historical development of the American Dream and draw lessons from it is conducive to the realization of the "Chinese Dream".

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# Research on the Connotation and Implementation Strategy of Major Construction Standards in Higher Vocational Colleges

Xinxin Li, Hongliang Lin

Shaanxi Transportation Vocational and Technical College Shanxi Xian 710018

**Abstract:** As the basis for the diagnosis and improvement of professional construction in higher vocational colleges, the professional construction standard can judge the degree of the process of professional construction and management in line with the standards and norms, and the performance of the results of professional construction and management. By discussing the connotation and significance of professional construction standards, this paper explores the strategies to promote the implementation of professional construction standards, that is, learning and publicity, understanding in place; Improve the system and form a system; Platform support, process trace and cultural construction, advocating quality, and laying the foundation for professional construction, diagnosis and improvement.

**Keywords:** Higher vocational colleges; Professional construction; Construction standards; Implementation strategy

**Fund topics:** (ProjectName:Research and Practice on construction standard of first-class Specialty in Higher Vocational Colleges from the perspective of internal quality assurance projectnumber:19GZ014 year:2019-2022 rank:Provincial project)

## 1. Meaning of professional construction standards

Professional construction standard is the vocational college professional construction of guidance, specification, diagnosis, evaluation and feedback programmatic document, put forward the professional talent training process should follow the specification and goals and requirements, guide and standardize the basic guidelines of professional construction practice, for professional construction and performance diagnosis and improve professional construction, standard, evaluation, to ensure that the professional construction and management work orderly, improve the quality of professional construction. Due to the different classification standards, the professional construction standards often appear in different classification forms. From the perspective of content, including professional teaching standards, professional construction, management and evaluation standards; formally, including performance standards, subject standards and time standards; from the whole life cycle of professional construction, including professional conditions and resources, including process, performance, and results standards, to follow national education laws and regulations, and considering the school development stage and accumulated characteristics, so professional construction standards have common, and its own characteristics and personality.

## 2. The necessity of the construction of internal professional construction standards

(1) The major is the basic unit and an important carrier of personnel training in higher vocational colleges, and the construction quality directly affects the quality of talent training. Due to the lack of specifications and guidelines for professional construction standards, Many higher vocational colleges have the following problems in the professional construction work: First, Professional development is more casual and blind, Lack of strict scientific demonstration and market research before the setting of new majors, There is no accurate understanding and grasp of the gap between the internal and external standards of professional development, However, it takes the value judgment and assessment and evaluation as the environment, Lack of SWOT analysis of professional development; second, Professional, purpose, Higher vocational colleges will deal with the passive psychology, The overall planning and design that cannot stimulate the development is not enough, Professional development goals are not clear enough, Its endogenous power and main role on the quality of professional construction, Insufficient ideas, measures and safeguard measures to continuously achieve the goal; third, The motivation of school and enterprise entry is insufficient. The cooperation mechanism is not sound, Not closely connected to the industry, business, and profession, The professional construction steering committee composed of senior professional title teachers, industry association (learning) association, experts of enterprises (affairs) units and technical backbone plays no obvious role, Professional positioning is vague, Talent training specifications are not clear, Not closely in line with professional posts; fourth, Professional construction stays on the surface, Only looking for quantity and scale, Lack of in-depth excavation of connotation promotion, The formulation or revision procedures of the talent training program are not standardized, The curriculum system is not highly targeted, The professional teaching team is weak, The construction of the experimental and practical training site lags behind, Lack of high-quality education resources, Educational concepts and educational methods are backward, Talent

training cannot not meet the needs of the industry (enterprise); fifth, Lack of the operation rules of the professional construction system, Only some teaching routines or teaching systems that standardize the implementation links of professional construction, Professional construction and management process is random, Disorderly development of professional construction work; sixth, Lack of basic experience in the quality management of higher education, Emphasis on construction, light over management, Professional construction review, professional construction resource allocation and professional setting have a strong administrative color, Forms and methods are relatively extensive; seventh, The responsibility subject and authority of each key link are not clear, The autonomy consciousness of the professional teams of the secondary college and department is not strong, Lack of subjective initiative and creativity, It is difficult to form a strong cohesion and resultant force.<sup>[1]</sup>

(2) Standard missing, need professional construction standards to make up for the existing education standards are mainly national or provincial standards, national standard is mainly the school construction standards, operation and management standards, teachers standards, discipline and curriculum system standards, directly related to professional construction in higher vocational colleges professional teaching standards, but it only stipulates the professional directory, professional ability standards and core curriculum standards, can not cover all the connotation and elements of professional construction. At present, the professional construction work of higher vocational colleges is mostly guided by various evaluations carried out at the provincial level, mainly for the management and dynamic adjustment of the major. For example, in order to improve the quality standards of professional talents and play the professional early warning function, Carry out the higher vocational professional certification; Chongqing has carried out the investigation of the professional development of universities to evaluate the professional competitiveness of universities, The Qualification Assessment Index System for New Majors of Higher Vocational Education was designed, To evaluate the new majors in higher vocational colleges; In order to improve the quality of talent training and improve the development ability of professional service industry, Carry out the evaluation of key majors of higher vocational colleges; In order to build a group of national leading brand majors with international influence, Carry out the professional brand evaluation... These assessments guide and promote the professional construction work to some extent, Help higher vocational colleges to find out the existing major construction and evaluation<sup>[2]</sup>

### 3. The way to implement the professional construction standards

(1) As an important part of the internal quality assurance system, the internal professional construction standards of higher vocational colleges play a basic and fundamental role in the whole quality assurance system. Schools can carry out various forms of theoretical learning and publicity activities, learn from ISO9000 quality management concept, comprehensive quality management ideas, Sydney agreement in domestic and foreign vocational colleges professional construction quality assurance system, deep understanding the connotation of professional construction standards, value and construction principle, as professional construction and management process and performance diagnosis and improvement basis, establish the school internal quality assurance concept, improve the standard consciousness, specification and quality consciousness.

(2) Sound system, The formation of system professional construction standards is only some outline documents, To make the professional construction standards more guiding and directional, It is often necessary to formulate the corresponding professional construction norms to make it specific and detailed, For example, talent training plan formulation standards, curriculum standard formulation standards, classroom teaching implementation standards, school-based textbook development standards, network curriculum resource development standards, etc, This requires the need to sort out the existing professional construction and management system, What systems need to be improved, and what systems need to be newly built, According to the effectiveness of the system operation, the relevant responsibilities and rights of administrative functional departments and the secondary colleges (departments) resources are dynamically adjusted and allocated, And on the basis of the establishment of the professional construction of the diagnosis and improvement of the work system, Design of the corresponding diagnostic indicators and processes, Build a school-level professional construction, diagnosis and reform working group, To ensure the effective implementation of professional construction standards.

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### About the author:

Xinyu Li (1990,11) sex:woman, nation:Han, the place of one's birth or origin:Shanxi Xianyang, professional ranks and titles:tutor, record of formal schooling:Master Degree Candidate , research area:The Application of Modern Educational Technology in Educational Teaching

# Design Management

Hongyi Li

Geely University of China, Chengdu Sichuan 102202)

**Abstract:** With the continuous development of my country's economy, politics and culture, my country's design management has become a discipline that has gradually received attention in the domestic design circle, and it has been born in response to the development of the times and the development of corporate management. Excellent design management can improve the design level and sales ability of a company. Design management in China is still in its infancy. It is necessary to research and discuss the content of design management. This article explains the basic framework and basic content of design management, and hopes to analyze the subject of design management more comprehensively and profoundly in this process.

**Keywords:** Design management; Framework; Content

## 1. Chapter One Introduction

### 1.1 Background and significance of topic selection

#### 1.1.1 Background of topic selection research

In recent years, with the continuous development of my country's economy, design management has become a discipline that has gradually received attention in the domestic design circle, and it has been born in response to the development of the times and the development of corporate management. The Chinese design industry is facing rapid development. Good design cannot be separated from good design management. Design management research is to study how to produce excellent products that adapt to the market and adapt to the enterprise. At the same time, it is also a bridge between enterprises, designers and consumers. Good design management allows designers to exert their creativity and make products acceptable to users. Only with good design management can a company be better. Operating companies. With the continuous improvement of people's material conditions, people not only pay attention to the quality of products when they consume, but also pay attention to the brand management and brand story behind the products. Therefore, good design management is also an essential part of operating a company or brand. A good market, successful products, effective design management, and a good reputation are the keys to the large sales volume of the product.

#### 1.1.2 Significance of topic selection research

As China's international status continues to rise, after China's accession to TWO, more and more domestic companies are in line with international standards, and Chinese products have begun to circulate in the international market, but their current international status and sales are still weak. Chinese companies still have a lot to improve in design management, especially in the Chinese design industry. China's craftsmanship and traditional culture are world-renowned, and the company's production technology is excellent, but because the company's design and design management system needs to be improved, it does not occupy a leading position in the world. Therefore, many companies pay more and more attention to design management. Good design management can increase the vitality and vitality of the company and increase sales. Therefore, design management is very important to the success of the company.

This paper hopes that through the analysis of design management, it will have a certain reference significance for improving the design management and operation of enterprises.

## 2. Chapter 2 Overview of Design Management

### 2.1 Definition and scope of design management

The definition and scope of design management are extremely flexible. As design pays more and more attention to enterprises, the scope of design management becomes wider and wider, and the content of design management continues to develop and improve.

#### 2.1.1 Definition of design management

The definition of the design concept is written in the Japanese "Design Management": "Design management is to make the design department's activities more efficient, and to systematically, organize, and institutionalize the design department's business management. "This definition focuses on the design project management of the internal design organization of the enterprise, and mainly elaborates the design department's control methods for design quality, cost, and design schedule.

#### 2.1.2 Scope of design management

According to the definition of design management, the scope of design management can be divided into several categories.

In 1984, the scope of design management was divided into two basic levels. One is the lower level is "design project management",

and the second is the higher level is “enterprise design management”.[1]

In 1989, design management was divided into three management levels: First, design project management at the operational level. The second is the design of organizational management at the tactical level, and the third is the management of corporate innovation at the strategic level.

Therefore, this shows that at different times, design management is divided into different levels, and the scope and content of design management are different.

## **2.2 Development history of design management**

Design management was originally a branch developed by modern management science.

The modern management discipline was first established at the end of the 19th century and the beginning of the 20th century. It appeared in the period of rapid capitalist expansion and played a role in promoting the development of capitalist society. The continuous development of social economy requires more and better products. The requirements have also been continuously improved, and some outstanding designers and design works have been achieved in the history of industrial design.

Until now, countries all over the world have paid more and more attention to the importance of design management, and more universities are willing to offer design management courses. At the same time, enterprises also attach importance to the training of design management talents.

## **2.3 Contents of design management**

The main contents of design management include: design decision-making, design organization, and design project management.

### **2.3.1 Design decision**

Decision-making is to choose one of two or more alternatives. At the same time, design decision-making can be divided into broad sense and narrow sense. In a narrow sense, a decision is a decision made in several behavioral policies. In a broad sense, a decision also includes All activities that must be done before making a choice. With the continuous development of design management, decision-making refers more and more to the organization's choice of the most optimal one among many solutions in order to achieve a certain goal, purpose or attempt.

### **2.3.2 Design organization**

The purpose of design organization is to complete design tasks in an orderly and efficient manner. Therefore, an organization is needed to guide and plan the design. Generally, it can be divided into enterprise organizational structure and independent organizational structure.

Enterprise organization: The general purpose of the enterprise is to provide income for employees, realize profits for owners, provide services for customers, and satisfy everyone. Different levels have different tasks. In an enterprise, there is still a relationship between superiors and subordinates, powers and authorizations. As the company continues to expand, the organizational structure will become more and more complex, resulting in the integration of various departments in some enterprises. The transformation is not ideal, and there are relatively big problems in communication with each other. Therefore, we can only strengthen the degree of supervision between various departments, strengthen the degree of integration between various departments of the enterprise, and improve production efficiency. The disadvantage of this is that it will form a complex interpersonal environment, and it is difficult to uniformly command. [2]

## **Summary**

This article has done a certain research on the basic content of design management. In the process of research, I personally think that companies can strengthen design management in the following aspects.

(1) Strengthen corporate image management, promote corporate integration in design, enhance corporate cultural concepts, enhance corporate image in the public, and strive to create a positive, harmonious and stable corporate image, and it is also conducive to promoting corporate internal Integration of design management system.

(2) Establish a reasonable design management and design mechanism, strengthen the design and research capabilities of the enterprise, strengthen the competitiveness of the market, clarify the connections between the management departments, and complete the design tasks by setting up appropriate mechanisms and design organizations.

(3) Clarify the role of design in an enterprise. Companies usually use design as a means to increase the value of products. Therefore, it is necessary to clarify the role of product design in the enterprise and the conditions under which it is restricted, and analyze the types of these restrictive factors and how they operate in time .

The knowledge of this article has done a preliminary research on the relevant knowledge of design management, so there is still need for improvement and research here, hoping to analyze the domestic and foreign cases of design management, and find out the cases that can be used in our country for analysis.

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## **About the author:**

Hongyi Li, date of birth:1995.07.04, sex:female nation:Han, the place of one's birth or origin:Suining, Sichuan record of formal schooling:Master professional ranks and titles:teaching assistant, research area:Environmental Art Design

# Research on Employment Prosperity Index and Analysis Model of College Students in Zhejiang Province under the Background of Normalized Epidemic Prevention and Control

Wei Xiang<sup>1</sup>, Weizhen Hu<sup>2</sup>

1. Zhejiang Normal University Jinhua City, Zhejiang 321004

2. Jinhua Radio and Television University (Zhejiang Commerce and Trade School) Jinhua City, Zhejiang Province 321004)

**Abstract:** Coronavirus pneumonia has brought great impact and challenges to the employment of college students. The traditional employment mode of college students is unsustainable. Under the background of normalized epidemic prevention and control, in order to ensure the smooth flow of university talents into the society and improve the employment rate of college students in Zhejiang Province, this paper makes an in-depth study on its employment prosperity index and analysis model. However, the employment related problems of college students have been solved for a long time. Taking several universities such as Zhejiang University as an example, this paper discusses how to change the traditional concept of employment in the prevention and control of normalized epidemic through the theoretical basis of social economics. <sup>[1]</sup>This paper aims to establish an index system reflecting the relationship between higher education students' employment and market. Through the employment index of higher education students in Zhejiang Province, this paper analyzes the employment situation of higher education students in Zhejiang Province.

**Keywords:** Epidemic prevention and control; Normalization; Employment of College Students

**Planning issues of philosophy and social sciences in Zhejiang province:** Research on Employment Prosperity Index and Analysis Model of College Students in Zhejiang Province under the Background of Normalized Epidemic Prevention and Control (project number: 21NDJC050YB)

## Introduction:

Graduates will become important talents in China's construction and development. They have played a great role in supplementing the needs of economic and social ability. At the same time, they are also closely related to the long-term harmonious and stable development of economy and society. <sup>[1]</sup> The employment index of college students mainly reflects the limitations of macroeconomic development and its impact on the total employment and employment structure of college students. It is mainly expressed by quantitative and direct economic data. This paper establishes two main indicators of the impact of College Students' employment elasticity on College Students' employment rate. Secondly, this chapter focuses on the elastic relationship between College Students' employment in Zhejiang Province. Through statistical calculation, this paper analyzes the overall employment elasticity relationship and employment rate of students in Colleges and universities in Zhejiang, analyzes the employment elasticity coefficient of students in Colleges and universities in various industries, and the employment number of graduates in corresponding disciplines.<sup>[2]</sup>

## 1. Significance of establishing employment prosperity index for College Students

### 1.1 The traditional offline recruitment model is unsustainable

At the end of January 2020, sudden coronavirus brought China into the period of epidemic prevention and control throughout the year, which seriously affected China's normal economic development and seriously hindered the employment of college students. According to the Zhejiang college students' Employment Association, in 2020-2021, many universities cancelled the spring and autumn job fairs, and all social talent recruitment lectures and double elections issued delayed statements. There are unsustainable problems in offline recruitment. <sup>[3]</sup>Therefore, in the context of the normalization of epidemic prevention and control, colleges and universities should change the way of employment services for college students, develop a "cloud platform" for student employment, and build an employment prosperity index for college students, so as to provide more intelligent and convenient employment services for college students.

### 1.2 The function of the original online job search platform is not perfect.

Each national higher education management institution and university has its own student employment network. According to the statistical data, nearly 80% of the employment rate data obtained by Chinese college students are completed on the university employment rate statistics network platform. There are also many job search network platforms in the society, but the operation



mode of the traditional online job search network platform often stays at the level of sending recruitment data and submitting resume. Although most colleges and universities are promoting the establishment of various online recruitment network platforms, it is often difficult to take effective measures according to the actual situation of the school because most colleges and universities still rely on the third-party recruitment network platform. In addition, when students independently search relevant online job search data, due to the inequality of recruitment data and lack of data support, they are more difficult to distinguish between correct and wrong data, and are easy to be confused.

### **1.3 The need for colleges and universities to serve students' employment in the period of normalized epidemic prevention and control**

At present, the epidemic situation of coronavirus pneumonia in the world is still severe, and the number of confirmed patients has reached 100 million. According to the latest forecast of the World Health Organization, the pandemic will end in early 2022. The novel coronavirus pneumonia prevention and control work has made significant progress in China, and the management of epidemic prevention and control has been gradually standardized. In fact, the difficulty of College Students' employment does not just lie in the existence of higher education talents in China. As far as China's current situation is concerned, Chinese college graduates are far from meeting the needs of all kinds of high-level talents in all fields of society. Therefore, to solve this problem, we must rely on the formation of greater collective force at the national, regional and school levels, and strengthen the relationship between school enrollment, teaching and student employment according to the external environment of school student employment.<sup>[4]</sup>

## **2. The connotation of College Students' employment prosperity index.**

The definition of College Students' employment wealth index is the starting point of analyzing college students' employment wealth index. The employment wealth index of college students can be viewed from both internal and external perspectives. This chapter focuses on analyzing and establishing the employment happiness index of college students from the perspective of domestic and foreign economic environment. The impact of the external macroeconomic environment on the employment rate of college students is mainly reflected in the use of economic development to realize the employment rate of college students from the perspective of employment market adoption. Limiting economic development to the current total number of students in Colleges and universities will affect the employment structure.<sup>[5]</sup>

## **3. Analysis on employment prosperity index of college students in Zhejiang Province**

As an index system for assessing and guiding employment of higher education students, The employment boom index of university students mainly includes the employment flexibility of higher education students by industry and the employment impact of higher education students by industry. Its application is mainly reflected in the assessment of the working environment of higher education students and in the warning about setting up and registering university specialities. 1. Evaluation of the working environment of university students. The assessment of the employment climate index of students on the external environment of employment of higher education students is mainly reflected in the assessment of the overall working environment of higher education students in the past and present and in the assessment of employment flexibility and employment impact of higher education students by industry.

## **Conclusion:**

Under the background of the normalization of epidemic prevention and control in Zhejiang Province, providing reasonable employment services for college students is not only to introduce college talents into the society, but also to combine the current development and long-term development of the University, which is conducive to the coordination of college and socio-economic development. Another function of the employment wealth index of college students is to form an intermediary relationship between the market and learners, and use this intermediary relationship to provide employment consulting services for college students.<sup>[6]</sup> For learners, it can help students expand their professional knowledge and ability according to the market demand, so as to provide reasonable career expectations. College graduates > can also guide college students to make rational use of social employment resources through college students' employment wealth index >. Providing reasonable employment services for college students is of great benefit to promoting college students' employment.

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# Analysis on The Transformation English Education in China

Chenbo Qi

Xi'an FanYi University , Xi'an, 710105, China

**Abstract:** The development of the times has put forward higher requirements for English education, and requires it to train more talents that meet the requirements of the times. However, there are many problems in college English education, including the declining quality of talent training, students are tired of learning, lacking of realization of teachers' value and great pressure. The best way out of the dilemma is to vigorously develop specialized purpose English (ESP), to realize the transformation of ESP in English education, and for English teachers to realize the transformation and development of ESP. According to the needs of talent training in the new era, an effective path for teachers' transformation of teachers is Business English.

**Keywords:** New Era; College English teachers; Transformation and development; ESP

## Introduction

Talent training plays an important role in the realization of the great rejuvenation of the Chinese nation. However, China's teachers are "difficult to meet the needs of talent training in the new era" and are in urgent need of quality improvement. This is a "major political task and a fundamental livelihood project". Therefore, educators should carefully analyze and study the problems existing in teachers and talent training, and find out ways to respond.

### 1. The Dilemma of English Education and the Confusion of Teachers

China's English education gradually flourished in the early stage of reform and opening up. After 20 years of vigorous development, many problems began to arise in the beginning of the 21st century. In the 1980s, English education started from junior high school, and the current primary school (even kindergarten) stage open English class, general English proficiency training has been basically completed in the pre-university stage, a considerable proportion of students have a good listening and speaking ability, so their expectation for college English courses have changed. The work of English talents also develops in a specialized, fine and deep direction<sup>[1]</sup>.

Traditionally, college English education still follows the middle school teaching method, mainly with the explanation and practice of words and sentence types. At the same time, under the huge pressure of professional title evaluation, they need to find scientific research and innovation points, but in the face of the traditional disciplines that are already intensive cultivation, it is not easy for them to find scientific research topics.

As the vast majority of English teachers in colleges and universities have been divorced from social practice for a long time, their English ability has been greatly reduced, and their listening, speaking, reading and writing ability can not serve the public, and it is difficult to be respected by all students. A series of dissatisfaction between students and society with the teaching of English teachers and the chain reaction bring English teachers into an awkward situation. In addition, the lack of enough knowledge and ability of college English teachers and their lack in talent training, lead to many problems in the construction of the teachers' professional quality<sup>[2]</sup>. The reasons for the above phenomenon are very complex. The reasons of the teachers themselves are on the one hand, but there are also many other reasons. The pressure on teachers is huge, and their desire to get out of trouble is also the most urgent. They need policy support and guidance of academic circles, but also need the reform of education managers. How to break the traditional road of transformation and development should be considered combined with the background of the new era in China.

### 2. The Talent Demand of the New Era and the ESP Transconformation of English Education

The Marxist view of history believes that anyone is a person in a certain social and historical period, and anyone's development must be combined with the background of the times and consistent with the direction of historical development. Similarly, the vocational development of English teachers in universities must also meet the requirements of talent training in the new era.

The so-called specialized purpose English (ESP) is an English language that is closely related to a specific major, subject, or use. ESP education aims to cultivate learners' language skills in the relevant industry activity environments, according to the specific needs of the industry jobs by setting up the corresponding teaching content and focusing on the training of corresponding language skills (Dudley-Evans & St. John 1998), so it can meet the social needs for different levels and different types of English talents to the greatest

extent, and avoid the homogenization of talent training.

At present, although there are different views on the ESP transformation of English education, colleges and universities, the view of vigorously developing ESP has basically become the consensus of the academic circle, and has been recognized by the education management department. In the early 2000 century, some scholars believe that it is very necessary and feasible to carry out ESP teaching vigorously in Chinese colleges and universities. In 2011, some scholars also proved with empirical research that students need goal-context-oriented teaching. In recent years, many scholars study the feasibility of ESP transition and believe that the original education should gradually transform to ESP. Experts and scholars have also put forward many methods of ESP turning from the specific measures of teaching reform, such as the implementation of the “cross-professional minor / double degree mechanism, and the use of the school-level general education elective platform”<sup>[4]</sup>.

At present, the English education in Chinese universities is undergoing an ESP shift, and with the development of the times, especially with the development of pre-university English education and the strengthening of students' independent learning, the future EGP may be completely replaced by ESP. To this end, the training and reserve work suitable for teachers should be put on the agenda.

### 3. Business English is an Effective Path for Teachers' Transformation

ESP is aimed at cultivating industrial language skills, but the industries involved in social life are invincible. How can English teachers with traditional education background choose the transformation path? The author believes that social needs should be combined with personal knowledge structure, the characteristics of the teaching school and other factors. However, among the many options, business English is one of the directions that most meet the development needs of the new era, and it is also one of the most promising transformation paths for the integration of personal career development and the great cause of national rejuvenation.

However, high-quality business English service talent is seriously scarce in China. According to relevant reports, China's business English talents familiar with international law, international trade law and WTO rules are relatively scarce, even in the forefront of Shenzhen and Shanghai, there are fewer business English talents with such quality and ability. With the improvement of China's participation in various international affairs and international competition, the lack of compound international talents proficient in foreign languages and able to participate in international cooperation and international competition will bring serious losses to China in various foreign-related affairs.

It can be said that the times calls for business English talents, especially business English talents who are proficient in international law. Which needs the English teachers shift to be business English teachers and law English teachers. It can be said that the times calls for business English talents, especially business English talents who are proficient in international law. Which needs the English teachers shift to be business English teachers and law English teachers. At present, in the ESP of English education to practice, business English has received attention. Some key universities have built a complete subject system of business English from undergraduate to doctoral students, some universities have set up business English departments, and opened business English majors and legal translation majors. With the development of university business English and legal English professional syllabus and the publication of the series of English professional textbooks, as well as the boom of Business English Certificate (BEC) and Legal English Certificate (LEC) examinations, business English presents a good momentum of development and is bound to cultivate qualified talents for the society. College English teachers combine their own situation, actively transform, devote themselves to the business English talent training as soon as possible, to promote their own better development.

### 4. Summary

At present, the difficulties faced by English education in colleges and universities and the decline of the quality of teachers are the result of no timely adjustment of China's English education system, and also the result of English teachers' adherence to tradition and reluctance to try. It is particularly important to do a good job in the transformation of English education and the transformation and development of teachers, especially in the business English transformation and legal English transformation of English teachers. In short, in order to cultivate the innovative talents needed by the times, we need teachers who can innovate, and we need to support innovation and cultivate innovation mechanisms.

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### About the author:

Chenbo Qi (2001.1 —), male, student majoring in International Economics and Trade of Xi'an FanYi University.

# Ruth's Homecoming into the Patriarchal Register

Xinya Deng

Tianjin Foreign Studies University Tianjin

**Abstract:** The Homecoming is one of Pinter's most famous plays involved in power and gender. This paper, while probing into the role of not only Ruth but also Teddy and Lenny who play important roles in the power competition in this play, aims to explore the true nature of Ruth's homecoming, that is, her homecoming into the patriarchal register.

**Keywords:** Pinter; The Homecoming; Power competition; Gender; Patriarchy

The Homecoming, the two-act play by Harold Pinter, was written in 1964 and first published in 1965. Among later researches on it, quite a few of them focus on Ruth, and claim that she is the one who comes home, winning dominance in the house and gaining her own freedom. Arthur Ganz, for example, argues that Ruth, with full strength of the sexual impulse, becomes a dominator of not only the sexuality of the men, but also of all those brutal and hostile impulses (187). William J. Free indicates that she will probably not follow the contract to become a prostitute (4). And according to Thomas P. Adler, Ruth has claimed a position of queen, with other characters being her pimp, her child, and her dying father and lover, thus restoring to the fullness of her womanhood (382). All of the studies above seem to believe that Ruth is the one who, with her sexual power as well as her wit, gains final dominance and achieves her freedom. However, they seem to overstate Ruth's power of sexuality, considering it a kind of panacea for Ruth to solve problems and gain power, and exaggerate the freedom she obtains.

These opinions probably have a close relation to one of Pinter's interviews in which he says, "She does not become a harlot. . . At the end of the play she is in possession of a certain kind of freedom. . . it is not at all certain she will go off to Greek Street" (qtd. in Prentice 458). However, by such words as "a certain kind of" and "not at all certain", Pinter actually leaves space for other interpretations for Ruth's final condition. So Gene Fendt shows his doubts about the freedom Ruth gains: "Is it not absurd to think that Ruth has a choice, or that she can choose, or even act in that supposed thoroughly absurd world?" (60) Ruth, through her decision to stay in the house in London, does obtain partial freedom for herself, that is, freeing herself from her indifferent husband and her unhappy marriage, but as for the future life in London, to say that she is the total dominator of herself as well as other characters is inappropriate. Therefore, my claim is that Ruth is not the true dominator in the power competition as well as in the house, and the freedom she gains also turns out to be transient and will fade out quickly in the future.

Firstly, there is evidence demonstrating that Teddy is probably the true dominator during the whole play, manipulating the plot of leaving his wife to his father and brothers. At the very beginning when he and Ruth appear, he has already shown his unusual agitation. That lies not only in his repeated words and questions, but also his being "wide awake" and willingness to "stay up for a bit" (22). It seems that something more exciting for him than coming back home after six years stirs him and requires him more time to think about. Besides, he introduces the house to Ruth, and consoles her by beautifying his family members, and introducing to her his former room. All those words are extremely patient consolations, yet disregarding if she is really interested in those things. He teaches those things to her, with ignorance of her will, so minutely that it seems she will live there for not "a few days" (22) but quite a long time. After she replies that she will have "a breath of air", he turns out to be abnormally uneasy and disapproval: "Air?" "What do you mean?" (23) "At this time of night?" "But what am I going to do?" "Why do you want a breath of air?" (24) These questions not only show his indifference to Ruth's demands as a human being, and his egocentricity, but further explain his unusual agitation which starts at the very beginning. What's more, he even peeps out of the window at his wife after she goes out, "half turns from the window, stands, suddenly chews his knuckles" (24). What is it that keeps bothering him ever since the beginning? Is he being afraid of Ruth running away and failing him to complete his plot? And during the whole sexual act of Ruth and his brothers, Teddy, as her husband, stands aside like an observer, and even offers, like a representative, to tell Ruth the family's plan of keeping her in the house (75). When he leaves, he closes the door without any touch of lingering or worry about his wife. He finally achieves his whole task. There is no need to wear the disguise. That is probably why Pinter says that ". . . if ever there was a villain in the play, Teddy was it" (qtd. in Dukore 177).

Second, Lenny turns out to be the one who gains dominance during the whole play, and will not let Ruth claim the position of ruling. After deciding to let Ruth stay with them, it is Lenny who comes up with the question, "where's the money going to come from" (Pinter 70). After that, it is he who reminds others that Ruth is "not a woman who likes walking around in second-hand goods"



(71), pulling her to an image of demanding high expenses. Then while others are still arguing where the money will come from due to his reminding, it is he who suggests “Why don’t I take her up with me to Greek Street?” (72). The discussion has been controlled by Lenny, and finally goes along the way he is willing to see, that is, to take advantage of Ruth as a prostitute to earn profit, and at the same time making her the family’s company and housewife. In the end, Max doubts, “I’ve got a funny idea she’ll do the dirty on us” (81). Is it possible that Lenny, being the manipulator of taking advantage of Ruth for profits, does not consider it and corresponding measures to prevent her from ruining his plan? Ganz indicates that the posture of his standing and watching at the end of the play is one of a bewildered man who is wholly under the control of Ruth’s dominant power (187), yet it is more like a posture of contemplation of how to force Ruth to be a whore for profits. According to the discussion above, Lenny turns out to be the one who leads the direction to what he wants. And as the true dominator in the house, he will not let his plot go in vain.

Since Ruth is not the true dominator in this power competition, her freedom, therefore, turns out to be transient. Ruth, while ostensibly getting rid of her unhappy marriage and indifferent husband, and regaining partial freedom before marriage, has actually stepped into a worse trap. She probably senses that she is not the one who dominates, so that she keeps playing the game of negotiation, trying to obtain more to meet her demands of a comfortable life as well as the sense of security. With the appliance of such business-like attitude, she has put up a hypocritical commercial disguise on the indecent event, circumscribing it in a seemingly calm and formal circle of transaction, and makes sure that the game of negotiation will not irritate the men to quit the game. Therefore, she claims things less important for the men such as food, wine, a house with more rooms, and a maid, but never touches the central term of the contract which demands her to be a whore, mother and housewife at the same time, or we may guess, she dares not put forward a dissenting opinion to harm the core demands of men.

What’s more, there is still a doubt whether or not she can finally obtain what she claims from men. After the bargaining of the flat of rooms, the answers of Lenny for her demands change to “all conveniences”, “we’d supply everything. Everything you need”, “you’d have everything” (77), “naturally”, and “of course” (78). He answers without hesitation, and there is no more bargaining and reluctance in his replies. After all, who would argue for money he decides not to spend? Those things Ruth claims at last turn out to be illusory baits of the men to lure her to stay. As a woman with no work, her sexual power over others cannot always work and keep its magic to control men. And as long as she needs to depend on men to obtain things she wants, through the employment of her body and sacrifice of her will, there will never be true freedom to her, and she will still be under the shadow of man’s dominance.

Therefore, *The Homecoming* is not a play of a woman who gains her true freedom. Ruth, through her decision to leave her husband and stay in the house in London, does make a courageous step to gain her freedom, freeing herself from the bondage of her indifferent husband and unhappy marriage. However, being not the one who truly claims dominance, her freedom also turns out to be a phony one and will sooner or later vanish. Ruth, through the employment of her sexuality and the sale of her body, sacrifices her future freedom for transient freedom at present, and actually steps into a worse life. *The Homecoming*, which represents Ruth’s compromise to men, is not a work in which “the matriarch has displaced the patriarch” (Berlin 392), but Ruth’s homecoming into patriarchal register.

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## About the author:

Xinya Deng (1997-), postgraduate student of Tianjin Foreign Studies University. Major: British and American Literature; University: Tianjin Foreign Studies University; Location: Tianjin.



# The Influence of Religious Culture on the Civilization of Urban Construction

Hongyi Li

Geely University of China, Chengdu Sichuan 102202

**Abstract:** The development of urban civilization is based on the country's economic and cultural achievements. Taking the Tang Empire as an example, the economy is developed and the ideology is civilized, and cultural construction is emphasized. The country formulates civilized and civilized religious policies to promote the inheritance, development and integration of various religious ideas in the city. Promote the civilized construction of residents while affecting the daily habits of residents. Religious civilization, as an ideological culture, affects residents in clothing accessories, food and clothing, architectural forms, graphic decoration, urban construction, planning and layout, etc., and also makes Chinese culture present a colorful historical picture. This article will take Xi'an and Dunhuang as examples, and analyze the influence of the introduction of religion on Chang'an and Dunhuang from the perspective of geography, geomorphology, cultural material and other factors. The influence of urban construction, urban planning, architectural decoration.

**Keywords:** Religion; Influence; Urban development; Xi'an; Dunhuang

## 1. Proposal of the subject

The development of urban civilization is based on the country's economic and cultural achievements. Taking the Tang Empire as an example, the economy is developed and the ideology is civilized, and cultural construction is emphasized. The country formulates civilized and civilized religious policies to promote the inheritance, development and integration of various religious ideas in the city. Promote the civilized construction of residents while affecting the daily habits of residents. Religious civilization, as an ideological culture, affects the lives of residents in terms of clothing accessories, food and clothing, architectural forms, graphic decoration, urban construction, planning and layout, etc., and also makes Chinese culture present a colorful historical picture.<sup>[1]</sup>

The introduction of religious culture has had a significant impact on the construction planning and garden design of Chinese cities, especially for ordinary urban residents. Cities are the most concentrated areas of economic and cultural materials. Religious thoughts first spread in the cities and affected Urban residents have also moved into the surrounding areas with the flow of population, which invisibly affects urban construction. For example, the Dunhuang Mogao Grottoes were dug by monks passing by, and after the rise of the Silk Road in the Tang Dynasty, China had a strong worship of religion and culture, and the people and the government Hundreds of caves have been dug in the rock wall one after another, making Dunhuang rapidly develop into one of the areas where religious integration is prosperous.

Therefore, religion has a direct relationship with the rise and fall of cities. The current urban model is affected by certain religious culture. This article analyzes the cultural, political and economic background of the Tang Dynasty. Taking Dunhuang and Xi'an as examples, the study discusses the influence of religious culture on Chinese cities. The impact of development.

## 2. The influence of religion on Chang'an city

### 2.1 Urban religious building layout

Due to the influence of religion, the spread of Buddhism was vigorously advocated and the construction of temples and temples and other religious buildings was encouraged. Temples were built on both sides of the axis on the high ground in front of the imperial city, so there are many Buddhist temples in the city of Chang'an. In order to facilitate the people to pray for blessings, Buddhist temples and Taoist temples are all over the city of Chang'an. The famous Ci'en Temple (Dayan Pagoda), Jianfu Temple (Small Wild Goose Pagoda), and Qinglong Temple occupy a large area. There are Xiangji Temple Pagoda and Xingjiao Temple Xuanzang Pagoda outside Chang'an City. All this shows that many temples and towers in Chang'an City affect the lives of residents.

### 2.2 Architecture

The Tang Dynasty literati Wei Shu's "Liang Jing Xin Ji" recorded that there were 91 Buddhist monasteries in the city of Chang'an in the Tang Dynasty. Song Minqiu, a literati in the Song Dynasty, recorded 104 Buddhist monasteries in Chang'an in Tang Dynasty. It can be seen that the number of temples in Chang'an is more than a hundred. The temple is a new type of building invented by the introduction of Buddhism into China. After Buddhism was introduced to China, temples and towers were built in the city of Chang'an.

With the spread of Buddhism in China, it became a must for monks to pay homage to the Buddha, and many people visited temples daily. Therefore, Buddhist architecture gradually developed into Buddhist temples and temples. Two forms.<sup>2</sup>

### 2.3 Decorative patterns

According to Dunhuang fresco materials, the decorative patterns of the Tang Dynasty have obvious Buddhist characteristics. The Tang Dynasty was a turning point for my country's decorative patterns. Before the Tang Dynasty, people's thoughts were suppressed and there were fewer decorative patterns. After the Tang Dynasty, the mind was opened up, and the people-oriented thinking was valued, and the aesthetic object needed by the aesthetic subject was developed. At the same time, the introduction of Buddhism associated plant patterns with the meaning of happiness and happiness, and the people paid more attention to decorative patterns. Curly grass patterns, precious flowers, honeysuckle patterns and other flowers and plants have become auspicious patterns. With the spread of Buddhism, a large number of exotic plant patterns have also become popular patterns, such as grapes, pomegranates and other exotic species that form precious flowers. Therefore, a lot of patterns with Buddhist colors are used in architecture, clothing, and utensils.

## 3. The influence of religion on Dunhuang

### 3.1 City religious building

Under the influence of Buddhism, Dunhuang has a greater religious influence, so there are more religious buildings. There are dozens of large and small buildings, including Dayun Temple, Yunkai Temple, Baoen Temple, Longxing Temple, Jintu Temple, Xiande Temple, Mahayana Temple, etc. Take the Mahayana Temple as an example. The "Ji Shenzhou Three Treasures Sense Records Volume 1" records that the temple was destroyed in the middle of the Northern Zhou Dynasty and rebuilt during the Gaozong period of the Tang Dynasty. By the late Tang Dynasty, the number of people increased from 34 to 209, making it the largest temple in Dunhuang. In addition to Buddhist temple towers, there are also a large number of Buddhist caves, among which Mogao Grottoes are the representative. In the Tang Dynasty, with the influence of the Silk Road, Mogao Grottoes prospered. Buddhist architecture occupies a large area in the entire city planning and layout, which also affected the living and production habits of residents.

### 3.2 Building

From the information provided by the murals, it can be seen that the Tang Dynasty buildings are mainly divided into courtyard combination forms and single buildings:

(1) The combination of courtyards is mainly symmetrical on the central axis, with two symmetrical layouts. There are many types of vertical, horizontal, and horizontal and vertical combined types. The rich combination forms create a magnificent place, which also highlights the characteristics of Buddhism and creates a happy atmosphere. In addition, due to the influence of Buddhism, people believe that there is a Western Paradise. Therefore, there are a lot of mountains and rivers on the screen, and the arrangement of plants is emphasized, and the use of decorative patterns such as cloud patterns is trying to create the image of the imaginary temple.

(2) Single buildings are mainly divided into residential houses, Buddhist buildings, and government buildings. Residential buildings mainly include residential areas, commercial streets, markets, shops and other types. The buildings are all divided into halls, terraces, pavilions, pagodas and Buddhist temples. Government buildings include army stationing sites, warehouses, government offices, prisons, etc. Among them, the most appearing in the form of monomers are the pagodas, and the temple monomers are all at Xieshanding.

### 3.3 Mural

There are more than 500 Dunhuang murals and 492 clay sculptures. The murals record folk customs, landscapes of mountains and rivers, architectural layouts, clothing patterns, etc. from the Sixteen Kingdoms to the Qing Dynasty. They are of great historical value to the current research culture and draw on the artistic characteristics of Iran, India, Greece and other countries. It shows the political, economic and cultural characteristics of our feudal society. Due to the influence of Western paintings, the Dunhuang and Tang dynasty murals are mainly based on stories, not only from an aesthetic point of view, but also with strong religious and narrative functions in addition to works of art.

The depiction of buildings in Dunhuang murals, we can get a lot of information from the murals, we can discover from the murals the architectural composition methods, architectural construction methods, architectural layout forms, architectural types, architectural decorative components and decorative patterns, From the architectural type, it can be divided into palaces, gardens, temples and personal buildings, among which temple buildings account for a large proportion, and most of them are composed of courtyards. Through the analysis and research of such buildings, we can understand The layout and composition of courtyards of buildings in the Tang Dynasty. At the same time, you can learn more about details such as bucket arches, doors and windows.

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## About the author:

Hongyi Li, date of birth:1995.07.04, sex:female, nation:Han, the place of one's birth or origin:Suining, Sichuan record of formal schooling:Master, professional ranks and titles:teaching assistant, research area:Environmental Art Design

# On the Influence of Symbolism Literature “Others” on Symbolism Art

Jia Wu

Geely University of China, Chengdu Sichuan 102202

**Abstract:** Art History is generally believed that modernist art hopes to discard the “crutches of literature” seeking independence. But can I really be independent? This thesis takes a symbolic art and symbolism literature as an example, discusses how symbolism literature affects symbolism art. Any art development, artist and artistic self-discipline joint impact. The symbolism first is a literary movement, which will gradually expand into music and art. Understand the development of symbolism literature and the impact of symbolic art, it can prove that modernist art wants to discard the “literary cane”<sup>[1]</sup> and independent is not established. The first part discusses the development of symbolism literature. Symbolism and romanticism, the realism is three basic creation aesthetics with prototyping in literary history. The symbolism literature originated from the French in the middle of the 19th century, and in the early 20th century and a literary genre in European and American countries.<sup>[2]</sup> Symbolism literature is divided into two periods before and after. In the early stage, Budlaire, Lesley, France, France, Rilke, Austria, is representative. The music field is representative of German composer Wagner. Podlairs published in 1852 was considered to be the first poem of symbolism. The poet Morias published “Symbolism Declaration” in the “Ferro”. The second part discusses the influence of symbolism art from symbolic literature. The symbolism theory has been supported by literatist. Symbolism art originated in the end of the 19th century, some of the European intellectuals were dissatisfied with industrial civilization and official salon culture. They automatically become spokespersons, using symbols and meaningful methods, in the fantasy distinctive world, Express your own wish. Representative painter: Moro, Sumanner, Leadong. The third part discusses the symbolism art that cannot leave the “literary crutches” independent. Art has “Art Self-discipline” and “Art Tail”, art has its own development law, independence and self-discipline, but it is not overlooked in other material morphology and ideology, and cannot be extremely pursued by art independence. The impact of other beauty and influence.

**Keywords:** Symbolism art; Symbolism literary impact

## Foreword

In the early stage of the symbolic literature, Podlairs, Lilk, Austria, Lilk, Ireland, Lilk, Austria, the United States. The music field is representative of German composer Wagner. Symbolism Literature Influences the performance of symbolism. The symbolism art expresses its own concept and the inner spirit world through the integration of a particular image. In the form, you will pursue the effect of gorgeous stacking and decoration. Everyone’s skills and views have strong personal colors, artists refuse to see the world, care about the spirit and inspiration, representative artist Morros, Leidong, Sumanna, Bowlin.<sup>[3]</sup>

Symbolism art cannot leave the “literary cane” and independence, art has “art self-discipline” and “artist law”, art has its own development rules, independence and self-discipline, but it is not negligible to other substances other than themselves. And ideology, not extremely pursuing art independent nature and abandon the impact of other beauty and influence.

## Chapter 1 Introduction to Symbolism Literature

Symbolism, romanticism and realism are three basic creation aesthetics with prototyping in literary history. The symbolism literature originated in France in the 19th century, and spreads a literary genre in the early 20th century and European and American countries. In the early stage of the symbolism, Poundley, France, Walley, Austria, Ricker, Ireland, Ye Zhi, USA Pound. The music field is representative of German composer Wagner. Podlairs published in 1852 was considered to be the first poem of symbolism. The poet Morias published “Symbolism Declaration” in the “Ferro”. The symbolism theory has always been mastered by the theorism.

## Chapter II Symbolism Art is affected by symbolist literature

Symbolism is the end of the 19th century, in the future, there will be a literary trend in the field of art and music. The symbolism in the art is just an artistic tendency. The symbolism artist opposes the Impressionism of the realism, emphasizes the performance of the subjective spirit, they think that people’s inner world is unclear, difficult to grasp, can only be symbolized, and symbolize It is also a specific image to metaphor theme and emotions, suggesting subtle and mysterious inner world, looking for external things and inner world corresponding relationships, pursuing philosophical, poetry and music form aimed at Guide people and nature experience. The creation of symbolism artists often describe the subjective spirit as the core, but it is not found to start with a realistic technique before

the form of performance is not found, but there is a mysterious color. <sup>[4]</sup>The literary works in this period have a great impact on the artists involved in the symbolism. The following is taken as an example of symbolism artists.

### 1. Gustav Moro

Moros, French painters, very much like Wagner's music, he dreams create a very gorgeous art mixture. Moro: "I don't believe in what I have touched, I don't believe what I can see, I only believe that I can't see and can't touch something." "Works" "Oedipus and Swanx", "Destiny Goddess and Death Angel", "Unicorn", "Ship John's Head in Xiangling"

### 2. Gervanner

The main achievement is in mural creation, important works include: Paris University Temple Mural Floor "Literature, Science and Art", Lyon Art Palace "Wenyi God in Shenglin", Paris Shouxian Temple series mural, and "hope" "poverty Fisherman, "hope"

### 3. Bowlin

His works have a tragic landscape painting with legendary and terrorist colors, a strong bright, empty forest cold atmosphere, as if it is a non-human scene entangled in the soul. The work has "Dead Island" "Seaside Villa" "Saint Forest", etc.

### 4. Chapter III symbolizes the art can't discard the "literary cane" and independent

Can modernist art discard the "literary cane" and independence, this is the discussion of "Art Self-discipline" and "Art Tarism", whether it is the "teaching and education" of the ancient Roman "3 or Confucius" near The father, the far-sighted, the name "10 is" other " , with the development of art," self-discipline " , "self-discipline", but the art is The artist creates, through personal memory experiences, the world environment is recognized, and the language and form of art are reflected in life, but it is higher than life. Art practice is related to personal life experience, and art is "self-discipline", but it is also subject to "other" influence, and modernist art will be developed by the "Tax" of literature. The symbolism art is deeply affected by symbolism literature. Symbolism first is a literary movement, which is slowly influenced to the field of art. Podlais likes to describe the genital sex, sing "the enthusiasm of the soul and function", Ye Zhi is a gorgeous style of Irish poet, works with romanticism, is good at creating a fantastic atmosphere, like mysterious. Moro is an artist. He worships romantic painters, with his rich imagination and mysterious world, and the work has a gorgeous dream feno, and there is a strong personal color, refused It can be seen that the world is fictitious in the fantasy, and the desire to explore, explore unknown and mystery. <sup>[5]</sup>Sumanner's work pursues the meaning and finds balance in art and poetry. Bowlin's work is also an exploration and discovery of unknown world. This is not to lose the problem of "literary cane", art has its own development rules, independence and self-discipline, but it is not negligible to except for other material morphology and ideology, it cannot be extremely pursued by art independence. Other US influences and influence.

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### About the author:

Jia Wu, date of birth:21.12.1995, sex:female, nation:Han; the place of one's birth or origin:suining: sichuan, record of formal schooling:Master, unit:Geely University of China, zip code: 102202 professional ranks and titles:teaching assistant, research area:contemporary art.

# On Autonomous Learning in College English Education

ENiRiLe

Inner Mongolia Agricultural University 010000

**Abstract:** At present, cultivating college students' autonomous learning ability has become a hot topic in current education. Nowadays, the English learning level of Chinese college students is uneven. It is more and more urgent to improve the learning ability of Chinese college students by introducing college students' autonomous learning. Through the investigation and analysis of the current situation of College English teaching, this paper analyzes the importance of autonomous learning in college education from many aspects.

**Keywords:** Autonomous learning; College English; Significance

With the deep development of higher education in China, the teaching level and quality have been steadily improved in recent years, and College English teaching has also made great achievements. However, as far as the current situation is concerned, there are still some obvious problems that restrict the improvement of the effectiveness of English teaching.

## 1. Problems in the cultivation of autonomous learning ability in English Teaching

### 1.1 There is no clear teaching goal

The unclear teaching objectives lead to the lack of a definite direction in the teaching process and the inaccurate grasp of the key points of knowledge, which eventually has a negative impact on the whole talent training mode. At present, there are two extreme tendencies in English Teaching in China's higher education. One is to pay too much attention to the theoretical nature of language, resulting in the lack of students' language practical ability. Second, it pays too much attention to the practicability of language, thus ignoring the accumulation of theoretical knowledge, which eventually has a negative impact on both sides. This phenomenon of unclear objectives in the teaching process also has a great impact on the comprehensive application ability of teaching methods and teaching ideas in the teaching process. Therefore, the ambiguity of teaching objectives is still a persistent problem in English teaching. Behind the unclear teaching objectives, there is also a deeper problem of the coordination between educational development and social development. Education must adapt to social development, but educational development has its own laws. Therefore, some contradictions are bound to appear in the process of weighing the relationship between the two. This is also the reason why the goal of English teaching has always wavered in the cultivation of practical and research talents.

### 1.2 Inaccurate grasp of teaching key points and difficulties

This is also a key factor affecting the improvement of teaching effectiveness. The purpose of English teaching is to improve students' language quality and practical application ability, and the purpose of learning English is to be able to communicate with it. However, according to the actual situation of students, this kind of communication is not well displayed in reality. Even if students can get good grades in the exam, no matter how rich their grammar and vocabulary are, they can't make up for their defects in English listening and speaking. The phenomenon of being able to read and write is a common contradiction and phenomenon in English Teaching in China. This is also the biggest unfavorable factor affecting the improvement of English teaching effectiveness. Autonomous learning must be based on the clarity of teaching priorities and teaching difficulties. The completion of students' autonomous learning process does not mean that teachers can completely let go of it. It is a process of improving the quality of students' autonomous learning on the basis of giving more accurate guidance.

## 2. Relevant measures and methods to improve English autonomous learning ability

### 2.1 The traditional teaching idea must be innovated

Teaching philosophy is the guiding ideology of the whole English teaching and is also a fundamental influencing factor. At present, the effectiveness of English teaching is not high, and the ultimate reason is the lag and unscientific teaching ideas. The traditional concept of English teaching holds that English is a theoretical subject, and vocabulary and grammar knowledge are the basis of learning. Therefore, it is not too much to pay more attention to and strengthen these basic contents. Therefore, a lot of energy will be spent in the process of strengthening these basic knowledge. Finally, the students have become masters of vocabulary and grammar, but they still can't understand, understand and speak. Therefore, in teaching, we should first correct this bad tendency from the basic concept, put the purpose and goal of English teaching on the practical application ability of language, and then balance the relationship between theoretical teaching and practical teaching, so as to ensure that English teaching can have a real effect on



students' ability.

## 2.2 Reforming teaching mode and innovating teaching methods

The teaching mode should be close to reality and take improving students' practical application ability as the ultimate goal. As a theoretical language tool, English should eventually become a skill of students, rather than pure theoretical knowledge. Therefore, in the teaching mode, we should highlight the weight of practical teaching, arrange a lot of time and practical training opportunities, let students contact the real language communication environment, and be able to use their own language knowledge to try English communication. Only in this process of continuous exploration and attempt can we ensure that their English ability can be effectively improved. In addition, the innovation of teaching methods is the key to improve the effectiveness of English teaching. Single teaching method is a key factor affecting English teaching and students' interest in learning. At present, students' lack of interest in English learning is a thorny problem, and some even have fear of English learning. The solution of these problems should fully rely on the innovation of teaching methods. In teaching, we should actively explore the application of new teaching methods such as situational teaching, case teaching and goal task driven Teaching in English teaching. In this way, we can more effectively realize and meet the specific needs of students.

## 3. Epilogue

For university education, the cultivation of students' autonomous learning ability can be said to be the essential connotation of education, which is also the idea that we want to convey to students under the current quality education system. Taking the university classroom as the educational carrier, through the innovation and improvement of teaching forms and contents, as well as teachers' grasp of the overall classroom rhythm, we can help students systematically cultivate and consolidate their independent ability. Teachers should timely understand students' learning process, receive students' learning feedback at this stage, timely adjust the current teaching methods, and guide them to study smoothly under the new learning process. In the process of understanding students' feedback on teaching methods, teachers should guide students to summarize their own learning results to find their own shortcomings, and give teachers timely feedback information, so that teachers can adjust and guide them in time. Ensure that students can still maintain the ability of subjective and autonomous learning after the new working environment, quickly integrate into their work, and exercise their core competitiveness to the greatest extent.

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# Technology Enhanced Language Learning

Ruiyun Xin

University of Leeds Chengdu China 830000

**Abstract:** In this essay, the overall aim is to show the exploration of using digital technology to support language teaching class. Followed by a specific discussion about class design steps targeted at using digital technology to support students' language learning, in consideration of the relation among the language teaching pedagogy as well as technology. The conclusion has drawn that technology can contribute to language learning classroom, not only in remedying the drawbacks of PPP model but also in cultivating low-level learners' motivation.

**Keywords:** Language learning; Technology; Digital tools

## 1. Introduction

### 1.1 Research Background and Significance

COVID-19 has forced the world to switch to a digital pattern though we are not well prepared<sup>[1]</sup>. According to their commentary on digital language and learning in the context of COVID-19, technology is inexorably involved in many fields' developments. Take education as an example, the epidemic forced students to stop learning face to face and started learning online. Therefore, technology enhanced language learning is an unstoppable process that teachers should pay attention to.

### 1.2 The Learners' Characteristics

As mentioned above, in this paper, a specific class design combining language teaching pedagogy and ICT (information, communication and technology) tools will be presented and discussed. Therefore, it's vital to highlight targeted learners' characteristics.

The targeted learners are students whose ages are between 12 years old to 17 years old in junior public school. Although this school period is the secondary stage of their learning in China, their L2 learning period actually is at the beginning language level in the Chinese education system. Some of the students begin to learn English in their primary school (the first stage, the academic results of English are not considered seriously in most of the areas of China, especially in low-developed areas, like Xinjiang.

It becomes a main subject in the junior-school stage. Therefore, students' language ability has been taken into considerations in the class design based on digital technology. In this case, the learners' English ability may be in a low state. According to Helen Beetham and Rhona J Sharpe, attention also should be paid to students' religious beliefs during the design process<sup>[2]</sup>.

As what has been discussed above, when designing teaching plan, different affecting factors not only physical learning ones but also virtual ones as well as psychological ones should be considered, that is to say, this digital technology design is tailored to meet students' language ability level, their demands and their cultural backgrounds to practice their English.

## 2. Technology Enhanced Language Teaching

Although PPP Framework Model has some disadvantages, such as restricting students' mind and limiting them to use fixed target vocabularies and sentence patterns, it is still widely used in the language teaching classroom for it is more directly instructional<sup>[3]</sup>. For students who are weak in language skills and lack of exposure to the second language environment, it tends to have a positive impact on speaking and writing practice by using this model. Meanwhile, technology can enhance language learning.

Now I will explain the design in details in terms of two aspects. One is the brief introduction of the digital tools, the other is to present how to use them to reach teaching goals under the instructions of the theories underpinning these digital tools.

### 2.1 Digital Audio and Video Materials

In the lead-in stage and post learning stage, video materials have contributed.

The development of video materials based on the Internet and 5G are now abundant and diverse, providing teachers with almost unlimited materials. Based on teaching objectives at this stage, targeted vocabularies are under the topic of job, therefore a video named What do you want to be in the future? Has been chosen. This video contains teaching vocabularies. Therefore, it can be seen that the choice of video for vocabularies quotation teaching is based on the visible function of video and audio materials, which are visual and textual ((subtitles) sources for students to learn the language<sup>[4]</sup>. As for the video used in the post learning part, this video is not provided by me, but recorded by students who are asked to interviewed each other in the online meeting via Tencent Meeting. When students are free to participate in this process, it absolutely helps their motivation. One of the reasons is that formally their

privileges and autonomy are enhanced (without teachers in the meeting room). The second reason is that the recorded video also has a function that allows the teacher to monitor the conversation of the students. Even if the teacher does not check the recorded video, it is also an urge for the students to well behave because the teacher may be one audience. The most important function of this video is to allow students to participate in the production process of language, production of text structure as the roles of moderator and conference announcer<sup>[4]</sup>.

## 2.2 Zoombie Hunting Game Embedded in Slides

Using games will make children have motivation to continue practicing. And that is why it is shown in the middle of the class. The other reason is that the game is designed as zombies chasing students. If the children cannot say the target words and sentence patterns within the limited time, they will be ‘eaten’ by zombies. Situational teaching creates a real sense of tension among students, facilitate their practice efficiency in this stage. Besides, they will get the method of how to learn English in an interesting, flexible and cooperation way by competing with each other on answering the questions to escape from zoombies. The games or apps which are cooperation or include competitive elements like getting points for individuals or groups, rank, will contribute to the learning process<sup>[5]</sup>. To make it more specifically, choose English-learning games to offer help is also effective. Although it is not reflected in this course design, the activity is helpful for long-term teaching. It will contribute to making plans which include part one, for students’ daily training and exercise, then, part two, for mixing the game elements in real classrooms.

## 2.3 Online Writing

Digital technology has reshaped writing, including its form, its genre, and its purpose. According to Binbin Zheng and Mark Warschauer ‘s work in 2017, there is a disconnect about digital practices in and out of school, both teachers and students are included. Teachers should use three-stage model to facilitate the ‘bridging activities’. Warschauer and Grimes’ have an agreement on that, CMC could help students express their ideas more freely since they are given more autonomous rights. For example, in traditional classrooms, students are always given too many writing standards and fixed formats and under the control of the teacher. CMC fosters some informal styles that encourage students to express themselves and provide a more comfortable environment. Steve Wheeler, Peter Yeomans, and Dawn Wheeler also suggested that students tend to be more active when they are writing if they are provided with a real role of the author and authentic audience. To make it more specific, online writing makes the writing role more solemn because students’ work can be seen by more audiences on the internet, making them feel they are like authors speaking in public or announcers.

## 3. Conclusion

(1) Students with relatively insufficient language skills as well as knowledge are more likely to be benefit from the design with PPP model. Although PPP model framework has drawbacks, it still helps students engage in language learning smoothly.

(2) The activities designed in considerations of the critical thinking and the guidance of the motivation theory can contribute to language teaching.

(3) Considering features of different digital methods and tools aiming at enhancing language learning, different steps should employ various digital tools. For example, allowing students to participate in the video recording will enhance their sense of belonging and make them feel involved in the production of language. Another example is that CMC (computer-mediated communication) online writing helps students feel the expand of their autonomy.

(4) Games are efficient in supporting language classroom. Competitive elements involve learners more, thus, contribute to learning process. However, the choices of games and the arrangement of game are supposed to be clearly considered.

In other words, it is explicit that appropriate design for learners is beneficial. With careful exploration of learners’ characteristics, applying to PPP framework model, combined with technology support, such as digital audio and video materials as well as digital games, seems to be an available choice.

Also, more importantly, with the development of science and technology, digital is applied in many fields, including education. It’s always been there. The COVID-19 outbreak did not accelerate this process, but forced the public into the era of technology and increased their awareness of it. As a teacher, it is also necessary to increase digital literacy under this circumstance. Technology enhanced language learning is a tendency linked to pedagogy. Therefore, language teachers should arm themselves, not only in the pedagogy but also digital literacy.

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## About the author:

Ruiyun Xin;sex:woman;Date of birth:1995, 8, 16;Guan nationality:SiChuan;nation:Han;record of formal schooling:Master;research area:English education;Data education;work unit:University of Leeds, UK

# Research on Educational Reform of Practical Talents Training in Industrial Design

Yige Gao, Yuanyuan Ge

Taishan University No. 525, Dongyue street, Tai'an City, Shandong Province 271000

**Abstract:** In order to cultivate practical talents in the major of industrial design, it is necessary to constantly strengthen the cultivation and optimize teaching measures, so as to ensure the improvement of teaching efficiency, cultivate students' practical abilities, and promote the all-round development of every student. In this paper, based on the analysis of the importance of cultivating practical talents in the teaching process of Industrial Design, the relevant ideas of educational reform was fully studied in order to provide reference for the training of high-quality practical talents in Industrial Design.

**Keywords:** Industrial Design; Practical talents; Educational reform

The major of industrial design is highly comprehensive, mainly covering the following disciplines, such as science, economics, aesthetics and so on. Cultivating practical talents is the core teaching goal. Students' ability to solve and analyze problems should be fully cultivated, which is in line with the needs of national and personal development. From the perspective of industrial design major, compared with foreign countries, China got off to a late start, and the teaching method also lags behind. These problems have been fully displayed. In recent years, universities and colleges have been expanding the enrollment scale, and most students have not yet been able to organically combine social practice and theoretical knowledge, and the overall teaching efficiency can not reach the due level. Therefore, it is important to study and cultivate practical talents in the major of industrial design <sup>[1]</sup>.

## 1. The importance of cultivating practical talents in Industrial Design

Industrial Design is an emerging discipline. This major attaches great importance to "application" in practical teaching. The level of students' practical application ability can fully reflect the quality of teaching efficiency. It is the most important evaluation standard. In essence, it refers to whether students can design qualified products according to corresponding requirements and standards, whether the users are satisfied with the usage experience. At this stage, in the process of cultivating practical talents, the traditional teaching mode-testing of corresponding theories, basic professional skills and other related knowledge-is usually adopted. In the actual teaching of industrial design, although certain experimental projects have been set up, the experimental development is still biased towards the direction of demonstration, which deviates from the current teaching focus of studying and cultivating practical talents. Therefore, in order to meet the current teaching objectives to the greatest extent, it is necessary to cultivate the practical ability of relevant talents. In practical teaching, we need to constantly explore new ways of training practical talents and form a harmonious teaching atmosphere, so as to effectively improve the quality of talent training <sup>[2]</sup>.

## 2. Educational reform strategy of cultivating practical talents in Industrial Design

### (1) Creating a curriculum platform with practical characteristics

For the sake of constructing the curriculum platform of Industrial Design, it is necessary to concentrate on the development of practicality, constantly promote the improvement of students' adaptability and innovation, provide high-quality and compound talents for the society and meet the needs of social development. During innovating the curriculum system and training the practical talents, we need to have a certain comprehensive practicality, lay a stable foundation for students' development, and constantly explore a teaching system in line with students' physical and mental development in the curriculum platform. The platform is as follows:

Firstly, the mode of university-enterprise cooperation should be adopted to build the practical platform. The platform jointly built by universities and enterprises is conducive to strengthening the in-depth cooperation between them and further helping students improve their practical ability. When the university carries out daily course teaching, it can also fully integrate enterprises' projects and carries out targeted ability training activities for students. Its advantage is that it can effectively integrate the needs of enterprises when actually carrying out the teaching activities of Industrial Design. Students can timely understand and master new science and technology and clarify the development needs of enterprises, find their own shortcomings and constantly improve themselves, which is beneficial to students' graduation and employment. In addition, it can also promote the continuous optimization of teaching mode. Secondly, a large number of industrial design studios can be established. Studio platform, which students can participate in full depth,

can provide the corresponding space for the practical teaching of Industrial Design. From the perspective of the design studio, the external main task is to provide corresponding design services, and the internal main task is to be responsible for scientific research and teaching. In the process of participating in the program of the design platform, students can get a more intuitive feeling of the design work, optimize the traditional teaching mode, effectively and truly control the first-hand materials, and turn the theoretical knowledge into their own practical ability. Moreover, students can also carry out targeted learning according to the research directions of different studios, so as to ensure the improvement of students' comprehensive ability. Thirdly, foreign cooperation and exchange can be carried out for the sake of building the practical platform. In most cases, the platform was constructed by exchange students and workshop groups, and certain academic exchanges were carried out between schools. If this kind of education mode can have a successful mechanism, a large number of complementary advantages will be presented, which can help students continuously broaden their horizons [3].

#### (2) Creating a teaching model with open characteristics

In the teaching process, teachers should actively use various forms of teaching means to make students clear the teaching objectives of this course. The main teaching goal of Industrial Design is to cultivate practical talents. The relationship between teachers and students is inseparable. While teachers are introducing knowledges, students also need to constantly exercise their ability through practice, so as to become practical talents. In the actual teaching process, we should fully stimulate students' enthusiasm, encourage students to actively participate in learning, and change the traditional teaching indoctrination mode. For example, when teachers teach relevant theories of industrial design. Firstly, they need to regard the whole class as a unit for open teaching, give clear time for students to discuss, and students report the results of the discussion; Secondly, teachers and students jointly determine problems and discuss their solutions; Finally, the students are divided into groups to demonstrate the scheme, and the teachers give corresponding evaluation and summarize the display. The open teaching mode needs to exchange the roles of teachers and students, drive "learning" with "teaching", fully mobilize students' learning enthusiasm and stimulate their desire for knowledge learning.

#### (3) Constantly improving the diversified assessment mode

Before providing education and training, teachers need to master the characteristics of their specialty. In order to make up for the shortcomings of traditional assessment model, teachers need to actively adopt various forms of assessment models such as self-assessment and group mutual assessment, and use the reporting project model to fully mobilize students' learning enthusiasm, so as to cultivate high-quality talents and meet the needs of social development. In essence, group mutual evaluation is to divide students into groups and score each other. Firstly, divide the students into several equal groups, and each group selects the corresponding proposition to carry out the research work together. Secondly, different groups design personalized product schemes according to the results of their discussion and research. Finally, each group reports their work, show the corresponding creative ideas and sources of inspiration. Students will evaluate other groups after developing corresponding designs according to the actual situation and completing the works. This can make students fully reflect and understand themselves. Various forms of assessment models can help students recognize their abilities, cultivate students' sense of responsibility and team concept, so as to achieve the purpose of education. At the same time, it creates opportunities for students to exercise, and their comprehensive ability can be effectively improved.

## Conclusion

From the perspective of the construction of industrial design major, it is very important to cultivate practical talents. Only by taking the cultivation of practical talents as the core of construction, constantly promoting teaching reform in practice and meeting the needs of students' physical and mental development, the major of industrial design can get better development.

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# On the Present Situation of College English Teaching and the Significance of Adopting Modular Teaching

Wuxia Haoyu

Xi'an FanYi University Xi'an, Shaanxi 710000 China

**Abstract:** In recent years, China's economy has been rapid development, colleges and universities of English education, but also more attention. To improve the ability of college students to use English is the fundamental goal of college English teaching, so as to ensure students' English level in the future work, work can meet the requirements, better work. Therefore, the university stage is the university, the student studies English the key time. The reform of English teaching in colleges and universities in our country has been carried out in various forms and degrees, taking students as the starting point, and changing the traditional English teaching mode and idea from imparting knowledge to guiding students to autonomous learning. As far as the actual development is concerned, it is very important to adopt modular teaching method in college English teaching. Modular teaching is based on the overall view of the system, and we should pay special attention to the organic connection among the factors in the modules, arrange and arrange modular teaching reasonably, which will help college students to use English skillfully, it is important to enhance basic language skills such as listening, speaking, reading, writing and translation.

**Keywords:** Modular Teaching; College English; Teaching Philosophy; teaching model

## 1. The present situation of college English teaching

At present, the level of college English teaching has been greatly improved with the educational reform. Both teachers and students attach more importance to English as a major subject, there are many students even think that as long as the college students pass the English test is completed, the English learning goal. With the development of economic globalization, there is more room for the development of English. English is widely used in work and life, and colleges and universities are constantly strengthening students' ability to learn English, and English grade test results are also related to whether students can obtain a degree, through this way to promote students to take the initiative in learning English. According to the actual situation of English teaching, College English teaching is still centered on the basic language teaching, and the teaching contents are mainly listening, speaking, reading and writing, while reading and writing is one of the key, usually listening, speaking as a supplement. At present, although the content of the textbook has been updated and improved, but in the actual teaching is still used, is the traditional teaching means, so it leads to students learning English current events half-way.

It is an important task of college English teaching to probe into perfect teaching reform measures, but the idea of college English teaching is relatively backward and has not been updated in time, or remains in the past. Teachers as the main body of teaching, they spend most of the class time on the text explanation and after-class exercises. As a result, the student is always passive and does not even have time to think. Even if students have the opportunity to organize their classroom activities properly, English teachers should strictly control the participants, topic content, and time. Some teachers even think that students do not need to take part in this time-wasting class activity, so there is no opportunity to achieve teacher-student interaction, and it is difficult for students to improve their English communicative competence. English teachers put emphasis on the explanation of Grammar, vocabulary and sentence patterns, and completely neglect oral English and its application. Therefore, the student's writing ability, the reading ability may be quite strong, but the listening, the speaking ability also, has the insufficiency.

English teachers have always been the leading role in English teaching. Students are the audience. In the classroom, teachers emphasize the standard of pronunciation, the correct grammar and the vocabulary involved in cet-4 and CET-6. The teaching mode of "Full-house filling" is still commonly used in English classes, students really experience English opportunities are not much, and this single teaching model simply can not meet the actual needs of student development, students gradually lose interest in English learning, and a lot of students are absent. At the same time, the single classroom form of one book, one pen and one speech makes English teachers use less multimedia education technology in teaching, and it is difficult to use more. Students don't have, a lot of English listening classes every week, and they don't have a lot of access to computers, to the Internet, and so on, and English as a language is not used and experienced, and English, opportunities for practice are also limited for students.

Middle School English teaching and college English teaching should be connected with each other. To have a full understanding of English teaching in middle schools is very beneficial to the development of college English teaching. In the process of teaching, we

will also find that some of the contents of English teaching in universities and middle schools are duplicated, which makes it difficult for college English Education to adapt to the different needs of society, economy and culture. Because College English teaching does not link up with Middle School English teaching, the disconnection is very obvious, which makes foreign language teaching time-consuming and inefficient. Moreover, cet-4 and CET-6 are the most important parts in college English teaching, and the marks decide the graduation certificate and degree certificate. The characteristics of this English teaching mode are “Taking the test” and “Coping with it”, so it’s not easy to train the right people for the right job. In addition, college English teaching has not been combined with the actual situation to determine the content of teaching, there is no classified guidance, which is difficult to meet the needs of society for talent.

According to the students English Foundation and the actual needs of cross-cultural communication, two courses should be included in the course setting, namely, English compulsory course and English elective course. At present, some colleges and universities have not clearly formulated the college English curriculum goal, moreover, the student to the English study mainly concentrates in the freshman and the sophomore, the goal is, deals with the English rank test. There are not many English elective courses available, and there is no wide coverage, and the teaching method is single. The students’ study enthusiasm is hard to be aroused. After the third year of college, English classes were discontinued, so most students couldn’t communicate in English until they graduated, they just had a certificate in their hand. Driven by the global economic integration, enterprises in the recruitment, working hours tend to have higher requirements in English. If the university student has only, the certificate actually can not speak, will hinder its future employment and the development.

## **2. The reform strategy of modular teaching mode of college English**

In the process of college English teaching, we can make full use of the modular teaching model, the key of which is to design the teaching module scientifically and reasonably. First, it is necessary to meet the needs of college English Teaching; Second, the accumulation level of students has been strengthened, and promote students to improve their English practical ability. Therefore, when designing the teaching module, we must consider the actual teaching situation, the content of teaching materials and the distribution of students’ major, so as to improve the students’ ability of learning English. In addition, in the process of designing the teaching content, we should pay more attention to the individual characteristics of students, and make use of effective teaching measures to promote students’ English expression ability. In order to integrate the modular teaching model into college English teaching, it is necessary to make rational use of the relevant teaching materials and enrich the teaching contents. In addition, a teaching stage set up the module is to promote the development of modular teaching premise and favorable guarantee, the use of teaching materials and materials should also be based on it. But this does not mean that the teaching material is not important, and what we need is, to develop the existing teaching material reasonably, students of different specialties can choose some supplementary materials that accord with the teaching situation of the specialty. In addition, all teaching and learning objectives set by colleges and universities must be met within a specified time frame, and students’ practical English skills must be continuously strengthened to complement the existing curriculum content and ensure that students are able to, the choice that makes is accord with oneself study circumstance, and have certain pertinence.

## **3. Conclusion**

Through the above analysis, we can see that the traditional English teaching mode is still used by colleges and universities, so it causes students to lose interest in English course learning, and English, practical ability is difficult to be truly improved. The adoption of modular teaching mode breaks through the bondage of traditional English teaching mode, makes rational use of English teaching materials, and builds a high-quality English teaching platform to promote the development of students’ ability, it reflects some problems existing in their study, makes their English practice ability be strengthened effectively, and promotes the overall improvement of English teaching quality.

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# Research on Project Teaching Based on Core Literacy Orientation Under Double Reduction

Tongchao Huang, Yali Zhang

Chongqing Jiangjin Middle School, Chongqing, China 402260

**Abstract:** Since the implementation of the double reduction policy, the education methods of many subjects have begun to change, and history subjects are no exception. In order to effectively reduce students' learning pressure and promote their sustainable development, many teachers have begun to introduce core literacy orientation in the teaching process of project teaching, and have achieved good results. The article discusses and analyzes the overview of key concepts, the existing problems of high school history courses at the current stage, and the project teaching based on the core literacy orientation under the double reduction.

**Keywords:** Double reduction; Core literacy; Project teaching

## Introduction:

To study the core literacy-oriented project teaching under the double reduction, it is necessary to clarify the core meaning of the double reduction and the project teaching and the main problems of the current stage of the discipline, and to carry out the project teaching based on this, to provide students with a better learning environment, promote healthy development of students.

## 1. An overview of key concepts

### 1.1 Double subtraction overview

Double reduction refers to the policy of "Opinions on Further Reducing Students' Homework Burden and Off-campus Training Burden in Compulsory Education Stage", which apparently aims to reduce the homework burden and off-campus training burden of students in the compulsory education stage, but in fact is to alleviate the long-term existence of parents' education anxiety, reduce family education expenses, and maintain students' physical and mental health.

### 1.2 Project teaching overview

Project teaching means that under the guidance and guidance of teachers, students can independently make projects and implement projects according to the learning content. The information collection, program design, project facilities and project evaluation involved are all the responsibility of the students. Students can improve their understanding and flexible application of subject series knowledge in the process of specific projects. The most notable feature of this teaching method is: "students are the main body, teachers are guided, and projects are the main line", which can effectively improve students' learning efficiency and enthusiasm, and has positive significance for students' future development <sup>[1]</sup>.

## 2. Existing problems in the current high school history curriculum

History is a key subject for high school Chinese students, and it has an important impact on the future development of students, but at present, there are still many problems, which are mainly reflected in the following points:

### 2.1 Insufficient attention

Because it is not as good as the ratio of scores occupied by subjects such as Chinese and mathematics, it often does not get the attention of students. Many students do not invest enough time and energy in history learning, making their understanding of a series of historical knowledge relatively shallow and superficial.

### 2.2 The main body status of students is not obvious

Some history teachers still make lesson plans according to their own understanding of history textbooks in the teaching process. In the course teaching process, there is a lack of interaction with students or less interaction. Most students follow the teachers' ideas to learn history, which is less efficient.

### 2.3 Outdated teaching methods

Many teachers still use the previous teaching methods. Although they have certain effects, they do not take into account the differences between students and their needs for new teaching methods in the new era, so that students do not receive targeted education in the learning process. It is not good for the future development of students <sup>[2]</sup>.

## 3. Project teaching based on core literacy orientation under double reduction

For the project teaching based on core literacy orientation, the following points need to be grasped:

### 3.1 Enhance students' attention to history subjects

To enhance students' emphasis on history subjects, the following points can be considered:

(1) History teachers are required to focus on improving their self-cultivation and increasing their own charm, so as to better attract students to follow in the footsteps of teachers to learn systematic historical knowledge. It is suggested that teachers can pay attention to the collection and arrangement of various historical knowledge, deeds, and historical stories in their daily work and life, and prepare well before class, so that their own knowledge and can be integrated with the course teaching, and they can cultivate their own language and fun. Telling various historical cultures, historical figures, etc. in a natural way, giving students a sense of being there, so as to reduce the learning difficulty and pressure of students, and understand the subject content more simply and clearly.

(2) Students need to understand the value of history subjects. Teachers are required to link real life and social reality in the teaching process, so that students can realize the promotion of learning history to themselves, so as to stimulate their inner interest in learning. The same is true of today's social development. All of us need to invest in it and strengthen our own construction. Only in this way can we play our role in the society and make efforts for the revitalization of the country. Only in this way can students be better motivated, so that students can recognize the purpose and significance of their learning, and better work hard<sup>[3]</sup>.

### 3.2 Highlight the main position of students

Only by highlighting the main position of students and making students become speakers and evaluators of history can students invest more time and energy in history learning and learn various historical knowledge better and faster. This requires the following points:

(1) In the process of project teaching, respect the position of the main body of the students. The main body of the project, the project process, and the project evaluation method are all determined by the students, and teachers exist as guides and participants. For example, in the teaching of the course "The Birth of Marxism", teachers can organize students to collect various videos, materials, pictures and documents about Marxism through the Internet according to the content of the textbook and students' learning situation, combined with the core literacy training goals, so that Students deepen their understanding of Marxism in the process of communication, and carry out in-depth learning, completely transforming this knowledge into a part of their own knowledge structure.

(2) Fully respect students' different opinions on various historical knowledge and historical issues. For example, when studying "The Prosperity and Crisis of the Early and Middle Qing Dynasty", different students have different opinions on this piece of history. Some students think that the decline of the Qing Dynasty, mainly due to the backwardness of its system, system and development model, and some students believe that the decline of the Qing Dynasty was due to the invasion of Western powers, which led to the emptiness of the national treasury and the loss of face. In response to this situation, teachers should not simply deny which view, but guide students to look at and think about problems from different perspectives, and let students play a central role in the process of problem exploration, so as to make them correctly and comprehensively understand this problem.

### 3.3 Enrich classroom activities

(1) Based on historical textbooks, cultivate students' patriotism. Any classroom activity needs to be based on historical textbooks, otherwise it will not have any practical significance. For example, in the course of "Enlightenment", students should be organized to discuss various enlightenment issues rationally, which requires teachers to play the role of supervisors. , timely correct the bad factors in the students' thinking process, so that they can think and deal with problems with the correct attitude, and can have enough determination and perseverance to meet and overcome difficulties, so that they can realize the flexible use of various knowledge at the same time, Have the corresponding family and country feelings.

(2) Constructing a situation and cultivating students' historical literacy. Situation creation can allow students to enter historical time and space in specific situations, mobilize image thinking, and improve autonomous learning, autonomous thinking, and analytical abilities in the process of in-depth cognition. This requires teachers to have a sufficient understanding of the content of the course, starting from the current learning status and learning needs of students, to construct corresponding story situations, and let students play corresponding roles in it. Let students sign up actively, play various roles of various schools of thought, let them debate on a platform, or find key figures and key stories to re-interpret them, such as Lu Buwei of Zajtia, Confucius of Confucianism, and Legalism Han Feizi, etc., provide students with a series of materials, props, etc., so that students can interpret moving stories according to them, so that they can understand various theories and schools in specific stories, and understand this part of knowledge in a simple way.

## Conclusion

The article discusses and analyzes the project teaching based on the core literacy orientation under the double reduction, and clarifies its importance and necessity. It is recommended that teachers pay enough attention to it, so as to reduce students' learning pressure and cultivate students' ability Core literacy, to promote the long-term development of students in history learning.

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## About the authors:

Tongchao Huang , male, Han Nationality, Hefei, Anhui Province, postgraduate, Research direction: Teaching and Education.

# Online and Offline Theoretical and Practical Teaching Reform for Automotive Professions

Chunmei Chen

Shandong Institute of Transportation Engineering Shandong 261206 China

**Abstract:** Online teaching makes the teaching work of higher education institutions of automotive profession meet new development opportunities and challenges, especially after the occurrence of the COVID-19, major campuses generally use the Internet to complete teaching work. How to strengthen theoretical teaching and practical teaching plays a key role. The teaching work of automotive majors requires students to have high practical ability. The key to innovation in the teaching process lies in the effective integration of theoretical foundation and practical ability. The essay elaborates on the theoretical foundation and practice based on the online and offline automotive professions, in hope of providing reference for the teaching process of them.

**Keywords:** Automotive professions; Theory and practice; Online and offline education

It is obvious to all that the theoretical knowledge related to automotive profession has strong professionalism, and at the same time, it needs to have strong practical ability. Therefore, teachers of higher education institutions, who teach automotive majors, should effectively integrate online and offline theoretical foundation and practical teaching, so as to improve students' professional level and employability in the future stage and enhance students' full understanding of professional knowledge. Based on the education principle of "stopping courses but not stopping learning", the playback of online education and offline practical education mode for automotive professions should be strengthened in order to improve the education effect.

## 1. The problems of traditional offline education of automotive professions

A lot of shortcomings are usually existed in the offline teaching process of the automotive profession: firstly, putting too much emphasis on the theoretical basis. It is not difficult to find that most teachers ignore the cultivation of students' practical ability in the teaching process, and students seriously don't have the opportunity of operating practically, which makes the theoretical knowledge learned by students useless and the practical ability cannot be improved; secondly, showing the preference for practical education. Students lack of theoretical knowledge, who can not get enough knowledge accumulation and refining as a result, can neither improve the degree of theoretical knowledge which students gain and nor realize the combination of theoretical foundation and practice; furthermore, characterizing by transience in the teaching of automotive professional. Students of automotive professional in the traditional classroom who learn for a short period, can not acquire the knowledge with accurate understanding and mastery, resulting in the future employment process of students' difficulty to understand deeply of working content; finally, it is hard to adapt to the teaching model<sup>[1]</sup>. Under the background of the COVID-19, the teaching work has to be transferred from offline to online, and a large number of online education resources are integrated and applied. When teachers carry out teaching work, they seem to be obviously incompatible: focusing on the professional education in the teaching process, losing control of the course progress, lacking of guarantees of education atmosphere, and students are more inclined to the simple absorption of knowledge. At the same time, online education is even more unable to realize the traditional practical teaching, so that students lack good opportunities for practical operation.

## 2. Online and offline, theoretical and practical education solutions for automotive professionals

### 2.1 How to prepare a course

In the process of applying the online teaching mode to the automotive courses, the traditional teaching contents should be integrated first. For example, in the course process of explaining the content of <Automotive Testing and Diagnosis Technology>, the teacher should refine and integrate the course resources again according to the students' learning level and situation, and create a knowledge structure, which is in line with the practical work content and process, so as to start professional teaching on this premise, and reasonably grasp the course schedule and promote students to learn and absorb the points of knowledge in a short time, in this way it can achieve the situation that students can fully absorb the points of knowledge they have gained, and help students to relieve the pressure of the learning process.

### 2.2 Preparation for class



When teachers teach the content related to the <Automotive Testing and Diagnosis Technology> course, it is especially crucial to plan the course schedule rationally, and they need to fully prepare for multiple aspects such as questions before class, answers after class, and teaching during class [2]. Before classroom teaching, teachers should not only combine with the professional course content, but also use the Internet to collect, organize and expand the professional materials, and use the teaching tools such as courseware and PPT made in advance to reflect the teaching content in the course, and distribute the corresponding course resources to students, so that students are able to make pre-course pre-study and post-course knowledge consolidation.

### **2.3 Combining online and offline models**

In the process of classroom teaching, network teaching and real teaching can be effectively integrated, that is, teaching videos and related materials are implanted into the client of the learning software, so that students can pre-study before the course and can be reinforced in the classroom process. The teacher can use the term of online living to explain the course content in the classroom process, so that students can learn the car structure and troubleshooting technology in depth, strengthen students' full learning degree for the professional knowledge of the car, and ensure the teaching quality to the maximum extent.

### **2.4 Combining theory effectively with practice**

When teachers carry out classroom teaching for <Automotive Testing and Diagnosis Technology>, they should strengthen the comprehensive characteristics of the theoretical foundation and practical operation in all classroom teaching processes, using a certain range in the workshop or multimedia classroom as a teaching situation, and using multimedia teaching tools to show the course and teaching situations, for example, when teachers explain the process of automobile inspection technology, through the term of role-playing: using the identity of a car overhauler to do practical inspection of detailed car faults. During this period, teachers can explain about the general process of car repair at first, then explain in detail the location of large car repair and small repair, and summarize the relevant knowledge based on the overall structure of the car. For example, automotive overhaul refers to the overall repair of the car and replacement of the corresponding parts, while minor one refers to the implementation of individual parts testing and replacement, teachers should combine the detailed parts of the car and the specific structure of the vehicle to students, so that they can repeatedly observe after class.

### **2.5 Using virtual and real practice teaching**

Teachers of automotive professions can use a combination of virtual and real teaching mode in the teaching process to students in depth the structural principles and working mechanisms of the car, and use this term to improve the practical operation level of students [3]. For example, teachers can integrate certain VR technology in the teaching process, prompting students to use the mouse to send commands to the corresponding parts and parts of the car, using the mouse to realize virtual operation of the car's electrical equipment, engine, body and chassis components and promoting students to further familiarize with the working principle of the car, so that students have the best adaptability in the future practice and operation process, proficient in professional knowledge and basic knowledge, so as to effectively improve the course effect of the automotive profession.

## **3. Concluding remarks**

How to let automotive teaching effectively connect online courses with offline courses is a major test for both teachers and students. To determine the content of online teaching in a short period of time without sufficient preparation need thorough and detailed planning and design. From the initial inability to the later familiarity, teachers continue to explore and improve the teaching methods and modes, so as to effectively improve the quality of teaching, which creates a good foundation for the future growth and development of students.

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# Research on the Development and Talent Training Mode of Engineering Industrial Design

Yige Gao, Yuanyuan Ge

Taishan University No. 525, Dongyue street, Tai'an City, Shandong Province 271000

**Abstract:** Domestic industrial design majors are divided into engineering direction and art direction. Engineering Industrial Design generally lacks characteristics and advantages, and its developing prospect is worrying. Starting with the analysis of difficulties, this paper finds the main causes of the problems, puts forward the development objectives of Engineering Industrial Design and the talent training mode that can tap the advantages of the students, and tries to explore the path of development for Engineering Industrial Design.

**Keywords:** Engineering Industrial Design; Talent training mode; Cultivation of practical abilities

## 1. Dilemma of development in Engineering Industrial Design

Major of Industrial Design focus on the shape, materials, structure, color, surface treatment and other aspects of mass-produced industrial products<sup>[1]</sup>. As is known to all, domestic industrial design majors are divided into two categories. One is art industrial design, which recruits students with art expertise. In universities, it generally belongs to the school of art or the school of architecture, focusing on the cultivation of aesthetic modeling design abilities. One is engineering industrial design, which recruits ordinary high school science students. Generally, it belongs to the school of mechanical engineering, focusing on the comprehensive design ability of industrial products.

However, due to various historical reasons, there are too many industrial design majors in universities, the number of graduates far exceeds the market demand, and the quality of talent training is also far from meeting the requirements of enterprises. Therefore, on the one hand, a large number of graduates are difficult to obtain employment, on the other hand, a large number of enterprises can not recruit suitable talents. For engineering industrial design, this phenomenon is particularly serious. After graduation, most students change careers or take the postgraduate entrance examination. It is almost an inevitable choice.

## 2. Analysis of problem causes

A closer look at the training programs of engineering industrial design majors in colleges and universities shows that there is a separation in the curriculum. On the one hand, there are a large number of basic courses of mathematics, physics, chemistry and mechanical engineering, on the other hand, there are a large number of professional courses of art design. In the process of training talents of industrial design majors in some colleges and universities, The design is completely in accordance with the model of art colleges, without considering the characteristics of engineering<sup>[2]</sup>. Students generally respond that these two courses do not intersect. If they are engaged in the profession of industrial designer during employment, they will not use mechanical knowledge at all, and their art skills are trail of art industrial design graduates; If they are engaged in mechanical design, they will not use art design skills at all, but their knowledge and skills in mechanical design are not as good as those graduated from mechanical manufacturing and automation. As a result, neither side has an advantage. Without its own competitive advantage, the employment rate naturally can not go up.

In the final analysis, the problem lies in the school training level. Engineering Industrial Design students have their particularity. They generally have no art skills and poor foundation of modeling design, but their advantage lies in good mathematical skills and strong logical thinking ability. Compared with art students, they have stronger ability to find, analyze and solve problems. As teachers, we should strive to give full play to students' potential, develop strengths and avoid weaknesses, pay attention to the cultivation of students' comprehensive quality, innovative thinking and practical ability, explore the advantages of Engineering Industrial Design students, and create the core competitiveness of students' future employment.

## 3. Training objective design of Engineering Industrial Design

Different from the training objectives of art industrial design, engineering industrial design specialty should meet the requirements of national development, cultivate firm political ideals, have a high sense of social responsibility, moral quality, solid theoretical knowledge of industrial design specialty, master professional skills. High quality applied product design talents should have active innovative thinking and rich humanistic heritage, be able to engage in industrial product modeling design, function design, three-

dimensional virtual simulation design, user and market research, user experience design, new product development and testing, cultural and creative product design, interactive interface design or home design in the design department of enterprises and institutions, and have a certain comprehensive and innovative way of thinking. In addition to the above, they also should have team spirit and strong practical ability so that they can meet the needs of regional economic and social development.

Five years after graduation, engineering industrial design graduates are expected to become the technical or management backbone of product design, modeling design, interaction design, user research and other positions in manufacturing enterprises, Internet companies and other design companies.

## **4. Research on the training mode of industrial design talents in Engineering**

### **4.1 Building a multi-dimensional talent training model suitable for engineering industrial design students**

In order to tap the potential and advantages of engineering industrial design students, it is suggested that the talent training model includes four areas: basic design skills, display and performance ability, innovation and entrepreneurship ability, professional quality and ethics. Among them, basic design skills include hand drawing expression ability, computer model ability and graphic design ability; Innovation and entrepreneurship ability includes analysis and planning ability, logical thinking ability, market and user research ability, product operation ability and creating social value; Professional quality and ethics include teamwork ability, coordination and communication ability, attitude and habits, integrity, sense of responsibility and values, and assess students' level from multiple dimensions.

### **4.2 Setting multi-dimensional practice links in training mode**

It is necessary to organically combine science and technology with art, and connect the two parts of curriculum content through the program practice of project-based teaching. For example, adding project practice credits, including credit recognition of discipline competitions, enterprise projects and studio projects; setting up more open classes including project-based teaching, small group teaching, exploratory teaching and heuristic teaching; increasing the credits for practice in the training program, and letting students integrate science, engineering knowledge and art knowledge in the design projects of mechanical products.

### **4.3 Increasing the training of innovation and entrepreneurship practical ability**

It is necessary to set up innovation and entrepreneurship courses, encourage students to conceive innovation and entrepreneurship projects, build an innovation and entrepreneurship incubation base for college students, and give some financial support. With the goal of cultivating students' innovative thinking and design ability, we can carry out bold exploration and practice, and form a characteristic professional talent training mode combining tutor studio and student studio with improving students' innovation and practical ability<sup>[3]</sup>. Teachers and students jointly build a design studio to undertake various three-dimensional design and graphic design projects, so that students can improve their ability while practicing.

### **4.4 Vigorously expanding university-enterprise cooperation**

Universities can establish cooperative relations with surrounding enterprises and carry out a variety of university-enterprise cooperation modes. For example, sign the training base agreement, send students to the enterprise for internship and training every year, arrange students to participate in various design projects of the enterprise, or hire front-line designers as external teachers to teach in the school, so as to bring professional design guidance to students. It can evidently broaden students' horizons. Strive to promote the sharing of school and enterprise resources, and learn from the requirements of enterprises for industrial designers to establish and improve the teaching system of industrial design specialty. Help students improve their comprehensive ability in an all-round way through university-enterprise cooperation.

## **Epilogue**

Engineering Industrial Design integrates two university disciplines of technology and art, which is both a challenge and an opportunity. To help students tap their own advantages, teachers should start with improving their practical ability and comprehensive quality, so that students can have the ability to find, analyze and solve problems, and improve their all-round strength, so as to find a suitable development direction and walk out a new advanced road.

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# Aesthetic Communication of Art: Reflections from Taine's Philosophy of Art

Luqi He

Chinese National Academy of Arts 100029 Beijing, China

**Abstract:** The book *Philosophy of Art* is the result of Taine's grasping and sorting out the essence of art, showing the integration of aesthetic theory and art, and containing the inspiration and significance of art aesthetics to later scholars. This article combines Taine's insights and lecture notes on art in the book, discusses the value of art's aesthetics as a work of art, and explores the origin and true meaning of art from the perspective of the artist's accomplishments and the factors that determine art.

**Keywords:** Art; Chinese Painting; Appealing

## 1. Introduction

Taine (1828-1893) is a famous literary theorist and historian in France in the 19th century. He is the founder and leader of the historical and cultural school. He has made outstanding achievements and contributions in philosophy, literary theory and history. He is known as "Napoleon in the eyes of critics". His artistic philosophy has had a far-reaching impact on the research of literature and art in the 19th century. Philosophy of art mainly puts forward three concepts: race, environment and era. From a historical perspective, it demonstrates the concept of aesthetics by using a large number of historical events in western history, and makes a new exposition on the aesthetic research of previous art scholars.

Indeed, scholars in the past have been discussing art for a long time, and people's feelings and understanding of art will be different depending on the depth of their relationship with art. Thus, it is not easy to truly understand and thoroughly understand the essence of art. The most attractive part of contemporary art is not the eye-catching and novel presentation, but the artist's own mysterious and beautiful way of thinking. The exploration of ideas and the exchange of inner soul seem to be more interesting than superficial sensory stimulation<sup>[1]</sup>. Thus, art is "advanced and popular", which conveys the most advanced content to the public. How to find and extract "advanced things" from real life, that is, to keenly grasp and express the most important features of things in a chaotic image world, and delete and modify the secondary features, is the essence that Taine believes art pursues<sup>[2]</sup>.

## 2. Artist's Attainments

Taine mentioned in the book that the artist's life is divided into two parts, the first part is youth and maturity: the artist studies things with enthusiasm and carefulness, and spends all his energy to express things. In the second part of the period of conformity and decline, the artist thinks he knows enough about things, so he creates with experience and know-how. The first stage of Michelangelo Buonarroti lasted for sixty years, and all the works in that stage were full of energy and passion, while the later works, such as *The Last Judgement* abused the program, the technique, and lacked the vivid appeal. At this time, the artist begins to plagiarize and exaggerate himself, instead of directly and vividly observing life and natural life and things, he no longer creates but manufactures<sup>[3]</sup>.

Actually, not only the life of this or that master, but also the history of each major art sect, also proves the necessity of imitating living models and paying close attention to reality. All sects decline when they forget the correct imitation and abandon the living model. Through the decline of the Qing Dynasty and then to the innovation and prosperity of modern times, Chinese landscape painting broke away from abandoning sketching and a large number of imitation. Only under the leadership of long-term travel and sketching did it go out of the new painting realm and show the vitality of new Chinese painting. Artists who pay more attention to reality and nature have all walked out of the dilemma.

## 3. Factors Determining Art

In fact, the factors that determine art often come from our life, and the details of life constitute the inspiration and essence of our copying art. We should treat art with the attitude towards life, as some scholars in the past believed. In that way, "art has a great secret - use the most thoughts and the most serious attitude. More importantly, the spirit must be highly concentrated, and every stroke is difficult.

The whole of the work of art must be dominant, and each part must show the unity of the whole. The content and theme of the work of art dominate each part and every detail, just as the inner life of a person dominates all limbs and all organs. This kind of artistic achievement requires artists to make careful planning for the creation of works of art, draw the essence from life, deal with parts and

details according to the inspiration of life <sup>[4]</sup>, and discard all superfluous decorations. And when the artist masters this principle, he can make his works more complex and harmonious.

On the other hand, in addition to the tension brought by the infinite possible feature transformation and exaggeration from the artist's observation of things, another key factor determines the tension of works of art, that is, the artist's own life feeling <sup>[5]</sup>. No one needs to face their inner feelings sincerely than artists, just because works can't lie. When this feeling truly and strongly exists and flourishes, art should be its true reflection. If the real voice from the heart is covered by rational judgment thinking or skilled programs, the art will lose its most precious life – appealing <sup>[6]</sup>.

#### 4. The Formation of Art

To examine whether a work of art is advanced is to examine whether the artist's feelings are sharp and profound enough. To extract art from natural things and real life is to examine the sensitive talent of the artist, otherwise he can only be a mediocre copyist and craftsman. That is to say, a talented artist must have a unique feeling in front of things, and his unique sensibility must be fast and detailed, capable of grasping various subtle levels and relationships <sup>[7]</sup>. “With the same gesture, he can tell whether he is handsome or sluggish, and with the same set of voices, he can tell whether he is sad or majestic from his breath.” And these unique feelings affect the whole body in the artist's body, thinking and reconstructing rapidly, Exaggerated and enlarged re-expression, and here, art is formed <sup>[8]</sup>.

Thus, the essence of art is not to imitate, but to express the various relations of objects, and art should strive for some parts of the objects but not all. “What needs to be copied is nothing else, but the relationship between the various parts. What needs to be expressed is not the simple appearance of the body, but the logic of the body.” In Chinese painting, it is often referred to as the relationship between the brush and the color of ink. Compared with Western painting, Chinese painting emphasizes more clearly and prominently on the relationship between pictures, the simplification and simplification of materials, the speed of strokes, non-smearable coverage, and the art endowed by oriental thinking <sup>[9]</sup>. More abstract references and other factors make Chinese painting more relying on the painter's timely and keen grasp and dialectics of the subtle relationship between things to perform painting performance, which requires Chinese painters to be like the “learning from objects” mentioned in the Yangming Theory. The ability of “checking things” here can expand endless imagination on paper, and the answers obtained are more colorful and infinite than words <sup>[10]</sup>.

#### 5. Conclusion

In general, the charm of art is not limited to its aesthetic value, but also reflects its historical value and the author's perception of daily life. The pursuit of an artist is to express what he sees and thinks through the work of art itself. Therefore, the reason why art is art comes from the artist's daily accumulation and perception of the beautiful things in this world. It is a process of creation, and a work of art that truly affects the world needs to transmit its own inspiration and insights to later artists in the simplest art form.

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# Analysis on the Application of Folk Art Modeling Language in Current Product Design

Xiao Liu

Shandong Vocational College Of Industry, Zibo ShanDong 255000, China

**Abstract:** Folk art modeling language is the second creation of the existing things, with unique style characteristics, influenced by culture, thought and environment and many other factors, with diversified characteristics. In fact, China's folk art modeling language is more inclined to the internal expression of things, so it can be effectively applied to the current product design, and get a new practical effect. Based on this, the article first introduces the basic types of folk art modeling language, and then focuses on the application strategy of art modeling language in the three fields of clothing, packaging and animation design, in order to provide reference for relevant practitioners.

**Keywords:** Folk art modeling language; Product design; Using the strategy

Folk art modeling language is national culture, with practical and aesthetic characteristics, no matter what form of art form, should be folk art as the starting point, through the basic characteristics of art, give folk art diversified characteristics, to ensure the sustainable development of all kinds of art forms. We should know that there is a very close connection between folk art modeling language and art design, and the two can penetrate each other when they communicate and communicate with each other to ensure that art forms are more diversified and connotations are rich enough, so as to provide more abundant nutrients for modern art.

## 1. The type analysis of folk art modeling language

### 1.1 Tai Chi shape

The S curve in Taiji form has the characteristics of active, soft and beautiful, with a strong degree of freedom, and the ups and downs of the line also has a certain regularity, when floating up and down, give people a certain space for imagination. Thus it can be seen that line is a part of modeling elements, based on the directional characteristics of objects, give people anthropomorphic imagination space, such as lightness and vividness. The curves in taiji form also play a decorative role in graphics. The ups and downs of the shape are beautiful enough to give people a fresh and refreshing feeling. People's eyes will also fluctuate with the curves, which is a way to show art. Taking the Logo of China Tennis Open as an example, it summarizes the external characteristics of tennis through the S-shape, and renders and extends necessary with the effect of brush, just like a beautiful and traditional ink painting with a strong Chinese flavor.

### 1.2 Isomorphic modeling

On the other hand, isomorphic modeling language effectively combines seemingly unrelated elements to form an absurd and symbolic mode of expression. This kind of conceptual design originally came from western modern design. Isomorphism is also a method often used in Chinese folk art. For example, heterogeneous isomorphism is the effective combination of elements with different properties and types, and the same element replaces another element. Simply put, it is to effectively combine a variety of different types of elements to design products with visual impact. When people see this modeling language, they will also associate with other graphics, that is, from the surface layer to a deeper meaning. For example, the logo design of cross-strait tea Expo uses two folk art modeling languages, which can not only show the specific meaning of the logo, but also reflect the regional characteristics.

### 1.3 Image modeling

Strong ideas are the personal characteristics of artists in creation, and the effective application of intentional modeling method is to transform the ideas in the artist's mind into actual graphics. In general, the intentional modeling method includes three ways: metaphor, association and symbol. Metaphor is to take human's real emotions into consideration and optimize the modeling method according to the audience's psychology. The associative approach is a conventional design model, which has a wide range of living space and development fields for the comprehensive analysis of form and meaning creation.

## 2. The folk art modeling language in the current product design strategy

### 2.1 Application strategy in fashion design

National costume itself is a kind of cultural form. With the passage of time and economic development, people's aesthetic consciousness is changing constantly, which can be seen from the development of costume. There are 56 ethnic groups in China,

which have formed unique patterns and colors in the development of many years. These rich art modeling languages are praised by people, not only for the love of traditional culture, but also for the inheritance and development of folk art. For example, through the folk art modeling language to reflect the fashion design of nostalgia and fashion.

On the one hand, in the age of consumption, some people pursue simplicity and daily life, and they hope that the fabric and quality of clothing are simple and generous, in line with the most basic modeling language of folk art. Based on this understanding, fashion designers subtly infiltrate the basic requirements of patterns in art elements into the design, so that the clothing not only presents the characteristics of The Times, but also caters to the cognitive needs of current consumers. A lot of tedious work is required to pay attention to the details in the whole series, timely quantification of the corresponding details, reflecting the nostalgic style in the current flood of popular elements.

On the other hand, young people's inner pursuit of uniqueness, such ideas and ideologies will produce different effects when they communicate with each other. For example, Yunchang's work is the Ming Dynasty yunjian pattern, which penetrates the traditional paper-cut art and hollow-out art, so that the costume design has a strong sense of layering. Then, the collocation method of gray blue and white is used to show the beautiful scene of clouds after rain. Thus, it can be seen that the structure, level and color of folk art modeling language are linked together, and the line characteristics and pattern texture are effectively combined through different forms of rhythm change, focusing on reflecting the unique beauty of clothing design<sup>[1]</sup>.

## **2.2 Application strategy in packaging design**

In modern product packaging design, designers will draw lessons from traditional folk art modeling language, so that the packaging has strong national characteristics, which is easy to arouse the resonance of consumers, have the desire to buy. At present, with the rapid development of The Times, folk art modeling language has strong characteristics of The Times and history. In order to absorb the modeling style of traditional art, modern and traditional art are effectively combined, presenting enough diversified spiritual outlook, so that consumers have a strong national emotion.

For example, in the design of tea packaging, the art modeling language is rich and colorful, and there are certain differences in the overall posture, but all the implied meanings displayed by the graphics seem to have a certain connection with wealth and auspice. People often regard peony as a symbol of wealth, and fish as a symbol of abundance every year. Applying these modeling languages with special significance to tea packaging design can not only show the good meaning of traditional national culture, but also be the best choice for gifts. Especially in the Mid-Autumn Festival, the Spring Festival, tea packaging is generally red, with folk art rich auspicious meaning of the pattern, so as to show the folk culture, and then increase the sales of tea industry. Thus, draw lessons from the fine arts modelling language to the reasonable design of the packing of the tea industry, and follow the basic principles of mutual combination of artistry and practicality, to combine both effectively, from the perspective of innovative transmission diversity of commodity information for people, in meeting the basic demand of consumers, also can extend the popularity of goods, promote the long-term development of the tea packing industry<sup>[2]</sup>.

## **2.3 Application strategies in animation design**

Taking domestic cartoons as an example, they should not only make necessary innovations in content, but also reflect China's unique modeling language. The rational application of folk art modeling language, after years of historical evolution and a strong artistic background, whether from modeling language, or from the visual level, for designers to bring a lot of inspiration, such as paper cutting, shadow play, these are more classic folk art expression forms. Therefore, in the specific design, the reasonable application of it to modern animation design can be appropriately extended and expanded on the basis of shape, so as to show the inherent regularity of things, make the character image more full and real, and promote the healthy development of the industry.

Take the cartoon Zhong Kui's Town House as an example. At the beginning of the character design, it was the second creation of the characters in the New Year pictures. Based on the Ancient Chinese legend, Zhong Kui was not good in appearance, but HE hated evil. Therefore, in the modeling design, it is required to wear a red robe with a head and body ratio of 1:3, which integrates the artistic techniques of opera and facial makeup. Through exaggerated eyebrows and eyes, it conforms to people's views on gods<sup>[3]</sup>. In order to reflect the character characteristics, red, yellow, green as the main colors, through the black lines to reflect zhong Kui's upright spiritual quality.

## **Conclusion:**

From the above analysis, the design of modern art works needs to be comprehensively analyzed from the aspects of content and emotion, and should not just stay in the surface pattern design, but should show the connotation of fine arts and plastic arts to the public. The folk modeling language is applied to modern costume, animation and packaging design, so that the design of works has a strong modern value, and promote the development of Chinese traditional culture.

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## **Author Introduction:**

Xiao Liu, female, born in Zibo, Shandong province, 198708, master student, teaching assistant, research direction: art design

# An Acoustic Study on The Acquisition of English Stops Produced by Qingdao Dialect Speakers

Chang Liu

Qingdao Institute of Science and Technology Shandong Qingdao 266000

**Abstract:** English pronunciation, as one part of language communication, is an inseparable part of language acquisition. In foreign language learning, it is necessary not only to acquire language, but also to acquire the pronunciation of oral communication so as to avoid cultural conflicts and differences as much as possible, and to improve the standardization and accuracy of English language expression. The neglect of pronunciation will lead to obstacles in cultural communication, so it is significant to study the pronunciation of local dialect for English speakers. Qingdao is located in the coastal area of Shandong province with its unique pronunciation, which feature imperceptibly affects the local people's oral English acquisition. The experimental objects are six English stops, [p][b][d][t][g][k]. In this study, we collect stops in Qingdao dialect and English stops produced by Qingdao Dialect speakers. Through VOT and GAP experimental chart analysis, the aims are to a) determine the sound patterns of stops in Qingdao Dialect; b) compare English stops produced by Qingdao dialect speakers and native speakers. The result demonstrates Qingdao dialect do influence their English acquisition. Thus relevancy refers to the aspect of positive and negative transfer impact of Qingdao dialect on acquisition of English stops. For Qingdao local English learners, there is still a potential space for them to completely grasping the accurate way to pronounce English stops.

**Keywords:** English stops; Qingdao dialect; Contrast analysis; Acoustic influence

There are numerous studies stated that resemblance and dissimilarity between target language and native one certainly have transferring influences in the process of second language acquisition, particularly the impact of Chinese dialect on English phonetic acquisition. The theory of the influence of a language on another language is called the transfer theory<sup>[1]</sup> (Dai Xianjun, 2015), in the process of second language acquisition, which comprising of positive and negative transfer. However, among the infrequent acoustic study, the previous experiments mainly concentrated on phonetic deviation, there are few ones conducting the field of sound patterns exploration of Qingdao dialect. Therefore, besides learning vocabulary or grammar, English language learners are supposed to take emphasis on pronunciation in second language acquisition (SLA), the English stops of local pronunciation is also of great value to oral English<sup>[2]</sup> (Xiang Ling, 2017).

Through the analysis of the stops of the experimenters, the convergence situation of the image and the preliminary understanding of the Qingdao dialect, we can summarize that the English stops of Qingdao English learning students have the following characteristics.

English learning students in Qingdao basically distinguish aspirated clear stops as tenuis from unaspirated clear stops, but there are still a lot of confusion when pronouncing in reality. If there is a person reminds them in the daily conversation, they can immediately correct the confusion, but if they do not pay more attention to them, they will have pronunciation mistakes.

Generally speaking, learning aspirated stops is better than un-aspirated stops. From the pattern, it can be concluded that the VOT value of the clear voiceless delivery sound is basically similar to that of the native speakers, but the GAP value is higher than the native speaker, which is due to the weakness of the Qingdao dialect, which is said to be weak, and the unaspirated clearing in English is stronger. The aspirated sounds of English learners in Qingdao are generally longer than those of native speakers. From the sense of hearing, the aspirated sounds of native English learners in Qingdao dialect are over corrected.

English learners influenced by Qingdao dialect have seen a little turbidity when they read unaspirated voiceless stops. This is because native language pronunciation affects the learning of the second language. In addition, the use of Pinyin teaching has a certain effect on their pronunciation.

Voice (pronunciation) includes language sound system, accent and rhythm, language flow and intonation. Learning through learning can recognize and distinguish speech system, and the correspondence between voice and written symbols is very important for speech learning. There is a great difference between accent and rhythm in English and Chinese. English is an intonation language, and polysyllabic words, phrases, sentences, etc., have their own pronunciation and weight. At the same time, the rhythm of language is regulated by the light weight of pronunciation. Intonation refers to the rise and fall of sentence tones, which is also an important part of English pronunciation, and plays a role of distinguishing semantics in English. In language flow, different voice, accent and intonation will have different effects.

There're still many problems in the practice level of phonetics teaching. The voice learning situation of many students is that the alphabet can read basically, know that the word has stress, and can find out the simple spelling rules. At the same time, many students are studying inaccurately towards the phonetic symbols. The students' spelling ability has the space to enhance, the words can not be recognized and spelled independently sometimes. They can not be read and expressed in the correct rhythm and intonation, so it's necessary for English speaking learners to intensify efforts at reading and expressing, their expression need more expressive, the intonation isn't natural enough; some students are afraid to read aloud in public. To practice the correct pronunciation skills and ability outside the classroom can achieve greater progress.

When it comes to Chinese sound system, it seems that all the stops are in the voiceless pattern, and they can be partitioned into two varieties, the one is aspirated category and the other is un-aspirated one.

According to the data statistics of the acoustic study, we can find that /b/ and /p/ are as the bilabial stops, there is the clear difference pronunciation of /b/. Additionally, Qingdao dialect speakers produce longer pronunciation of /p/ and /d/. What's more, /t/ as the alveolar stop, influencing the Qingdao dialect speakers a lot. And /g/ and /k/, which are velar stops, they make longer sounds. Qingdao local dialect speakers prone to produce longer voice of /g/, but it seems that as to the sound of /k/, they nearly haven't affected by their local first language based on the experimental figures.

This paper combines the analysis of the sound pattern in consonant with second language acquisition, and try to preliminarily analyse the situation of English learners influenced by Qingdao dialect relating to the English stops of /p/, /t/, /k/, /p<sup>h</sup>/, /t<sup>h</sup>/, and the consonant of /k<sup>h</sup>/. First, we examine the stops of native speakers and analyze their pronunciation characteristics. Then, by analyzing the pattern of stops in Qingdao dialect, we find that the stops in Qingdao dialect are characterized by the aggregation of sounds, and their distribution ranges are broader. As a contrast, we analyze and summarize the sound pattern and pronunciation characteristics of Qingdao local English Learners: they can basically distinguish between the two categories of aspirated pronunciation and unaspirated one, but there is still a certain degree of confusion. The unaspirated voiceless stops of English learners in Qingdao are better than aspirated clear stops, but in the unaspirated voiceless consonants, the voice and pronunciation are tight. In the aspirated voiceless consonant, it shows strong aspirating and long breathing.

So, comparing the different information about the Qingdao dialect and the native English, we may indicate that dialect has a negative transfer toward the English speech, except the pronunciation of /k/, while the disparities are distinct among other phonetic symbols. Considering about the convergence situation of the image, the pronunciation of /p/ is nearly identical, so that Qingdao dialect speakers may produce /p/ appropriately.

For local English pronunciation learners, ones may correctly pronouncing the names and corresponding phonetic symbols of the English alphabet can be found in the English dictionary. It's benefit for them to read out the stressed and syllable syllables of each word correctly, and be clear and natural. When they master the phonetic alphabet and a certain number of vocabulary words, they can read some English texts properly, and they can use the listening equipment to approve pronunciation. Good pronunciation isn't only a single syllable. It's also an understanding of intonation (voice lifting and tone) and stress (pronunciation of some syllables in a word and some words in a sentence louder and clearer).

According to experiment, there are some measurements for Qingdao local English spoken learners. The first is to pay attention to the aspirating time before pronouncing, learners can listen to self when he or she is speaking. If one can't hear his or her pronunciation, it's hard to correct it, especially /b/ /d/ /t/ and /g/, Qingdao EFL should feel confident with the pronunciation of /p/ and /k/. Try to record what one say and compare it with native speakers. The second is to slow down the speed of language. Many English learners often say that speaking too fast is easy to develop their improper habits. Appropriate solutions including practicing some basic languages every day, creating a situation to exercise dialogue and starting with monosyllabic words, etc.

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# Discussion on the Application of Soft Decoration Materials in Interior Environment Art Design

Jinhua Xu

Shandong Vocational College Of Industry, Zibo ShanDong 255000, China

**Abstract:** Interior environment art design can enhance the aesthetic feeling, highlight the function, for rational use of space, show the style of decoration is of great significance. In the interior environment art design, the appropriate atmosphere can be created through the rational use of soft decoration materials. Based on this, this paper will focus on the application of soft decoration materials in interior environment art design.

**Keywords:** Soft decoration materials; Interior environment art design; Using

## The introduction

After the hard decoration is finished, the soft decoration job begins to undertake gradually. According to the preferences of residents and decoration style, the use of corresponding decorations and furniture, to better design the interior space. The purpose of interior environmental art design is to better meet the material and spiritual needs of residents, and the people-oriented concept should be strictly followed in the work. For the choice of soft decoration materials, we need to combine with the actual situation, highlight the style and show the key points of decoration, to achieve the purpose of environmental art design.

## 1. Analysis of the application value of soft decoration materials in interior environment art design

Modern architecture is basically reinforced concrete structure, this hard structure and indoor soft decoration itself has a certain antagonism, so the reasonable application of soft decoration can play a role in extending the building space. The application value of soft decoration materials in interior environment art design is mainly reflected in the following aspects:

### 1.1 Conducive to creating personalized indoor atmosphere

Due to the continuous development of decorative materials, people's aesthetic way of diversified development. The choice of decoration is also more and more diverse, no matter it is in the choice of patterns and the use of color, there is a lot of choice space. To interior design staff character, need according to resident be fond of, through reasonable collocation adornment material, build a personalized interior atmosphere.

### 1.2 Achieve sustainable development by using green, saving and environmental protection

With the continuous improvement of people's attention to environmental protection and resource protection, people usually choose economic and green materials for interior decoration. Based on the overall spatial layout, through the secondary design of the interior, to bring residents more intense visual experience. Compared with hard decoration materials, the cost of soft decoration materials is relatively small, especially for the current use of green environmental protection materials, but also has a very outstanding recycling value.

## 2. Specific application of soft decoration materials in interior environment art design

In the process of interior environmental art design, it is necessary to consider all aspects of soft decoration materials, formulate a scientific and reasonable design scheme, give full play to the role of soft decoration materials, and realize the purpose of improving the quality of interior environmental art design.

### 2.1 Overall collocation

When undertaking indoor environment art is designed, can use the adornment of a variety of different types, as a result of the colour of different decorations itself and functional existence difference, because this is different collocation combination also can form different effect. Because this is in specific application when, design personnel needs according to specific case, the style that makes clear interior design, assure the administrative levels that behave, show the aesthetic feeling that designs better.

At present, the application of soft decorative materials is embodied in the choice of curtains, the style of bedspreads and the types of fabrics such as sand release. The application of carpet and wall cloth is secondary. The overall consistent style needs to be maintained when specific collocation, and decoration design is used to decorate and foil the interior, coordinate the application of



materials, and promote artistic atmosphere.

## 2.2 Use of lamps

In the interior environment art design, lamps and lanterns are also very important decorative materials. Different lamps and lanterns in the design style and lighting function can bring people different visual feelings. Therefore, according to the overall decoration style, choose the corresponding lamp shape and lighting color. For the location of bedrooms, warm light tones are usually used to create a good sleeping environment for residents.

To sitting room character, can use cool color attune normally, assure the rationality of dimensional activity area. On the other hand, the modelling of lamps and lanterns itself also has important adornment effect to indoor character. Different shapes also show different styles. Take European crystal chandelier as an example, can better highlight<sup>[1]</sup> the gorgeous sense of decoration, and simple chandelier can better show the vitality of living space, pastoral style lamps and lanterns can create a certain sense of nature for residents. Different lamps and lanterns need to be the basis with the style that decorate when choosing, assure the harmony of overall environment, highlight local individual character.

## 2.3 Rational use of green plants

In contemporary decorate, green plant also is indispensable adornment material. Scientific use of green plants can beautify the environment, but also can further soften the decoration style, improve the comfort of indoor space, for the residents to create a relaxed living atmosphere. Because this is when undertaking indoor environment design, relevant staff member needs scientific choice green plant. There are many kinds of classification of green plants, usually can be divided according to the short, tall, soil culture and hydroponics.

To the design of indoor TV wall, need to regard collocation with lofty green plant normally, get rich tree, evergreen is very good choice. For hollow partition design, green and chlorophytum are a good choice. On the other hand, reasonable use of green plants can effectively absorb indoor formaldehyde and other harmful gases. To inside the bedroom, need chooses small-sized green plant, clivia, aloe is very good choice. Reasonable choice of green plants, not only can enhance the vitality of the environment, but also has positive significance for people's health<sup>[2]</sup>.

## 2.4 Application of patterns

The use of decorative patterns can play an important role in interior environment art design. At present, the soft decoration materials of patterns are mainly made of fabrics. In interior decoration, the patterns of wallpaper, carpet and curtains are the contents that designers need to focus on.

When undertaking the choice to these designs, on the one hand need to consider overall decorate design style, on the other hand need the interest that considers user adequately. Decorate to rural style, can use broken flower design, promote the natural feeling of the design. Decorate to children room, can choose cartoon or cartoon modelling, build lovely style. If the occupant has a low-key personality, he can choose simple patterns to highlight the decoration style and set off the environmental atmosphere.

## 2.5 The use of color

From the Angle of interior art design, the reasonable use of soft decoration material color can also show different decoration value and style. Different colors bring different visual experience to residents. The rational use of black can enhance the space of leng Yan and mystery. The use of bright colors can bring joy and cheerfulness to the residents<sup>[3]</sup>.

The use of warm colors can make the environment look warmer. The choice of specific soft decoration material color needs to be combined with the overall style of the interior, and comprehensively considered according to the seasonal and temperature changes in the area where the building is located. For winter, you can use yellow, red and other warm colors for decoration, can enhance the sense of warmth. For summer, gray, blue and other cool colors can be used to bring more cool and refreshing feeling to residents and increase the comfort of living<sup>[4]</sup>.

## 3. Conclusion

To sum up, with the improvement of people's living standards, people have higher and higher requirements for their own living environment. Interior environment design style is developing towards diversification and individuation, which brings more opportunities to interior environment art design. Among them, soft decoration materials in the selection and application, need to take the overall style as the main tone, to meet the personal needs of residents, uphold the people-oriented principle of design, make full use of color, green plants, patterns and other elements to create the corresponding indoor atmosphere, to provide more comfortable indoor environment for residents.

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## About the author:

Jinhua Xu, female, 199005, born in Binzhou, Shandong province, master student, teaching assistant, research direction: art design

# A Review of Xi Jinping's United Front Theoretical Innovation Since the 18th CPC National Congress

Junwei Pan

School of Marxism, Xi'an University of Technology, Xi'an, Shanxi Province 710048

**Abstract:** The party's united front theory is the communist party of China in practice exploration of unique magic weapon, since the eighteenth congress, xi united front theory innovation research become the focus and hot spot, mainly focused on the object of xi united front theory, scope of research, xi theory of united front theory innovation, main experience and significance of the united front research. At present, the relevant academic circles have made certain research achievements on Xi Jinping's united front theoretical innovation since the 18th National Congress of the CPC, but there is still room for research on relevant topics.

**Keywords:** The 18th National Congress; Xi Jinping; United front innovation

Since the eighteenth congress, scholars from xi jinping united front theory innovation research, multi-dimensional discussion and analysis, our country also appeared many different theoretical results, this paper in recent years new academic research results integration and induction on the basis of the analysis of the research results. The sample papers involved in this paper were mainly started from August 2016 to August 2021, which reviewed the relevant academic circles on Xi Jinping during the five-year period.

## 1. Current situation of domestic research

In this field, until August this year, relevant scholars have innovated more than 70 articles on the United Front theory, with nearly 100 papers. Among them, more than 30 articles have innovatively discussed the united front theory from an overall and comprehensive perspective. In addition, some of the other articles discuss the perspective is mostly relatively single. Among some existing master's papers and doctoral papers in China, ordinary researchers are studying Xi Jinping's United Front theory, and few scholars will focus their research on further innovation of theory. Through the integration and analysis of the existing research results, it is not difficult to see that basically all the articles studied and analyzed from this perspective are classifying Xi Jinping's speech, but from different perspectives.

## 2. Basic Research of Xi Jinping's United Front Theory

### 2.1 Research on the new basic understanding of Xi Jinping's United Front

Since the beginning of the 18th National Congress of the Communist Party of China, Chinese scholars in relevant fields have more and more realized the importance of the united front for the current era. The united front can play a great role in this times. If you want to understand Xi Jinping's theory about the united front, then we must understand the nature and connotation of the united front.

From the perspective of essence and role, scholars have the following achievements, zhi-yong zheng (2021)<sup>[1]</sup> think: if want to reflect oneself is the most advanced for our country, the most powerful force, then will try their best to obtain the support of the people, cohesion can gather all strength, it is very important for the completion of related work, is also the premise of the united front. For role, he thinks the united front is a weapon, can help the communist party to obtain the support of the people, enhance the power of the communist party, from the perspective of theory condensed party personnel, so can largely help the communist party victory revolution and reform, can help our party to further consolidate its class base, expand the scope of the masses, make the party can further obtain and consolidate the position, help China to further build a well-off society in an all-round way, promote modernization, realize the Chinese dream."

### 2.2 Xi Jinping United Front Theory Innovation Research

First, we should explain the theory of the maximum common divisor. Wu Liping (2019) believes that in Xi Jinping's core theory related to the united front, it fully reflects how flexible<sup>[2]</sup> makes friends in fellowship related work; About the "concentric circle" theory. Mo Yueyun (2019) believes that this theory is a very important theory about the united front. The concentric circles mentioned in this theory are mainly contained between nations and nations. From the perspective of the consistency and diversity of things: Chen Ming, diversity refers to different places, this different place mainly appear in political theory, because there are many political forces in society, these political forces contain different demands and values, consistency is a consensus on the basis of these different values, consistency and diversity is mutual dialectical<sup>[3]</sup>. From the perspective of the framework of the United Front, Yang Weimin (2019)

put forward: “ In Xi Jinping’s theory, the framework of the United Front mainly has a broad vision, with long-term theory and overall theory, and covers and includes multiple contents from the perspective of military and war. Corresponding to this is China’s political, ethnic, country, road and so on.”<sup>[4]</sup>

### 2.3 The Characteristics of Xi Jinping’s United Front Theory

On the characteristics of Xi Jinping’s United Front theory, first, three views. Liao Xiaoming (2017) put out that the three views refer to the view of history, development and interests, which mainly means that Xi Jinping has these three concepts in the process of forming a united front theory with Xi Jinping characteristics. Specifically, it is to combine the status of the united front with the perspective of the historical view, combine the innovation of connotation with the perspective of development and the development concept, and combine the role with the pattern and status of the view of interest with <sup>[5]</sup>. Second, the four sex said. Fan Nanxi (2019) proposed that the four sexes refer to inheriting the historic development, the fundamental core of leadership, the central position of the people, and the era of national rejuvenation. That is to say, the United Front theory based on Xi Jinping theory has four fundamental characteristics of <sup>[6]</sup>. The third is six said. Lin Ping (2018) pointed out that six special refers to the prominent consciousness of United Front, magnificent vision of United Front, strong popular feelings, attention to problem-oriented, comprehensive deployment, and pragmatic methods. that is to say, Xi Jinping Theory of United Front has these six characteristics <sup>[7]</sup>.

### 3. Existing problems and related evaluation

First of all, the academic and logical level needs to be further improved. So far some research results of the research will focus on explaining the thought connotation, establish ideological advantage, mining thought, etc., but from the perspective of marxist theory and philosophy of its theory research results still lack, and xi united front theory without marxist theory and philosophy theory, but in this research is less.

Secondly, the academic circle has further research on practice can be more in-depth, and most Chinese scholars will focus on the social class and non-party intellectuals, while making achievements, there are also some shortcomings. Most scholars start from the theoretical perspective and put forward solutions according to the problems, but they did not jump out of the established theoretical framework. At the same time, in the process of analysis, few or no scholars have applied it to modern information technology, and for the “new three people” proposed by Xi Jinping, the development of these groups has a young trend, and the use of emerging means has become the best way to study them. In order to more effectively avoid the problems described above, then it is necessary to more effectively use the current technology for practical investigation, and apply the survey results in turn to practice.

Finally, most of the research results available now remain at a shallow level, and they are not prone to new ideas. The author found that although the number of achievements is large, but there are a large number of similarities in these research results, and even some basic theories and content are the same, from the perspective of theoretical depth needs to be deepened. In addition, the united front theory should not cover a single theory. The united Front theory involves a quite wide range of disciplines. In the process of studying the united front theory, it is suggested to study the theories in other fields involved in some disciplines, enrich the achievements and make the research have characteristics.

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### About the author:

Junwei Pan (1997—), female, from Xi ‘an, Shaanxi Province, master student from the School of Marxism, Xi’ an University of Technology, mainly engaged in the research of the basic principles of Marxism.

# A Brief Analysis of the Value Guidance Work of Local College Students under the Background of Hainan Free Trade Port Construction

Xingqiong Yu<sup>1</sup>, Ya Zhang<sup>2</sup>

1. Hainan Normal University Haikou City, Hainan Province 571158

2. Chongqing College of Mobile Communication, Hechuan District, Chongqing, 401520

**Abstract:** Value guidance is the primary responsibility for college ideological and political counselors, and it plays a vital role in the process of college students growing into qualified personnel. Under the construction of the Hainan Free Trade Zone (Port), the talent fostering work of local colleges and universities should pay attention to the value guidance work first, which will better meet the opportunities and challenges brought about by the construction of the Free Trade Port, so as to keep more local college talents in Hainan and devote themselves to the construction of the Free Trade Port.

**Keywords:** The Free Trade Port; Value guidance; Talent fostering; College students

On June 1, 2020, the Central Committee of the Communist Party of China and the State Council officially issued the The Overall Plan for the Construction of Hainan Free Trade Port, it marked that the major strategy of Hainan Free Trade Port construction has entered the stage of full implementation. On the one hand, careers are prosperous because of talents, and talents are gathered because of careers. The construction of a free trade port cannot be separated from the contribution of local talents. On the other hand, local colleges and universities need to further benchmark the construction plan of the free trade port to cultivate and keep talents from all walks of life.

## 1. The Necessity of Value Guidance for Local Colleges and Universities under the Construction of the Free Trade Ports

### 1.1 Value Guidance is the Need for Hainan to Build the Free Trade Port

At present, local college students in Hainan are seeing the best era. The first one is that socialism with Chinese characteristics has entered a new era, China's comprehensive national strength has been greatly increased, and social life has undergone tremendous changes. Besides, Hainan was born and prospered because of the Reform and Opening-up policy. Under the construction of the free trade port, Hainan has entered a new period of comprehensively deepening reform and further opening up to the outside world, which will surely bring unprecedented preferential policies and development opportunities to Hainan Island. However, the career development of local college students also faces major challenges. For example, the outbreak of the COVID-19 has led to further shrinking of global trade; the ideological confusion brought about by various social trends of thought; in addition, the construction of the free trade port is still in its infancy, and there are many uncertainties. Therefore, colleges and universities must guide local college students in terms of ideals and beliefs, and shoulder the responsibility of leading the values of college students<sup>[1]</sup>.

### 1.2 Value Guidance is the Need to Further Deepen the Ideological and Political Education in Colleges and Universities

Ideological and political education is the inevitable way and the most important part for colleges and universities to carry out value-leading work, and it is also the part that needs to be strengthened the most. Many western countries regard colleges and universities as "breakthroughs" and it result in the ideological infiltration of young college students in our country constantly intensifying, and they compete with us for positions, youth, and successors. The Ministry of Education issued Decree No. 16 to further strengthen the work of value guidance, as the value of ideological and political courses is the fundamental problem of classroom teaching and the soul of ideological and political education. This is also the need to achieve the educational goal of morality and cultivating people in colleges and universities and to further strengthen ideological and political education under the new situation.

### 1.3 Value Guidance is the Need of College Students' Physical and Mental Health Development

The college period is a critical period for the formation of college students' outlook on life, values and world outlook. There are basic standards for judging right and wrong for various things among college students, and they have not yet completed the formation of a scientific, stable and firm value theory system. There is a large space for growth and plasticity for them. In addition, many college students are far away from their parents and their hometown for the first time and begin to explore the university life alone. When



facing major events in their study, life, work, interpersonal relationships and society, they urgently need effective help and correct guidance.

#### **1.4 Value Guidance is the Core of the Work of College Counselors**

"If a nation or a country has no common values, and there is no consensus and nowhere to go, then the nation and the country cannot move forward."<sup>[1]</sup> The common value, as the soul of the development and progress of the nation and the country, is also the foundation of colleges and universities, and the primary responsibility of the ideological and political counselor's work.

### **2. The Ways for Value Guidance**

The value guidance of this paper means that colleges and universities in Hainan adhere to the direction of running schools of socialism with Chinese characteristics, fully implement the Party's educational policy, cultivate and practice socialist core values. We need take morality and education as the fundamental task, and focusing on students, caring for students, serving students in work, practicing the student-centered, constantly improving and developing students' political consciousness as well as their ideological level, cultural literacy, moral quality, and healthy psychology, so that they may become the builders of free trade ports and socialism with all-round development of moral, intellectual, physical and aesthetic.<sup>[2]</sup>

The status and role of education in promoting the Hainan Free Trade Port to accomplish its mission cannot be ignored. The need for higher education in Hainan is more urgent than ever, and the thirst for scientific knowledge and outstanding talents is stronger than ever. In addition to actively introducing talents, it is very important for local colleges and universities to open up various paths to guide students in value, speed up the cultivation of various talents and keep them in Hainan.

#### **2.1 Benchmark the Construction Plan of Hainan Free Trade Port to Form a Complete Talent Fostering System**

The development of Hainan Free Trade Island is dominated by tourism, modern service industry, and high-tech industries, and more emphasis is placed on stimulating the vitality and creativity of the construction of the Free Trade Port through the comprehensive development of people. Local colleges and universities in Hainan can guide students in terms of learning direction and professional prospects, combining the positioning and development goals of each college, also benchmarked the free trade construction plan to planning, integrating and adjusting disciplinary construction and professional settings.

#### **2.2 Pay Attention to the Value Guidance of Classroom Teaching, and Form a Collaborative Education Effect of Various Disciplines**

Value guidance must make full use of the main channel of classroom teaching, especially ideological and political theory courses. Other courses must guard a channel and cultivate responsibility fields so that various courses and ideological and political theory courses can go together in the same direction. At the same time, local colleges and universities in Hainan must fully implement the Party's education policy and integrate the strengths of colleges, teachers, and society, then form a mechanism for collaborative education to achieve full education, whole process education, and all-round education.

#### **2.3 Actively Build a Campus Culture and Seize the Online Platforms to Form an Online and Offline "Dual-line" Education Model**

Value guidance platforms are multi-layered, including online and offline platforms. The online education platform should be well grasped, combined with social hot issues and students' study and life closely related content to create an interactive platform for students to communicate, and to provide value guidance to students' ideological concepts in a timely manner.<sup>[2]</sup> Offline pays attention to educating people with culture, extensively develops the establishment of civilized campuses, carries out campus cultural activities in various forms, healthy and elegant, and builds colleges and universities into campuses with excellent school spirit and study style.

#### **2.4 Carry out Extensive Social Practice and Form an Education Model Combining Theory and Practice**

The ideology and politics of college students in the new era should also focus on key parts, give full play to the role of practice platforms, and carry out top-level design for professional and social practice. Colleges and universities should guide students to improve their professional skills, deepen the ability of understand, strengthen quality, and broaden horizons through professional training, innovation, entrepreneurship and social practice services. By combining ideological and political education with practical ways, the students will be trained into the builders of Hainan Free Trade Port with "ideals, pursuit, responsibility and achievements".

### **3. Conclusion**

The construction of the Free Trade Island is the historical mission entrusted by the Party to Hainan in the new historical period, which also brings a once-in-a-lifetime development opportunity to students in local colleges and universities. Through the value guidance work, more and more local college students learn professional knowledge well, they may stay in Hainan to do hard work. With the spiritual realm of "not claiming credit for success" and the historical responsibility of "always making sure to contribute their share to the business of the cause", they contribute the youthful power to the construction of the Hainan Free Trade Port, and complete the historical mission and responsibility of Hainan's construction of the Free Trade Port as soon as possible<sup>[3]</sup>.

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# Analysis of Task-based Teaching

Huiwen Wang

Communication University of China, Nanjing Jiangsu 210000

**Abstract:** This essay is about a detailed analysis of task-based teaching method, including its definitions, merits and demerits, various models of task-based teaching especially ESA, hoping to help teachers to have a deeper understanding of task-based teaching in their contexts.

**Keywords:** Task-based teaching; Definitions

Nowadays, the argument regarding second language teaching methods has shifted from finding the ideal method to the necessity of the existence of any teaching methods. In practice, Prabhu (1990) believes that there is no best method in that it is hardly possible for teachers to adopt the same method universally. For learners, Kumaravadivelu (2006) concurs that we should move away from methods-based pedagogy to help teachers develop their own theory out of their practice to meet the diverse needs and identities of learners. For teachers, teaching by principles instead of following a certain method could sharpen their teaching skills by understanding flexibility and adjusting their teaching according to variables in classroom management. Furthermore, the concept of method itself might reflect the inequality of the world (Pennycook, 1989). Indeed, the present teaching practice is trying to blend ideas and elements from multiple teaching methods (Harmer, 2007).

However, Harmer (2007) further illustrates that classes tend to be messy if no coherence or philosophy to support them at all. To ensure successful language learning, some scholars suggest principle based pedagogy instead of fixed methods i.e. Task-Based Language Teaching (TBLT), which essentially highlights the importance of the communicative task rather than language (Harmer, 2007). TBLT could allow different learning outcomes to be achieved by diverse methodological means (Kumaravadivelu, 2006). Furthermore, it enables teachers to study and adjust their methods from classroom directly (Nunan, 2006). Indeed, planning around tasks is preferable by teachers as Swaffar et al. (1982) observed.

Many scholars indicate benefits of TBLT. Firstly, it could be adapted in multiple contexts. TBLT is designed on the basis of learners' needs, therefore, it has to be contextualized, as McDonough (2015) proposed localized TBLT. It implies that TBLT might be effective in some non-western situations regardless of sociocultural barriers via the use of authentic tasks (Ellis, 2003). Many research conducted in distinct social contexts and classroom settings yield positive results. For example, in Saudi Arabia, Hakim (2015) concludes that TBLT could facilitate local language learning for the sake of communication by interaction in collaborative tasks. In China, TBLT is preferred by learners and teachers and constantly advance teaching skills development and students' capacity (Shaoqian and Baoshu, 2013). In Korea, Kim, Jung, and Tracy-Ventura (2017) found attitudes of learners towards TBLT become more and more positive. Although the outcome is contrary to some other findings that TBLT is impractical in non-Anglo-American areas, the crux might be how to localize TBLT.

Nevertheless, Kumaravadivelu (2006) argues that the adaption of the term "context" in TBLT mainly regarding linguistic elements, while broader factors such as uniqueness are not taken into consideration. To be specific, in Chinese context, issues in high schools such as crowded classes with unbalanced levels of students, lack of professional training and knowledge for practitioners, legacy of traditional methods, product-oriented assessment (the college entrance exam), insufficient education funds might cast negative implementation of TBLT (Shaoqian and Baoshu, 2013).

Secondly, developing learner autonomy is another potential advantage of TBLT for learners. The content of tasks is devised on the ground of students' real-world needs (Willis and Willis, 2007) since needs analysis of students serves as the foundation of tasks design (Long, 2005). As a result, students would be more motivated to learn because they could utilize what they learn from tasks in reality (Dörnyei, 2002). Furthermore, TBLT could foster learning strategies on the ground that language and the learning process itself is paid attention (Nunan, 2006). Theoretically, Oxford (2006) argues that students would grasp learning strategies as a task-analyser on the process of task completion. Empirically, many researchers found that students become more independent after application of TBLT.

Nonetheless, TBLT might also hamper learners' mastery of language to some degree. Lower level learners might suffer from TBLT in virtue of their misinterpretation and incomprehension of the teacher due to the teacher's preference for speaking the target language. It might lead to the anxiety of learners if they could not keep pace with the teacher, which in turn, serves as an "affective filter"

to demotivate learners (Dörnyei and Ushioda; 2011). Lower level learners also tend to use native language when performing tasks owing to their scanty language proficiency, which might hinder the achievement of communicative language learning (Littlewood, 2007). To make it more complicated, it is harder to plan a class for mixed level learners partly due to their unequal engagement which might result in frustration of lower level learners and boredom of higher level learners (Carless, 2002).

Thirdly, not only does learner autonomy be cultivated, teachers tend to be more self-directed as well (Nunan, 2006). As a mediator of language learning, teachers play a major role in determining tasks, exercises, materials and timelines of a classroom; as a change agent during performance of TBLT, they are inclined to adjust tasks according to students' needs, requirements of the context and their own beliefs; as a researcher, teachers, bearing in mind TBLT as a principled pedagogy, could be self-reflective by collecting and analysing data, study and evaluate the authentic classroom directly to construct their own methods (Van, 2016). However, it is surprising that some teachers are uncertain about definition and criteria of a task according to findings of Erlam (2016), especially the difference between tasks and exercises.

The stress of TBLT is on the task rather than the language as states before (Harmer, 2007). Given that there are many definitions about task, what they seem to have in common is the chief concern for meaning in real-world communication, which is also a salient difference between tasks and form-focused exercises (Ellis, 2003).

Based on this point, different frameworks have been proposed to actualize TBLT. One of them is Harmer's ESA. Rather than just providing some steps to follow, Harmer (2007, p.51) suggests features of teaching sequences i.e. "Engage", "Study", "Activate". As long as a lesson begins with engage and ends with activating, teachers can adjust the order of these three components according to students' level, response and aims of lessons (ibid.). It corresponds some key principles in TBLT such as active learning, individual and contextual differences as well as avoiding predictability via flexible variants (ibid.). Moreover, classroom is also a social environment. Since the 'task' becomes the tool for teaching, learners are really exposed to social activities including collaboration, critical thinking, and problem-solving. As Kumaravadivelu (2003) explains, sociocultural factors have to be considered in a classroom. Also, Harmer (2007) states that students could study more efficiently if their minds and hearts are involved. Moreover, some psycholinguistic evidence also shows people who are engaged in learning could excrete more grey matter in the hippocampus (in charge of memory) and a reduction of grey matter in the amygdala (in charge of anxiety) (Conrad, 2011). By asking them such questions, learners at least start to think about English and speak English to response them, thereby their attention might be drawn.

On the other hand, in spite of these merits, some scholars also point out some potential pitfalls of TBLT. Irrespective of effectiveness of TBLT is questioned from the aspects of context adaptability, learner levels, teacher understanding and performance of tasks, the merits of TBLT outweigh the demerits.

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# Employment and education:building a new pattern of employment

Junrui Yu

Changjiang University, Jingzhou City, Hubei Province, 434022, China

**Abstract:** people cannot live without industry,and a country cannot stand without industry.Employment and work are related to the national economy and the people's livelihood,whether every family is happy and stable,and whether every student has achieved success in learning.Employment has a long way to go.How to take multiple measures at the same time,explore and innovate,and let the employment and education work to a new level is a problem that every employment worker needs to think about.Combined with the spirit of"service-oriented and employment oriented",this paper constructs a new pattern of employment work from the thought of"three complete education"of full participation,all-round and whole process.

**keyword:** Employment education; personnel training; all-round education

## 1. Analysis of the main problems and ideas faced by our college in employment

### 1.1 Higher salary requirements

Students have higher requirements for salary.In the autumn recruitment process,people basically don't consider the offer with salary below 7K in Wuhan.Except for a small number of state-owned enterprises around 5K,the students signed in the system are basically above 7K.

The corresponding enlightenment here:1 Salary is the embodiment of personal comprehensive ability, and then evaluated in combination with the previous offer. The purpose of autumn recruitment is also to improve the comprehensive ability and explore their own value. Therefore, the pan micro of salary is a step-by-step process.

### 1.2 High job requirements

Graduates of our college are generally more inclined to work in front-end and back-end R&D posts,Java and python language development posts, and have little interest in testing and technical support posts. On the contrary, the company's requirements for R&D posts are generally high. Some large companies such as Haikang, Dahua and Yushi technology basically do not open R&D posts to non-211 and 985 schools.

### 1.3 Lack of experience in school recruitment

Many graduates know little about autumn moves, and there will be two extreme emotions:fear and conceit. Most of the students who are afraid of autumn recruitment think that they have insufficient ability and need further training or learning. They feel that all companies have high requirements, but their skills are very poor and can not meet the requirements of the company; On the contrary, conceited students will think that there are many employment opportunities now. They can find a job at any time as long as they want to find a job. Finding a suitable job does not lie in talking on paper, in saying how well you study and how strong your ability is,but in a process of selection between the company and job seekers<sup>[1]</sup>.

## 2. The whole staff education system based on students

### 2.1 Do a good job in the first-hand project and fully mobilize the resources of teaching staff

The college has set up a leading group for employment, and the members of the leading group of the college and department guarantee the employment of the class. Improve the main position of employment guidance, take employment as an important work of the college, and strive to implement it into the overall development plan of the college. The leaders of the college take the lead in "going out". The main leaders personally visit the employment base to improve their cognition of the employment environment and clarify the current technology trend, so as to update the teaching plan in time.

### 2.2 Establish an employment team and build a systematic employment system

The first organizational team of school college head teacher of graduating class graduates has been established to ensure that employment information can be received by each student. In addition,combined with the index tasks of the two time nodes of the school, the reward measures for employment class teachers are formulated,and the ranking of class employment rate is published every two weeks. Promote the head teacher of the graduating class to promote the employment of the class. The second organizational team of school college class employment director graduates has been established. Select a person in charge of employment in each class and form a team of college employment directors to be responsible for the employment of the class.In addition, the incentive measures for employment principals have been formulated to enable the employment principals of each class to help the employment work of

the college in the "front line" of employment work. In addition, there are schools-employment counselors, graduation counselors-the main team of graduates. Two dark lines, one open line and three employment teams to ensure the orderly and stable employment of the college<sup>[2]</sup>.

### **3. Pay attention to the whole process, refine the needs, and build a bridge for professional work**

(1) Whole process of employment service In order to improve the process and standardization of work, I wrote the employment work plan of the school of Computer Science in chronological order, divided the stages from the submission of students' source information to the final registration certificate dispatch and file mailing, and attached the materials that should be prepared at each stage. For example, each material that needs to be prepared for the registration and transfer students has been sent to each graduate in the form of document attachments. If the regular employment work is prepared in advance, it will provide a time basis for innovative employment and better serve the students in the whole process. In addition, we will formulate a "lifetime policy" and earnestly implement and do a good job in employment tracking services. For different types of students, targeted heart to heart talks and assistance were carried out, especially for students in World War II. They were moved with emotion, told with reason, and mobilized students to take the initiative in employment. And combine employment work with conscription work, and encourage students from World War II or World War I to perform military service first, and then obtain graduate students from good schools through the national military service policy.

(2) Whole process of employment and education It is a systematic project to guide students' active employment. We should adopt the whole process tracking service system to enhance students' sense of experience and run through the whole education stage. Therefore, according to the length of study, his employment career is divided into four stages: career initiation, career establishment, career initial test and career practice. Freshmen mainly let them realize the power of teamwork. Through contact with society, they can more clearly understand the employment situation and set lofty goals. Sophomore year, let students go to enterprises to visit and study, and set clear goals for their future work, postgraduate entrance examination, or further study abroad through their own personal experience. Junior year is enough for students to devote themselves to the society while learning, understand what the society needs and what aspects they should start from, which is beneficial to them, and let students understand the current employment rate and signing rate. Senior, guide students how to carry out spring and autumn recruitment, and how to improve their comprehensive ability in the process of job hunting<sup>[3]</sup>.

### **4. All-round company, innovative forms and continuous work services**

Write a letter to the students of the Academy of planning and forward it to all undergraduate and graduate students. Carry out employment guidance and analysis of employment problems in advance to create an employment atmosphere of autumn and spring recruitment. Inspire the employment awareness of junior students and improve the employment literacy of employed students. The professional exchange will suggest that you make full use of cyber source, pay more attention to the same level and higher level employment official account, employment information network and other aspects of obtaining employment information. Actively hold job fairs. He took the lead in organizing the "Hubei hundred schools linkage" and the recruitment fair of the growing science and technology sector. There were more than 260 enterprises coming to the University, more than 920 jobs related to planning, and more than 2000 students participated in job hunting, which was highly praised by the provincial employment center;

The college has carried out guidance on the re examination of postgraduate entrance examination, done a good job in adjusting, mobilizing and helping. The college has established an exchange group for postgraduate entrance examination and held a re examination

### **5. Summary and thanks**

In the employment work, what I am most proud of is the joy and moving of students when they find a job. Let me have new experience and thinking about the significance of my work. It also gives me a deeper understanding of the original intention and mission of educators: for all students, for all students. Employment has a long way to go, but the growth and harvest of students make me full of confidence and courage. In the future work, I will work harder to improve myself, take multiple measures, explore and innovate, and let the employment and education work to a new level.

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