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Function and Limitation of Volunteer Organization -- Reflection on Dormitory Environment Construction Based on Game Theory

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Abstract: As we all know, college life is a buffer station for one to change from the role of a student to a socialized person.College students spend at least half of their school time in dormitories, so dormitory environment has a huge impact on one's physical and mental health.The dormitory environment of most universities in China is not optimistic. On the one hand, some students do not flush the toilet and throw rubbish into the washroom.Secondly, some students talk loudly during the break, which affects other students' rest.Thirdly, dormitory garbage is not thrown out in time, and the sorting trash can at the gate of school dormitory is arranged.This paper mainly studies through the use of cooperative game theory to attract college students fall over each other to participate in the volunteer organization, and then influence other students with poor self-restraint ability to change their behavior, so as to improve the campus environment, and college students a healthy, clean and hygienic dormitory environment.

Keywords: Volunteer organization ; College dormitory ;Environment cooperation ;Game theory

These negative emotions sometimes produce hatred for the society, will have a strong sense of revenge, to the criminal mind formed up to promote the role.In recent years, the dormitory environment of colleges and universities in China is frequently malignant, resulting in bad social influence.On the contrary, dormitory environment is clean, neat, comfortable, sense of happiness and happiness naturally increase.Therefore, it is urgent to improve the dormitory environment in Chinese universities.[1]The fifth Plenary Session of the 19th Central Committee of the COMMUNIST Party of China (CPC) on October 29, 2020 proposed that China has a long way to go in ecological and environmental protection, strengthening basic research, focusing on original innovation, and promoting interdisciplinary integration.We will deepen reform of the talent development mechanism and implement a more open talent policy. This provides the author with great inspiration for this research.

This study through the network questionnaire randomly on the different sections of the Chinese college students of different schools to investigate and interview method to get the related data, then USES the cooperation game theory and the empirical study method, case method analysis volunteer organizations in colleges and universities in university dormitory environment how can maximum full play the role.Study the countermeasures to improve the dormitory environment of Chinese universities.

1．Current situation of college dormitory environment

Since reform and opening up China's volunteer service unceasing development, xi jinping, general secretary of the association of volunteer service in China in the second session of the member representative assembly "congratulations" proposed "the party committees and governments at all levels should strengthen volunteer service platform construction, increase the intensity of support, to promote voluntary service institutionalization, regularization and unite the people, To realize the two centenary goals of "working together" for the great rejuvenation of the Chinese nation and the Chinese Dream "[2].Volunteer organization is the most important part of volunteer service.In the face of major disasters, Chinese people have a stronger sense of participating in social volunteer services, such as the 5.12 Wenchuan earthquake, the outbreak of COVID-19 in early 2020, and the special rainstorm disaster in Zhengzhou in 2021. We can see the shadow of volunteers, which cannot be left without the efforts of volunteer organizations.

1.1 Universities are mainly composed of undergraduates

There is no doubt that there are more college students than graduate students in every university, most of which exist in a ratio of 1:10.Most college students are born after 1995 or even 2000.There are quite a number of students are the only child, and after China's reform and opening up people's living standards gradually improved, parents dote on their children, all on demand.Over time, these students get used to going their own way, are less tolerant and find it difficult to adapt to group life.

College student dormitory management is an important part of campus culture construction, but also a long-term complex and constantly changing project.The vast majority of students hope to have a clean and hygienic dormitory environment and have a good man-machine relationship in the dormitory. However, according to the actual situation, the dormitory environment of many colleges and universities in China is not optimistic. Especially, "Mengxin" will get to know the school through various Post bars and Zhihu before the new semester starts, and pay more attention to the dormitory environment.There are a lot of jokes on the Internet, and even

a lot of questions about why this is happening.There are some students who choose not to speak out.

1.2 Campus garbage classification

On the one hand, at present, almost all colleges and universities in China have sorted garbage cans. In Inner Mongolia Normal University, where the author works, there are different colors of garbage cans in front of each dormitory building, but for students, they are just garbage cans, and it is very difficult to take out garbage from the dormitory.Let alone categorize.And unattended.Over time. Garbage classification is just a noun existing in people's consciousness.Different from traditional garbage, campus garbage is mainly concentrated in (1) take-away lunch boxes (2) plastic bags (3) household garbage (4) old books and express delivery boxes.The fourth category is almost all the aunt cleaning dormitory cleaning up to change money.

On the other hand, no one takes the lead in garbage classification, and there are not many lectures on garbage classification, with insufficient attention and weak awareness among students.Jamie Bo bear says;Nature doesn't need man, man needs nature.On June 8, 2021, the 14th World Oceans Day, we are familiar with the keywords of the ocean, including ups and downs, surging and deep, but many people do not know that 150 million tons of plastic waste is floating in the Marine environment, and tens of millions of tons of household garbage is discharged into the sea every year.Garbage sorting helps us save resources and build a resource-friendly environment.For our own healthy environment, for the ecology of the whole Chinese people, for the sustainable development of the global ecology.Garbage classification in colleges and universities is of great significance.In the process of research, 336 people threw garbage by category, accounting for 38.93%;There are 339 people, accounting for 39.28%, who display various colors many times and never look at them.182 people, accounting for 21.09%, need relevant departments to introduce corresponding management measures;115 people, accounting for 13.33%, are required to give lectures on morality regularly.

1.3 College dormitory environment

Students live a three-point life, classroom, canteen and then dormitory.A few people go to a library and then a dorm.At present, during the epidemic, domestic colleges and universities implement closed management, and students' shopping time is almost zero. This means that students spend most of their time in the dormitory.There is a famous saying in the movie "The swordsman of the East undefeated" "where there are people, there are rivers and lakes" various problems come, summarized as the following aspects (1) do not flush after going to the toilet.Especially after taking a dump.This was the thing that aroused the most indignation among all the students.According to statistics, three years of a person's life is spent in the toilet.When urine accumulates, it is easy to decompose into ammonia, which is a poisonous gas. When inhaled, only a small part of ammonia will decompose into carbon dioxide and water, while most of it will enter the study and combine with hemoglobin, destroying the function of oxygen transport in the study.In the short term inhalation of a large number of ammonia regret tears, sore throat, cough, chest distress, dyspnea, dizziness, vomiting, examples, such as inhaled ammonia too much will lead to too high ammonia concentration in the blood, will pass the trigeminal nerve terminal reflex action and cause cardiac arrest and respiratory arrest, crisis of life.There are bacteria in stool, if not rushed down in time, bacteria will float into the air, e. coli is one of them.When inhaled into the lungs, it can cause sepsis. The United Nations General Assembly adopted a landmark resolution in 2013 after rounds of deliberations to designate November 19 as World Toilet Day.(2) All kinds of rubbish (instant noodles, tea and other residues) are poured into the washbasin of the toilet.The one shown in Figure 1 is already a little better. Especially in the southern humid environment, bacteria are more likely to breed and harm people's health, which also increases the workload for cleaning aunt.One person, two people, three people on a floor have two bathrooms and the bathroom is almost always connected.One bathroom and toilet will serve nearly 20 dorms of students, that is, nearly a hundred people.The random actions of a few people will cost the health of nearly a hundred people insulation effect is poor, the upstairs students and the students next door are loud to hear clearly, and the students have been staying in bed until 11 o 'clock in the evening before they are willing to move the body to the water room to wash, but also kept chatting on so a few words, laughter echoed in the whole bathroom.Then the students next to the bathroom are very depressed.Sometimes it goes on until one o 'clock in the morning.This is why hairlines are often discussed on the Internet.Staying up late for a long time not only affects your body's immune system, but also affects the sleep quality of others.Things that do harm to others do no good.But it didn't help that the dorms kept talking.The most let a person laughable is the dormitory of the students talk a lot of is "today the toilet has not rushed of, tell give up a friend to observe" then talk about shape, color and so on this normal?

(FIG. 1Investigation on the influence of rest time on others)

can	242 people	More than 28.04%
Can't	377 people	More than 43.68%
It is good to give up the noise	244 people	More than 28.27%

Lack of communication.Many students in colleges and universities only know the students of this major after graduation, and do not know the students of other colleges of other majors.A building or even a floor or do three to miss the neighbor after graduation is also do not know each other.People are impersonal to each other.If some salon activities can be held in the dormitory, students can communicate with each other, which will help to establish a good friendship between each other and promote mutual learning between different subjects.General Secretary Xi encouraged us to try more interdisciplinary research. In 2021, 14 interdisciplinary disciplines were added across the country, which is also a strategic measure to strengthen national security capacity building, enhance the recognition of interdisciplinary disciplines among academia, industries, enterprises and the public, and provide a better channel and platform for the development of interdisciplinary disciplines.(4)The jarring environment of the dormitory.Students because of their different outlook on life, values and the previous living environment, so many times now living habits are not the same, some students do not sleep at night, the light, even if the voice and movement as low as possible is also a lot of gentle.But in the quiet

environment to sleep light students can still clearly hear, so it is difficult to fall asleep, after the night to go to sleep is difficult to enter the state of sleep.So there is no doubt in my mind that I will resent the classmate who does not sleep at night.Some students rhinitis serious, constantly wash nose, a meal down are eating while washing.And in a cramped dorm room.I feel indifferent.But other people are eating something or think it's disgusting.Several interviewees indicate that there is such a situation.It's just the adult world doesn't say it out loud.Over time, these are all foreshadowing the unstable relationship in the dormitory.Just one day a classmate happened around a little bad things, bad mood, unbearable.I just opened my mouth and said it.You can imagine the consequences of a bad tone. Plus the lack of timely psychological counseling.Revenge heart aggravation, the relationship is further bad.In the course of the survey, female students accounted for 66.28%.Male students accounted for 33.72%

The above five points are almost universal problems in most college dormitories in China, and are also the daily puzzles that puzzle college students.It is even a topic of discussion among students in various universities.Talented students everywhere, all kinds of descriptions, all kinds of metaphors make people laugh and cry.

2. Discussion

Many people know how clean the toilets are in Japan. Many ceos clean the toilet first when they go to work.And many public restrooms in Japan have posted signs forbidding eating in restrooms or fines.Why is that?In my country it's the complete opposite.The average Chinese may laugh at this for the first time, but in China toilets are filthy places.People don't want to go to the bathroom to eat even if they are paid, let alone go.China's reform and opening up has not lasted long and it is still in the early stage of socialism. There is still a gap between people's civilization consciousness and that of developed countries.So in colleges and universities is the birthplace of the motherland's culture, first of all, we should only start from the dormitory environment of colleges and universities. Next, we will discuss how to change the dormitory environment through college volunteer organization.

2.1 Attach importance to model learning culture.General Secretary Xi Jinping said that only when heroes are respected will there be many heroes.

China's Liaoning province has not only the Spirit of Lei Feng but also the spirit of Guo Mingyi.In particular, Anshan city of Liaoning province has widely publicized and popularized the volunteer spirit and concept, and constantly promoted the standardized construction of volunteer organizations.There was even the rumor that "people from the Northeast are living Lei Feng".It is suggested that colleges and universities carry out regular lectures on exemplary moral learning in each dormitory building.Enhance students' moral cultivation and ideological and political education.

2.2 Strengthen rewards and punishments for schools.

Although the dormitory administrator aunt group kept reminding to take out the garbage in time, but alsobecause of the epidemic, sent upstairs three times a day to urge each dormitory to take out the garbage.But most people do not implement, some dormitories put the garbage on the door of the dormitory, aunt in the past to check, quickly get back, aunt.Throw it out.It's all a cat-and-mouse game. She turned a deaf ear to her aunt's good intentions.Most students can not see the bacteria, think it is a storm in a teacup.Interviewee Xiaoyu's roommate thinks so.I have rhinitis, I like to solve it in the dormitory whether others are eating or not, the noise is also loud. She is very helpless to say that try to avoid roommates eat in the dormitory.And her roommate waited for a bag of toilet paper before throwing it out.In general, garbage is cleaned every 4 days. Finally, under her repeated persuasion, although she was not happy, she changed it to clean every 2 days.This phenomenon also exists through interviews with other dorms.

2.3 The school issued a clear reward and punishment system.

There is a school principal on the Internet who waits in the cafeteria to eat leftovers from students so that students do not waste food every day.This is a temporary relief.Why is there so little waste in cafeterias, when people eat in moderation?Because there's a penalty for waste.In view of the uneven quality levels of college students in Our country, a high degree does not represent high quality. The most direct and effective way is to increase the severity of punishment.Specific can draw lessons from the following policy (1) fine.If you are caught not flushing the toilet, you will be fined 50 yuan.

Garbage not classified found a fine of 20. Throw garbage to the washbasin fine of 10 yuan.5 yuan fine for making noise during rest time.Dormitory garbage not kicked out in time fine 5 yuan.Although the money is not much, people do not pay attention because the cost of the action is too low.The reason why there are so few thieves in Singapore is because the cost of being a thief is so high that people don't dare.(2) Reward system, reward found not to flush the toilet school reward 100 yuan, and in order to protect their personal privacy or not to be retaliated against in the future, the school should protect their personal information.Other behaviors are rewarded differently in turn.(3) The whole school notified and given punishment according to the serious circumstances.Found this situation in the public account of the school and the official website to give notice of criticism.(4) Establish personal civilization archives.I have heard of the integrity of the archives before, but with the continuous development of the society now, the degree of civilization feel that the requirements of improving, it is necessary to establish civilized archives for students in school.This will be the most severe blow to the uncivilized behavior of students.And reward those who volunteer for volunteer organizations.

2.4 Application of cooperative game theory model in university volunteer organization's environmental governance of university dormitory

Through the questionnaire survey, most people are willing to participate in volunteer organizations for volunteer activities.As an old Chinese saying goes, there are no permanent friends in the world, only permanent interests.Only when there is a certain interest relationship, people will have a strong desire to participate in the volunteer organization and will pay attention to it.According to the survey, 37.89% of students believe that they will participate in a volunteer organization only after they have obtained the volunteer organization.38.01% of the students said they would participate as long as they had time.20.16 percent of students think it is a waste of time to participate in volunteer organizations.In addition, 15.41% of the students said that they did not know how to participate and believed that the organization lacked regular publicity.While investigating the question that would most move you to volunteer.25.38%

think that a certain reward should be given.53.07 students think that they need no other encouragement to participate when they have time.15.69% of the students were most attracted by the opportunity given to Liu Xiao to participate in the volunteer organization.17.96 students think that giving certificates or credits is the most attractive thing to them.All these show that most of the students are caring. However, the operation of volunteer organizations will involve costs, and volunteers will first consider their own work in the process of participation.Volunteer organizations play a role as a bridge and link in the process of volunteers' participation in activities, which involves the interest relationship between university volunteer organizations and schools, as well as students (students are the main influent of university dormitory environment).This kind of cooperative relationship seeks to achieve a balance on the basis of certain interests. They coordinate with each other and form an alliance with certain binding force to seek the maximum interests within the alliance, and then share the total benefits of the cooperative alliance with this cooperation agreement.This theory emphasizes rationality between groups, and aims at efficiency, fairness and justice. In the process of cooperation, it discusses how groups can achieve benefit distribution and maximum under the interaction, so that everyone acts together for the same goal and forms a good and sustainable relationship [3-4]Cooperative game theory was formally proposed by John Von Neumann and Osker Morgenstern in 1944 [5].Volunteer and volunteer organization, so we only need to study the characteristics of cooperative game between volunteer organization and university. Cooperation itself has certain particularity.See Table 9 below

University volunteer organization (Table 2)[6]

Choose not to cooperate
Not cooperating 1, 1, 1,0
Cooperation 0, 1, 2,2

In the matrix of this table, there are two pure selection equilibria {1,1} and {2.2} and a mixed selection equilibrium (both university volunteer organizations and schools choose cooperation or non-cooperation with a probability of 1/2).University volunteer organizations and schools will not actively choose to cooperate during the game.A cooperative relationship in an environment of incomplete trust is not the best for either.In general, the volunteer organizations of colleges and universities are the leaders and the led, and usually the volunteers formed by the students in these colleges and universities do not give money.Very few colleges make reference to scholarships.The general dormitory environment of the university is outsourced to a third party, which also requires certain economic expenditure.Sometimes for various reasons, volunteer organizations do not take the initiative to talk about cooperation and interests with the school.Only {2,2} equilibrium is the most ideal effect in the game between college volunteer organization and school, which is pareto optimal Nash equilibrium in economics.All other equilibrium options can be improved, which is called cooperative failure.

Analysis of cooperative game between volunteer organization and university.Both sides have the characteristics of public welfare and non-profit.At present, most universities in China either out of incomplete trust or lack of communication, both sides will make favorable non-cooperation choices with the perspective of brokers.Both sides seem to be in a prisoner's dilemma.In fact, the principle of cooperation is different between the non-profit nature of schools and the non-non-profit nature of volunteer organizations.This leads to different levels of participation in the collaboration.In fact, the cooperation of university volunteer organizations in dormitory environment is not a simple game, but a process.Members of volunteer organizations in colleges and universities have already lived on campus and have a certain understanding of the dormitory environment, which may be better than teachers to know their classmates. Only when you have a complete understanding of a matter can you have a better say. Let the volunteer organization participate in the dormitory section.You can have a lot of expenses left over.If the money donated to the third party is used to support the volunteer organization, then there are some students from poor families who are particularly diligent. These students can join the volunteer organization, and then they can get some remuneration through their spare time to reduce the economic burden of their families.At the same time, I grew up.If the fire does not cooperate unilaterally, it will only reduce its own profits.Like word of mouth and civility. Because most of the people employed by third parties are middle-aged, they have little energy, drive and generally lack knowledge. However, in the cooperation, the two sides do not match, it will lead to the decline of each other's income and the overall income;But if you put less resources on the side, you make a little adjustment and you get a little bit more revenue overall.Take a dormitory building as the unit for cooperation. Assume that each floor is 6 floors high, and each floor is equipped with 4 volunteers to clean in turn, so that 24 students are needed. Then, each floor is equipped with an administrator.That makes a crew of six.There are two chief managers in a building.It takes 31 people to finish a building.Because everyone can work for 2 hours a day, so the salary is set at 1000 yuan a month, which is 31,000 yuan a month, and 400,000 yuan a year is more than wrong in this aspect.The school invested $400,000 based on past experience and current contract.At the same time, the financial situation of the students has been improved. By participating in the process of improving the dormitory environment, they have become more aware of the difficulties of life.Other students also see students in the answer, sometimes will be embarrassed.Will be less granted, students often hold some activities in the dormitory.The emotional exchange under the dormitory building and downstairs was reciprocated by mutual conversation.People comity harmony, civilized dormitory wind established, students in a good mood, good learning atmosphere.Such university reputation is the name card of the university.Based on the prisoner's dilemma, the game relationship between the volunteer organization and the lower school believes that if one party does not fully cooperate, its return on investment can be improved. The school invests 200,000 yuan and the volunteer organization invests 15 people, which increases the burden of these students and reduces the participation of long-term volunteers to some extent.Not conducive to the stable development of the organization.The inconsistent investment ratio, the mismatch between variable cost and fixed cost, and then neither side gets a higher rate of return on investment, but on the contrary, both sides get lower returns, and the high investment ratio leads to serious losses.If the cooperation environment is good, the two sides will not take the initiative to reduce investment.The benefits between volunteer organizations and schools conform to the short board

effect, that is, the degree of mutual investment determines the level of cooperation benefits.The overall benefit of cooperation depends on the former participation or less investment of both sides. There is a game between schools and enterprises.[7]

Based on the discussion, the game of conscience between the school and the volunteers can be determined, and both sides act in accordance with certain principles and rules.It can be considered that a special teacher is responsible for this section in the early stage. Make full use of the advantages of volunteer organizations, break the previous simple leadership relationship, grant certain rights, further optimize the mechanism of cooperation, and achieve a win-win situation.

3. Conclusion

In the United States, volunteer organizations have roots at the grassroots level and are a convenient means for people to express their wishes.And the service scope and involves a wide range of fields, including education, culture, medical care, health, social and family assistance, environmental protection and so on .They also have more money.Volunteer organization of rigid system and soft constraints of this aspect of experience value of China's study and combined with the actual situation of our country for reference. This paper mainly through the university volunteer organization and the university reached a cooperative game, students from poor families can go to school at the same time by participating in their favorite things to reduce their economic pressure, the university volunteer organization has been further developed and attention.Accumulate experience for entering society in the future.At the same time, the establishment of some rigid reward and punishment system, from the school level to pay attention to the college dormitory environment more concerned about the physical and mental health of students.Maintain good dormitory culture and dormitory environment.Every college student can have an unforgettable college or graduate life, and provide strong logistics support for their study and scientific research.At the same time, it also contributes to the civilized level of the school.

The sample in this paper cannot represent the whole university environment in China, and my own theoretical learning is not rich enough, so I may not be rigorous enough.In a word, the author will further study and explore volunteer organizations in his favorite field.

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Chinese Universities Lack a Course About Family Education

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Abstract: China's total fertility rate declined to 1.30, the lowest level in the record, as demonstrated by China's seventh national census data in 2020. This figure indicates that China has been among the countries with "a quite low fertility rate", classified by the international academic community. China's society has encountered a small tidal wave of "feminism" over the past decade, during which people dare to reflect and discuss the traditional Chinese concept of love and marriage on a larger scale, and the popularization and revelation of fertility-related topics more emerge. How- ever, these trends have also aggravated the phenomenon of "gender antagonism", "fear of mar- riage and childbearing" and "non-marriage and infertility" among young Chinese people. As China is in the stage of social transformation, the involution is pervasive in various fields, and the rate of national anxiety remains high. These negative social phenomena are deeply related to the traditional Chinese education system.[1]

Keywords: Family education；Chinese colleges

China is known worldwide for its test-based education, of which the competition is highly keen, and the reform of the Chinese education system is now urgent. Family education is a crucial link to the reform of the education system. Family education curriculum in a narrow sense refers to the knowledge content related to family and self-growth education, and in a broad sense, includes marriage education, sex education, childbirth and parenting education, mental health education, and others. These are urgently needed by young students but are still very deficient in the Chinese education system. Under China's traditional culture and special national conditions, education has been faced with a heavier task of the times, which affects the shaping of the national concept of marriage, the national mental health level, and the future direction of fertility rate.

1. Problems Encountered in Chinese Family Education at Present

1.1 Chinese-style parenting: grandparenting

In China, if you are a pregnant woman or the husband of a pregnant woman, the most fre- quently asked question when you meet your friends must be "When the baby is born, which el- der in your family will help to take care of the child?"

The grandparents assist the parents with the daily lives of their grandchildren and accompany them as they grow up, of which the concept of "grandparenting" is a form of family education respected by traditional Chinese culture, and has become a widespread social phenomenon in China, being a typical manifestation of Chinese family education pattern in the new era.[2] The latest "Survey Report on Grandparental Involvement in Family Parenting in Chinese Urban Areas" released by the Family Education Professional Committee of the Chinese Society of Education shows that nearly 80% of families have grandparental involvement.

Grandparenting is a double-edged sword, and the advantages are undeniable, that is, both young parents can work without delaying their personal career development, they do not have to sacrifice their personal pursuits, and the family income can be better ensured. But the long-term absence of parental role can easily lead to the future estrangement of parent-child relationship. Some studies have shown that the cognitive dependence level in children raised by grandparents is higher than paternal parenting or co-parenting, especially more highlighted in "interpersonal attribution " and "obedience to authority".[3]

In the context of economic pressures and grandparenting, Chinese young people are significantly weaker in independent ability. "Self-differentiation concerns the process of an individual's sense of self diverging from the multigenerational family system to which he or she is emotionally attached to and anchored to, and it is a key task in individual growth. The family of origin has a profound influence on children's self-differentiation. In the context of traditional Chinese family culture, the interaction patterns between parents and children prevent children from developing good self-differentiation due to an overemphasis on mutual emotional attachment".[4]If the cycle of grandparenting cannot be broken and optimized, then the younger generation in China will not be able to obtain a faster and newer evolution in parenting issues,

the quality of parenting will be greatly reduced, and the psychological health and sense of family education of the next generation will be hindered.

1.2 Anxiety and the trend of low fertility rate during the period of social transformation in China China is in a special historical period of social transformation. With reference to the

development process of modern countries, various mental health problems will always emerge in the period of social transfor-

mation. Coupled with the competitive examination-oriented education taking shape in China, the life anxiety of Chinese people, especially marriage anxiety and parenting anxiety, has attracted the attention of the whole society. According to media reports, marriage anxiety and child-rearing anxiety in China have become a social phenomenon that is difficult to ignore. "The current child-rearing anxiety shows the characteristics of social anxiety, such as competition anxiety, safety anxiety and health anxiety, reflecting a kind of social survival state, while the family anxiety is the epitome of social anxiety.[5]

In China, the only-child group in the 1980s and 1990s is extremely special, because they have no sibling family relationship, and enjoy the care and favor of their parents alone. Since the post- 80s and 90s have now reached the age of marriage and childbearing, they often need the support of their parents due to the high housing prices and child-rearing costs. Thus, the intergenerational relationship is closer, and the influence of the original family will continue to be passed on to three generations.

In addition, the new media communication is characterized by high speed, fragmentation, low information quality, and difficulty of distinguishing between true and false, and between good and bad. The communication mechanism of social networks makes emotional messages easier to attract attention and resonate emotionally, thus aggravating the anxiety of some parents. As a result, the negative emotions of unease will infect more young people through online media, spreading the anxiety to more people.

2. The Necessity for Establishing Family Education Courses in Colleges and Univer- sities

2.1 What should be covered in family education courses

2.1.1 Marriage and Relationship Education

In October 2020, China Youth Daily launched a questionnaire survey to 1,028 college students nationwide, the results of which showed that 88.23% of college students support establishing relationship courses in college.

In 2021, a piece of news was forwarded by multiple major media that Yu Feng, a professor, dean and doctoral supervisor of the Department of Psychology, School of Philosophy at Wuhan University, gave a lecture on "The Psychology of Love" at the university. The classroom was fraught with so many students that even the hallway outside the classroom was also full of stu- dents, who tried to see and hear through windows. Professor Yu said that the original intention for offering the "relationship course" is that he found that unhealthy relationships often exist among college students, and even serious ones can affect the students' sense of values.

College students are facing the social pressure of work, marriage and children soon after graduation, and thereby marriage anxiety has long entered the university campus. Marriage and relationship courses have become the preparation by many college students to learn family knowledge before entering society.[6]Mr. Huang Daiqing, the head of Shenzhen University's "Peo- ple and Society" course, once set up a marriage and family class in his teaching program. He asked the students to give feedback on "the most wanted knowledge about marriage", and the students' responses included: how to know themselves, the pros and cons of cohabitation, how to protect themselves in cohabitation, how a man should be responsible for his girlfriend, how to learn to refuse, and others. Mr. Huang said that based on the feedback, college students nowa- days also have a desire to know more about marriage and sex.

2.1.2 Sex education

In China, sex education is still a relatively backward content, and a subject that needs to be studied and of which appropriate scale needs to be set. In 2019, the top international academic journal Science published an article from the Chinese CDC and Tsinghua University School of Medicine titled "HIV upsurge in China's students", which stated that according to the data from Chinese CDC, the number of college students newly diagnosed with HIV has increased by 30% to 50% annually over the past few years. The growing epidemic disease is due to a lack of sex education among young people, which leads to a lack of safety measures, negligence and risk- taking.

Wang Cuntong, a professor at the School of Sociology and Psychology, the Central University of Finance and Economics, gave a course named "Sexual and Reproductive Health of University Students", in which he pointed out that the four major problems recognized by the sexual and reproductive health community with regard to the current situation of the sexual health of uni- versity students were: premarital sex, unsafe sex, the infection rate of sexually transmitted dis- eases, and the rising proportion of unmarried pregnancies and abortions. According to data, as many as 13 million abortions are performed in China every year, with women under 25 years of age accounting for more than half of the total. College students have even become the "main force" of abortion. Among female adolescents who have premarital sex, over 20% have unexpect- ed pregnancy, of which 91% end in abortion.[7]

Referring to sex education from an international perspective, countries such as the Nether- lands and Sweden are developed countries recommended by UNESCO for sex education. These countries do not have sex education courses in their universities, but their sex education starts from kindergarten and continues through primary, middle and high school, and by the time it comes to the university level, sex has entered the level of scientific research, rather than the stage of learning. In China, on the contrary, it is the lack of sex education in primary and middle schools that has made sex education in universities a very urgent task.

2.1.3 Knowledge of fertility and child-rearing education

The sex education is deficient in the Chinese education system, let alone the almost zero knowledge of fertility. By searching online, the author can hardly find literature on knowledge about fertility on campus, but a glimpse of students' demand can be found in one survey. In a re- port titled "Research on Fertility Health Education Courses in Colleges and Universities", re- searchers distributed 720 questionnaires in a Chinese university during the 2010-2012 academic year, of which results showed that university students' main sources of sex knowledge were the Internet, television and newspapers and magazines, a few came from exchanges with school- mates, and less than 8% came from family and school education. Only 16.6% of students knew about contraception and birth control, but almost no one knew about eugenics and healthcare during pregnancy and childbirth periods. 85.6% of university students believed it is necessary for them to know about fertility, and 82.1% thought it was necessary to offer such a course on fertility and rearing in college.[8]

Fertility education classes are a logical extension of sexual health education. Learning about perinatal care, breastfeeding, infant and child health, pregnancy, abortion, and others, helps to establish a correct view of pregnancy and rearing among young people and improve fertility health, thus improving the quality of the entire population in the long run.[9] The popularization of fertility science in China is very limited that many people become parents in a hurry without the opportunity and time, or even the awareness, to study proper knowledge, which is a great hidden danger in the education of the next generation.

The lack of knowledge and learning within is the cause of parenting anxiety and marriage anxiety, not just out of financial pressure. In a situation of uneven and polarized information, schooling has the advantage of systematically imparting to students the knowledge they need in the most scientific and objective way, helping them to shape their own ability to think, examine and judge, so as to make better decisions for their own future lives.

2.1.4 Mental health education

At a time of rapid change and growth in personal cognitive development, the establishment of mental health courses in university will not only popularize the importance of mental health for young people, but also enhance their awareness of mental health care and psychological crisis prevention, reduce the prejudice towards psychological education and counseling of the younger generation, understand their own development, cultivate continuous self-improvement after graduation and improve their psychological quality.[10]

Aiming at the university student group, the Basic Requirements for Mental Health Courses for Students in Colleges and Universities lists seven types of psychological problems they are likely to encounter.

（1）Career planning and capacity development during university

（2）Psychology of learning

（3）Emotion management

（4）Interpersonal communication

（5）Sex psychology and romantic psychology.

（6）Stress management and frustration coping

（7）Life education and psychological crisis coping.

The problems of anxiety and mental illness in Chinese have called for earlier intervention of professional psychological education in universities, and the establishment of mental health courses in universities can break the backward perceptions of mental problems and prepare to reduce the psychological problems of the next generation of young people.[11]

2.2 The importance of stage of higher education

2.2.1 Physical and psychological development needs and enters the mature stage

Since the marriage ban for college students has been lifted in 2013, Du Huiping, member of the CPPCC National Committee and vice president of Chongqing University of Posts and Telecommunications, once said: "the group of college students is a very special identity. They are both students and adults. They need to correctly handle the relationship between love, marriage, family and studies, and also need to play the role of students and adults." If we can set up mar- riage and family education courses in universities and set up certain credits to increase the attrac- tiveness of the discipline, family marriage education courses can become a compulsory course for most students.[12]

From the perspective of physical development, college students are in the stage of transition from adolescence to adulthood, and sexually mature young men and women begin to be curious about their bodies. At this time, it is necessary to strengthen education to enable young people to learn how to protect themselves. As for the perspective of psychological development, due to the long-term examination-oriented education in China, students' ability of autonomous learning is poor. Therefore, when they start to learn in colleges and universities without the supervision by teachers, there will be some confusion, annoyance caused by love problems, conflicts with their original families, and others.[13]

2.2.2. Concentrated group of the educated

Setting up family education courses in colleges and universities is the last chance of concentrated time for young people to learn before leaving the campus. After graduation, students will be employed by different companies at various areas, and it will be difficult for them to have the opportunity to carry out popular science education for them.

Therefore, the college period is a stage of collective education. Compared with the app or web- based courses that people use for family education and learning after entering the society, offering family education courses in colleges and universities is a way to achieve the best teaching effect.

2.2.3 Mature education conditions

Recently, the website of the Ministry of Education released a "Proposal on Setting up Family Education Majors in Relevant Colleges and Universities to Train Professionals for the Construc- tion of a Family Education Guidance Service System Covering Urban and Rural Areas". Accord- ing to the proposal, in recent years, the Ministry of Education has actively promoted colleges and universities to strengthen the construction of family education-related majors and courses, so as to improve the quality of personnel training. China has realized the importance of improving the educational curriculum in schools, and thereby it is necessary to train more professional teachers to promote the program.

China will continue to support normal universities and other qualified universities to set up family education-related majors in accordance with the law, support colleges and universities to strengthen the construction of courses related to family education, and promote the sharing of high-quality curriculum resources. to provide a reserve of professionals for the construction of a guidance system for family education covering urban and rural areas.

2.2.4 Limited conditions for social learning

In China, the new generation of parents are very anxious. They spend a lot of money to send their children to receive education from top schools, participate in competitions, and achieve excellent grades. The university offers the course of "Family Pedagogy"

to educate college students, enabling these potential parents in the future to have access to these extremely important knowledge and skills in their future life as soon as possible, and have the consciousness of learning pedagogy in advance. At the same time, students can realize the importance of pedagogy for self-development and growth, such as the importance of mental health, relationship, communication skills and others. When they enter the society in the future, they will have a stronger ability to identify information, and will not be kidnapped by anxiety, creating a more scientific and happier growing environment for themselves and their families and children.

3．Conclusion

Over the past 70 years since the founding of People's Republic of China, the cause of educa- tion and the historical and economic process have undergone enormous changes. Since the re- form and opening up, China has always regarded the development of education as the core task. China has established the largest education system in the world, but the road of education reform is still very long and full of challenges.

In today's Chinese society, low fertility rate, national anxiety and various kinds of social con- traditions have attracted the attention of the country. The author believes that by promoting the establishment of family education courses in colleges and universities and setting up multi-di- mensional, high-quality and appropriate curriculum arrangements, the long-term negative cycle in Chinese education and culture can be broken, helping future young people to supplement the required courses of life in the high-quality learning environment on campus, assisting young people in receiving marriage education, sex education, childbearing education and mental health education scientifically, improving the mental health level of the younger generation, expanding physical fertility knowledge, and increasing the national quality.

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Study on Prevention and Intervention Policy of Primary School Children with Depression in China

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Abstract: In recent years, the mental health problems of primary school children in China have become prominent, which are widely concerned by the government, academic circle, and many other sectors of society. This paper analyzes the psychological problems and causes of primary school children and points out some main psychological problems faced by primary school children, such as prominent depressive mood, serious anxiety. Based on this, it is proposed that the current situation of primary school children with depression in China is not optimistic. Through comparing the policy construction of mental health education in China and the United States as well as other developed countries, this paper compares and analyzes the differences existing in mental health education policies in primary schools between China, Europe, and the United States. Besides, it probes into the inspiration to mental health policy system in China and puts forward the reflection and countermeasures for the prevention and intervention policies of primary school children with depression in China, thus improving the professional methods for prevention and intervention of primary school children's depression. At the same time, broadening the channels of prevention and intervention support for primary school children with depression, and establish an ecological system for this symptom, to provide a reference for the prevention and intervention policy of primary school children's depression in China.

Keywords: Primary school children; Depression; Prevention; Intervention policy

Psychological Problems and Causes of Primary School Children
Research Contents
Research Objects

This study selects Children aged 6-12 years old from JM Primary School as research objects and the random sampling method is adopted. 10 children with depression tendency from six grades are selected as subjects for conducting survey.

Research Method

Based on case study, this study evaluates mental health of service subjects to obtain a more accurate understanding of the children's psychological conditions.

Scale Method. This study adopts the "Social Anxiety Scale for Children (SASC)" and the "Children's Depression Inventory (CDI)" to evaluate children under test.

Scale I: Social Anxiety Scale for Children. In terms of the emotional, cognitive and behavioral items in children's social interaction of this scale, studies carried out by Li Fei, Su Linyan and Jin Yu in 2006 showed that the contents of SASC is simple and can be used for the assessment of social anxiety symptoms in China.

Scale II: Children's Depression Inventory. CDI is currently the most frequently used self-rated scale. CDI only requires the first grade reading level to understand. Many assessment results showed that the Children's Depression Inventory is suitable for domestic primary and middle school students.

Participatory Observation Method. Observers enter the life of people being observed to observe their language, and the way they get along with others, etc. Through going deep into their life world, the observer's study and do activities with them in the process of service, to understand their interpretation of the meaning of their actions.

Interview Method. The face-to-face communication with children is conducted through the structured interviews to collect objective and unbiased information, look into the family structure and psychological state of children, accurately evaluate the living environment and mental health of children.[1]

Major Psychological Problems Faced by Primary School Children
Prominent Depressive Mood

The symptoms of depression will affect the study and life of primary school children. Studies show that depression of primary school children has the following several characteristics: the first one is significant unhappiness lasting for a long time, patients feel depressed, unhappy and being silent. Second, patients are easy to get angry, their academic performance is decreasing, and they are tired of learning.[2] Third, a strong sense of self-abasement and helplessness. Fourth, a strong sense of helplessness, and may even

lead to suicidal behavior. [3]Ten children with psychological problems are randomly selected at S Primary School for testing, and the results are presented in Table1:

Table 1

Pre-test Results about Depressive Mood of 10 children in JM Primary School

No.	A1	A2	A3	A4	A5	A6	A7	A8	A9	A10
CDI level of depression	27	26	23	25	18	28	21	25	29	20

Note: The highest score of the CDI scale is 54 points. When the score exceeds 21 points showing the presence of a depressive mood. The higher the score indicates a higher level of depression. (See Appendix I for the specific scoring criteria)[4]

The evaluating results show that the score of 8 children under test exceeds 21 points (i. e., with the depression tendency), which represent as:

Lack of Correct Self-cognition. In the test, it was found that 2 primary school children showed arrogance and the other 8 students showed self-abasement. The children who are arrogant will deliberately attract the attention of other people, while children with self-abasement think they are a failure, they are too stupid and not smart, showing a relatively low self-awareness. [5]The family situation of A7 is there are three sisters and grandparents, all people in this family are supported by his father. When the child firstly entered the school, he even dared not look at other people's eyes. A5 is from a good family, and child always shows off his prosperity in school to gain continuous attention from others. A1 considers his family is poor, so he is unwilling to stand together with others; A10 thinks it is childish to play with others. A3 described his friend like this: the two staffs are mentally abnormal, so they became friends.[6]

Severe Anxiety

Childhood anxiety is the most common emotional disorder, mainly showing uneasy behavior and functional disorder of nervous system. In addition, students' academic performance decline, conflicting with other students due to irritability and then running away from home.[7]

Learning Anxiety. Ten children selected in the test lack motivation and efficacy in learning. They think they are not suitable for learning and think themselves are too stupid; some students do not study and get poor grade deliberately; some students cannot concentrate in the class; some others are afraid of learning. As a result, they are unable to listen attentively in class, and they lack self-confidence even more, thus falling into an infinite loop. Some primary school children would rather work at home than go to school.[8]

Analysis of Factors Affecting the Psychological Problems

There are many reasons to explain why children are in difficulties. First, their own reasons, such as disabled children, etc. Second, influence of social factors, for example, poor relationship among peers, family conflicts and so on. But some children can face these problems actively. With the in-depth study of resilience by scholars, they find that more emphasis should be placed on the process of interaction between the individual and the environment.[9]

Family support. Family support refers to the active and positive guidance of family members on children's rearing pattern and educational attitude. In the test, the 10 children of JM primary school got low scores in terms of family support dimension, which showed that primary school children would not seek comfort and support from their families when encountering difficulties and pressure. [10]The relationship between parents and children is indifferent, parents and guardians lack the skills to communicate with their children, thus causing the children's self-cognition bias.

Family members lack of communication. Some scholars have found that if children are separated from their parents before 6 years old, it will have adverse impact on the development of parent-child relationship; the longer they are left at home, the greater the negative impact. Due to the long-term separation, children can only connect with parents through telephone or the Internet, so the communication between parents and children becomes more and more rigid. [11]Under this condition, most of them feel uneasy and fearful, thus taking themselves as redundant people, and their self-efficacy gets lower and lower.

Family is the most important place for socialization of children. Whether family function is fully exerted is related to the degree of children's biased behavior and psychology. From the test, 7 of the 10 children came from single-parent families, and this family structure would have a negative impact on children's physiology and psychology. In addition, there are situations in which grandparents or other relatives take care of them.[12] Because the guardians cannot provide appropriate conditions for their growth, family dysfunction is not conducive to the healthy growth of children.

School Factors. School is an important place for socialization of children, and the environment in the school will have an impact on children's mental health. Children spend much more time in school than in their families. Any situation in life that poses a threat to their body and mind may lead to psychological depression. Due to the implementation of the boarding system, the relationship with teachers and peers of children has become especially important. However, teachers cannot take care of every student, which leads to many problems with boarding children.[13] Some primary school children have difficulty in economy, and they are not good at expressing themselves, besides, education of school mostly pay attention to cultural knowledge and grades, so the problems of primary school children cannot be solved well. Since the teacher cannot take care of all children, some of them who are not cared by teachers would think they are too stupid, this condition may intensify their psychological problems. Although specialized psychological counseling room is set in school, but there are no professional personnel. Even though regularly talking for students is conducted by related teachers, but many students said they are afraid of being called to the "psychological counseling room". [14]A2 said: "I will never tell teacher the secret in my heart." A10 said: "The teacher indiscriminately affirmed that I did the bad thing, and I began to hate her ever since." Teachers tend to "label" students, which is an obstacle to carry out the mental health education in JM primary school.[15]

Suggestions on Improving the Prevention and Intervention Policies of Primary School Children with

Depression in China

Professional Methods for Improving the Prevention and Intervention of Primary School Children with Depression

In the process of prevention and intervention of primary school children with depression, the government, educational institutions and volunteers serve as supporters, advocates and enabling roles for primary school children. They endow the prevention and intervention of depression in primary school children with richer contents and connotation, which is more in line with the needs of primary school children, so that the multiple needs of primary school children can be met to the maximum. [16]

The prevention and intervention team of depression in primary school children can be composed of graduate students with social work education background from colleges and universities. [17]The professional practice team and supervision team can provide professional guarantee for the prevention and intervention of depression in primary school children and narrow the distance between social workers and children. Compared with non-social work professionals, professional teams know more about existing problems, and they adopt the non-critical ways to get along with primary school children, which has become an important reason for changing the present situation of primary school children. [18] Growth is a complex psychological and social process that occurs deep inside the human body. Children have a desire to build relationships with elder people in their hearts, and they need role models in life to stimulate the desire for change. Therefore, the professional prevention and intervention of depression in primary schools can apply medicine according to indications. [19] What's more, professionals carefully observe and feel the hearts of children, and then providing love as well as love companionship for them. Through using life to influence life, they are "navigators" and also the "companions". [20]

Broadening Support Channels for Prevention and Intervention of Primary School Children with Depression

In the process of service, we found that primary school children face multiple and complex difficulties, which is inseparable from their families, schools, the society and other environmental factors. [21] Government, educational institutions and volunteers are involved in the entire ecosystem of primary school children, that is, the intervention of primary school children with depression.

We adopt the case work method to serve primary school children, thinking that it is not superfluous to give primary school children "more love", and devote ourselves to solving the psychological confusion of them. Through using the professional method of group work to carry out academic counseling program for primary school children, so as to help primary school children improve academic performance and improve their independent learning ability; in addition, helping them to improve initiative and ability in social communication. [22]The professional team improves current situation of family guardianship by carrying out parent-child family classes. At the same time, conducting publicity activities on related knowledge about children protection, so as to promote the change of awareness and behavior in the macro environment system of primary school children. For the work carried out for primary school children, we need to link a variety of channels to achieve constant protection, in order to make services accessible [23]

Conclusion

This paper analyzes the physiological, psychological, and social factors behind primary school children's depression. This paper holds that it is necessary to construct extensive social support from the aspects of family, peer, and school by stimulating children's inner potential. Stimulating psychological flexibility is the key to improve the mental health of primary school children.[24] As for the mental health of primary school children, attention should be paid not only to the application of direct service methods, but also to the implementation of indirect service methods. [25]It is necessary to improve the professional methods for the prevention and intervention of primary school children with depression in future services, to establish an effective prevention and intervention system. However, there are also deficiencies and limitations in this research. Firstly, because of the different economic conditions in different regions of China, there are great differences among these regions in educational resources.[26] Since the primary school students in Shanghai are selected as the research group, the research results can only reflect the psychological status of children in high-income areas in China and it is not an overall reflection of the psychological status of children in the whole country. Although there are similarities in psychological problems of children across the country, the differences should also be taken into account in the problem-oriented research. Secondly, the policy suggestions are put forward in this research through the comparison of prevention policies for psychological problems of children in China and the prevention policies for psychological problems of children in the United States and other developed countries.[27] However, there are great differences between China and the United States in education mode and family structure. The policies in the United States may not be applicable to China in terms of the current social background and political system. [28]Therefore, the formation of a complete prevention policy needs to go through the test of practice and modification. Finally, the changes of psychological problems of children over time are not considered in this research.[29] With the development of the times, the psychological problems of children tend to be diversified and multi-level. The improvement of prevention policies with the change of time is also an issue that should be taken into consideration. [30]

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Appendix

Appendix I: Social Anxiety Scale for Children (SASC)

Instruction: There are some sentences to describe what you feel at this moment. Please read each question carefully and draw "√" on the appropriate numbers to indicate "how you feel now".

There is no right or wrong for your answers. Even though it doesn't need to take too much time for thinking, you should answer by following you're really feeling at this moment. If you do not understand the question, please mark a "?" behind it to show you can't answer.

	Never 0	Sometimes 1	Always 2
1. I'm afraid of doing something I haven't done before in front of other children.	0	1	2
2. I'm afraid of being teased.	0	1	2
3. I feel shy when I am surrounded by children I don't know.	0	1	2
4. I rarely talk when staying with other children.	0	1	2
5. I'm worried about what other people think of me.	0	1	2
6. I think other children make fun of me.	0	1	2
7. I feel nervous when talking to strange children.	0	1	2
8. I'm worry about what other people will say about me.	0	1	2
9. I only talk with children that I am very familiar with.	0	4	2
10. I'm afraid that the other children would not like me.	0	1	2

There are 10 sentence entries in the Social Anxiety Scale for Children to describe the feeling at this moment, including two dimensions: the first one is afraid of negative evaluation (entries 1, 2, 5, 6, 8, 10); the second one is social avoidance and distress (entries 3, 4, 7, 9), and the entries are scored from 3 levels (no question =0; sometimes there are problems =1; often has problems=2). The highest score is 20 points, if the score is more than 11 points, it indicates the anxious emotion, the higher the score, the worse the social anxiety disorder in children.

Appendix II: Children's Depression Inventory (CDI)

Introduction: According to your actual feeling in the last two weeks, please mark "√" in the □ to choose the item that suits you best, you only need to choose one answer for each question.

1 □ I feel unhappy occasionally □ I another feel unhappy □ I always feel unhappy
2 □ I cannot solve any problem □ I can solve some of the problems I encountered □ I can solve all problems I encountered
3 □ I never make mistakes when I do anything □ I occasionally make mistakes when I do things □ I always make mistakes when I do things
4 □ I feel fun in doing most of things □ I occasionally feel fun in doing something □ I never feel fun in doing anything
5 □ I always act like a bad child □ I often act like a bad child □ I occasionally act like a bad child
6 □ I occasionally worry about the happening of bad things □ I often worry about the happening of bad things □ I always worry about the happening of bad things
7 □ I hate myself □ I don't like myself □ I like myself
8 □ All the bad things are my fault □ Many bad things are my fault □ A few bad things are my fault
9 □ I have no idea of committing suicide □ I once thought about committing suicide, but I'm not gone do it □ I might commit suicide
10 □ I feel like crying every day □ I often feel like crying □ I occasionally feel like crying
11 □ There are something always bother me □ There are something often bother me □ There are something occasionally bother me
12 □ I like to stay with others □ I often don't like to stay with others □ I always don't like to stay with others
13 □ I always can't make up my mind when something happens □ I often can't make up my mind when something happens □ I am easy to make up my mind when something happens
14 □ I am very beautiful □ I am not pretty □ I am ugly

15 □ I always force myself to do homework □ I often force myself to do homework □ I finish homework easily
16 □ It's hard for me to sleep every night □ I often cannot sleep well in night □ I sleep very well
17 □ I occasionally feel tired □ I often feel tired □ I always feel tired
18 □ I always feel like I don't want to eat □ I often feel like I don't want to eat □ I have a good appetite
19 □ I don't worry about physical pain □ I often worry about physical pain □ I always worry about physical pain
20 □ I don't feel lonely □ I often feel lonely □ I always feel lonely
21 □ I always feel going to school is boring □ I occasionally feel going to school is interesting □ I often feel going to school is interesting
22 □ I have many friends □ I have some friends, but I hope to have more friends □ I don't have any friend
23 □ My performance in school is pretty good □ My performance is slightly worse than before □ I used to be good at learning, but now I'm poor in learning
24 □ I will never be as great as other children □ If I try hard, I would be as great as the other children □ I am as great as other children
25 □ No one really loves me □ I can't be sure that someone loves me □ I am sure that someone loves me
26 □ I usually do what people ask me to do □ I sometimes do what people ask me to do □ I never do what people ask me to do
27 □ I get along well with others □ I sometimes fight with others □ I often fight with others

There are 27 questions in the Children's Depression Inventory, which is divided into five dimensions: lack of pleasure, negative emotions, negative self-esteem, low efficacy, and interpersonal problems. Each question consists of three sentences with different frequencies (e.g., occasionally, often, always), they are scored at the range of 0-2 points, with the highest score of 54. If the score is more than 21 points, it indicates the depression emotion, the higher the score, the higher the level of depression.

Analysis Of Oversea Supply Chain——Oversea Procurement Center

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Abstract: The combined research & analysis of the current model of supply chain management of the XX Oil&Gas Co. and the operational model of the business has concluded with a-few areas that requires improvement to achieve an efficient & effective supply chain that is able to give XX Oil&Gas Co. an edge to compete on the international level. Focus points will include coordinating inter-division supply chains instead of working as separate entities, to strengthen the supplier management, optimizing inventory control and resource management, implementing automation and new technology to enable efficiency. Organization structure and human resource is also important, requiring staff with proper skill sets and training. The implementation of the new world-class supply chain will embody XX Oil&Gas Co.s spirit of low-cost, high-output while maintaining good safety records, quality results for clients leading to customer satisfaction and longer term business dealings ensuring good profit margin and growth. This will guarantee XX Oil&Gas Co. to hold on to the top spot in the ultra-competitive international market. Singapore as XX Oil&Gas Co.s supply chain hub. Objectives of supply chain management,Right Product, Right Time,Right Quantity,Right Quality,Right Status and Right Place.

Keywords: This Article Will Focus on Procurement;Logistics, Warehousing;Procurement Network;Logistics Network and Warehouse Network.

1．Section1 Procurement Information

Objectives of procurement management: Right Product, Right Time, Right Quantity, Right Quality, Right Status, Right Price combined with constant cost saving. (Effective cost control).

1.1 Supply Resources

Cost saving through sourcing & introduction of new (better) supply source. OEM (Original equipment manufacturer), OEM subsidiary supplier, Local Distributor(agent), Trading House.

Methods to gather supply information: internet, manufacturer website, customers recommendation & oil company recommendation, trade fairs like OSEA, local survey etc.

This section will touch on some material supplier and service vendor which we have been in business with before. Most of the suppliers have their presence in Singapore, USA & Europe etc. Also some OEM, such as NOV, CAT, CUMMINS, SHAFFER, CAMERON, HYDRIL, GE. Scare resources such as competent service engineers and spare parts at local countries in which we are drilling in; the repair of these critical equipment will mostly have to be done in Singapore, and also the OEMs do not stock the material, parts, equipment in many of the operational areas we are working in, however these can be easily bought in Singapore. Although many of our spares originate from Europe, USA; the OEMs have offices in Singapore in which we can readily reach out to and consolidate our purchases for high efficiency and cost effectiveness.E.g. Below are some supplier and vendor information[1].

1.2 Singapore (E.g. Major Vendors)

Overview of Singapore resources

Singapore is a regional hub with huge presence of major oil & gas / offshore drilling suppliers / service providers / distributors.

75%of expenses on drilling equipment/well control/power generation.

Discount rates depends on transaction volume.

Consolidation to secure higher cost savings & increase competitive edge of XX Oil&Gas Co.

2. Major shipyards specializing in offshore rigs / platforms / O&G projects; Sembcorp Marine & Keppel Group.

Enabling XX Oil&Gas Co. to leverage on their strength for full spectrum refurbishment / Special Periodic Surveys & many other support.

Stable economy, political condition

Low GST, Tax exemption for parts order and re-exported

Strong legal system
Stable & secure supply chain network
Strong & reputation banking / financial hub
Bilingual / Multilingual workforce

country	name	grouping	descr
Singapore	ABB Industry Pte Ltd	Manufacturer	1-ISO-Approved
Singapore	Cameron (Singapore) Pte Ltd.	Manufacturer	1-ISO-Approved
Singapore	Caterpillar Asia Pte Ltd.	Manufacturer	1-ISO-Approved
Singapore	NOV Rig Solutions Pte Ltd	Manufacturer	1-ISO-Approved
Etc.			

2.1 United States (E.g. Major Vendors)

country	name	grouping	descr
United States	Friede & Goldman Ltd	Manufacturer	4-Under Review
United States	NOV Grant Prideco, L.P.	Manufacturer	1-ISO-Approved
United States	Hydril USA Distribution LLC	Manufacturer	3-Good
United States	IADC Publications	Service	3-Good
Etc.			

2.2 European Union (E.g. Major Vendors)

country	name	grouping	descr
Scotland, UK	Aberdeen Skills and Enterprise Training	Training School	2-Very Good
Germany	Besi Marine Systems GmbH & Co. KG	Manufacturer	3-Good
Italy	MEP Pellegrini Marine Equipments SRL	Manufacturer	4-Under Review
France	NOV-BLM	Manufacturer	2-Very Good
Etc.			

2.3 Norway (E.g. Major Vendors)

country	name	grouping	descr
Norway	DNV Maritime, Approval Centre Norway	Service	1-ISO-Approved
Norway	NOV - National Oilwell Norway AS	Manufacturer	1-ISO-Approved
Norway	Tamrotor Marine Compressors AS	Manufacturer	1-ISO-Approved
Etc.			

And other resources Cameroon/ New Zealand/Malaysia/Thailand/Indonesia/Myanmar etc.

2.4 Shipyard and Wharf

Distribution of Shipyard or Port
E.g. Below list is only about some big shipyard which can accommodate out jack up rig stacking or repair in Southeast Asia.

Country	Shipyard
Singapore	Keppel Fels Shipyard, Jurong Shipyard, PPL Shipyard, etc.
Indonesia	ASL Marine Holdings Ltd, Paxocean Shipyard, Bintan offshore of Keppel Fels, etc.
Malaysia	Tanjung Langsat Port, MMHI.etc.

2.5 OEM Special Pricing Agreements

Cost savings through mid-long term agreements.
E.g. OEM:Cameron/GE/NOV/MH annual discounted rates on list price.
Cameron (Singapore) Pte Ltd.   20%
NOV Rig Solutions Pte Ltd.   22%~40% +7% Market Condition Discount
GE DRILLING ASIA Pte Ltd.   17.5%
MHWirth (Singapore) Pte Ltd.   2%-5%

Etc.

3. Section1 Logistics information

Logistics Overview

Objectives of logistics management: To execute & manage worldwide shipments to & from various origins & destinations efficiently, safely and economically.All procurement, logistics transportation and warehousing related work of the project, as well as global supplies equipment resources deployment of work.There are more than 30 regular cross-border freight lines.Global cross-border transport and local collection involves more than 1000 shipments per year.On ground operation management, close monitoring of professional logistics service providers to achieve high efficiency which will derive to more value for money services.Accessing new drilling project which involves new region and country in perspective of Procurement, Logistics management and warehouse base. There are various measure being established to access and evaluate the credibility of information such as obtaining from manufacturer website, recommendation by XX Oil&Gas Co. client & Oil Company and local survey.Type of transportation being engaged: Airfreight, Sea Freight, Land Transportation & Transhipment.

3.1 Logistics/Collection Hub

3.2 Logistics Procedure

The main operating process:Delivery Note provided by Supplier - Logistics Provider arrange for collection/Delivery - Shipment received by end user. Before preparing the products for delivery, the supplier must contact the Singapore procurement team to verify that the PO is valid. E.g. any special.controlled cargo, DG cargo, at this time, the supplier must provide relevant supporting documents which required by customs for clearance.Give an example.Shipment from USA to DLA/ Sea freight – Air freight；①Received DO from Vendor.②Prepare XX Oil&Gas Co. CIPL "Match with DO received from vendor against Purchase Order".③Notify appointed forwarder for shipment collection with XX Oil&Gas Co. CIPL. ④Provide End Users Certificate to Vendor/Manufacturer. ⑤Receive Booking Confirmation from Forwarder. ⑥Inform Vendor XX Oil&Gas Co. appointed forwarder information for shipment releasing. ⑦Scheduled for shipment collection from Vendor. ⑧Weighing and launching this shipment to Carrier by forwarder. ⑨Request ECTN, PR and NIF from AMT (Destination Forwarder). ⑪After received the cargo, shipment to be loaded on Vessel and receive draft BL. ⑫Draft BL to be vetted by destination forwarder (DLA). ⑬Upon received of confirmation from AMT DLA, the original BL to be issued. ⑭Original BL together with the original CIPL to be send over to DLA.⑮Monitor on the shipment arrival status in DLA when the ETA of the shipment is approaching.⑯Continue monitor and notify destination counterparts should there be any changes on the ETA of the shipment.⑰Upon shipment arrival in DLA (Cameroon), Destination Forwarder to proceed with customs clearance (Approximately 3-5 Working Days). ⑱Shipment cleared and delivered to XX Oil&Gas Co. warehouse in DLA.

3.3 Logistics Service Provider Resources

XX Oil&Gas Co. Appointed International Freight/ Logistics Provider.

Jobs/ Shipment will be awarded to forwarder based on their strong lane of shipment. By doing so, XX Oil&Gas Co. will achieve greater efficiency and cost effectiveness. Selecting the right freight provider based on the commodity and destination of the shipment will significantly reduce the amount of risk involved (Shipment Discrepancy/Lost/Theft) and smoothen customs procedure over at destination country.

3.4 Mode of Transport/ Logistics Arrangement

3.4.1 Mid-long Term Agreements

To increase the efficiency and economically sensible, we have proceed to adopt mid-long term agreement so that we would be able to shortlist and engage the right forwarder based on individual forwarder strong line. In this agreement, XX Oil&Gas Co. have Include cross-border & local transportation (Singapore). In addition, there are more than 20 regular cross-border shipment to support XX Oil&Gas Co. operation at different country.

3.4.2 RFQ/IFB (Request for Quotation)

When a special shipment which doesnt fall under the coverage of XX Oil&Gas Co. agreement with appointed forwarder, RFQ will be activated to secure the best deal for XX Oil&Gas Co.

In precise, this apply to Non-agreement (Shipment not listed in agreement), special (Project Shipment/ ODD SIZE cargo), New project (New country & area) for every shipment.

3.5 Customs Rules and Regulations

Below information provides a quick guidance & references on the import & export procedures for those who wish to import & export goods into respective country Singapore/ UAE/ Malaysia/ Indonesia/ Thailand/ Papua New Guinea/ Cameroon/ New Zealand & Myanmar.

Singapore (E.g. Main Hub)

3.5.1 Activate Customs Account

Declaring Entities that intend to engage in import and/or export activities in Singapore, or appoint a Declaring Agent to apply for customs import, export and transhipment permits or certificates through TradeNet have to:

Register with the Accounting and Corporate Regulatory Authority (ACRA), or the relevant Unique Entity Number (UEN) Issuance Agency to obtain a UEN; and Activate their entity's Customs AccountA Declaring Entity refers to any importer, exporter, shipping agent, air cargo agent, freight forwarder, common carrier or other person who desires to obtain a customs permit, licence, certificate or any other document or form of approval from Singapore Customs.Only the Key Personnel (e.g. owner, partner or director) of an entity whose record is registered with ACRA or the relevant UEN Issuance Agency can activate the entity's Customs Account. The activation of Customs Account does not require the payment of any fees to Singapore Customs

3.5.2 Quick Guide for Importation

An import refers to goods brought into customs territory from an entry point or a free trade zone (FTZ), or overseas goods brought into a free trade zone for storage and pending re-export. To import goods into Singapore, you are required to make a declaration to Singapore Customs. Goods and Services Tax (GST) is payable on non-dutiable goods. Both GST and duty are payable for dutiable goods if these goods are imported for local consumption.

How to Import Your Goods?

3.5.3 General Import Flow Chart
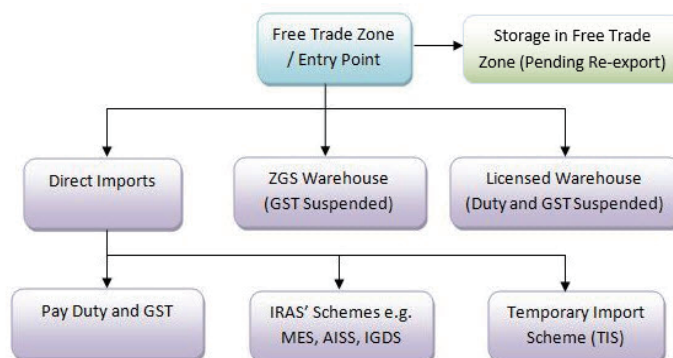
As an importer, you will need to first determine if duty and/or GST payment should be made when your goods enter Singapore:

Duty and/or GST are suspended when goods remain inside a FTZ

Duty and/or GST are payable if goods are released directly for local circulation

When goods are moved from a FTZ or entry point into a Customs licensed premises (such as zero-GST warehouses or licensed warehouses), duty and/or GST will be suspended as long as the goods are stored in the licensed premises

Duty and/or GST are not payable for goods granted duty exemption or GST relief or those imported under the Temporary Import Scheme under Singapore Customs or the relevant Inland Revenue Authority of Singapore (IRAS) schemes:①Major Exporter Scheme. ②(MES) Approved Import GST Suspension Scheme (AISS) . ③Import GST Deferment Scheme (IGDS)

3.5.4 Controlled & Prohibited Goods for Import

Controlled goods require proper authorisation (advance notification, licence or certificate approval) from Competent Authorities (CAs) before they may be imported into Singapore. The list of prohibited goods shows the goods not allowed for import into Singapore.

List of Controlled Goods for Import

Continuation table

ITEMS	COMPETENT AUTHORITY
Amusement machines, coin or disc-operated, including pin-tables, shooting galleries & cinematograph machines	Police Licensing & Regulatory Department (Public Entertainment & Liquor), Singapore Police Force
Animals, birds and products thereof	Agri-Food and Veterinary Authority of Singapore
Arms & explosives	Police Licensing & Regulatory Department (Arms & Explosives), Singapore Police Force
Articles of asbestos	Pollution Control Department, National Environment Agency

ITEMS	COMPETENT AUTHORITY
Articles of clothing intended as protection against attack, including bullet-proof vests	Police Licensing & Regulatory Department (Arms & Explosives), Singapore Police Force
Batteries (primary), alkaline, zinc-carbon and mercury oxide	Pollution Control Department, National Environment Agency
Cartridges/cassettes/audio compact diskettes - pre-recorded	Info-communications Media Development Authority of Singapore
Chemicals:	
Poisons and hazardous	Pollution Control Department, National Environment Agency
Toxic chemicals and precursors	National Authority, Chemical Weapons Convention (NA, CWC), Singapore Customs
Pesticides	Pollution Control Department, National Environment Agency
Chlorofluorocarbons (CFCs)	Pollution Control Department, National Environment Agency
Diesel oil/fuel	Singapore Civil Defence Force
Rough diamonds	Singapore Customs
Films, cinema/video/laser discs	Info-Communications Media Development Authority of Singapore
Fishes and fishery products (including fin fish, crustaceans and molluscs)	Agri-Food and Veterinary Authority of Singapore
Flammable materials	Singapore Civil Defence Force
Food items (excluding fresh/chilled vegetables and fruits)	Agri-Food and Veterinary Authority of Singapore
Fruits (fresh/chilled)	Agri-Food and Veterinary Authority of Singapore
Fruit/jackpot machines	Police Licensing & Regulatory Department, Singapore Police Force
Ginseng roots	Agri-Food and Veterinary Authority of Singapore
Gramophone records	Info-communications Media Development Authority of Singapore
Handcuffs	Police Licensing & Regulatory Department (Arms & Explosives), Singapore Police Force
Halons	Pollution Control Department , National Environment Agency
Helmets (Steel)	Police Licensing & Regulatory Department (Arms & Explosives), Singapore Police Force
Human pathogens	Biosafety Branch, Ministry of Health
Irradiating apparatus X-ray equipment, charged particle accelerators, electron beam welding equipment, CT scanners, bone densitometer, alloy analyser, lithotripters, scanning electron microscope, ion implanter Sun-tanning equipment Microwave oven Magnetic Resonance Imaging (MRI) equipment Ultrasound equipment Laser equipment (Class 3B or Class 4 laser)	Radiation Protection and Nuclear Science Department, National Environment Agency

ITEMS	COMPETENT AUTHORITY
Mastering equipment and replication equipment for any of the following: CD (compact disc) CD-ROM (compact disc-read only memory) VCD (video compact disc) DVD (digital video disc) DVD-ROM (digital video disc-read only memory)	Singapore Customs
Meat and meat products of animals and birds	Agri-Food and Veterinary Authority of Singapore
Medicaments, veterinary	Agri-Food and Veterinary Authority of Singapore
Milk powder - skimmed (coloured for animal feed) Fresh milk/skimmed/pasteurised from Peninsular Malaysia/Sabah/Sarawak	Agri-Food and Veterinary Authority of Singapore
Nitro-cellulose	Police Licensing & Regulatory Department (Arms & Explosives), Singapore Police Force
Organic fertilizer	Agri-Food and Veterinary Authority of Singapore
Petroleum	Singapore Civil Defence Force
Plants with/without soil, flowers and seeds	Agri-Food and Veterinary Authority of Singapore
Poppy seeds (kaskas)	Central Narcotics Bureau
Precursor chemicals	Central Narcotics Bureau
Publications	Info-communications Media Development Authority of Singapore
Radioactive materials	Radiation Protection and Nuclear Science Department, National Environment Agency
Rice (excluding rice bran)	Enterprise Singapore
Sand & granite (essential construction materials)	Building and Construction Authority
Surface-active agents, anionic	Pollution Control Department, National Environment Agency
Tableware and kitchenware of: Porcelain or china Lead crystal	Agri-Food and Veterinary Authority of Singapore
Tapes, pre-recorded	Info-communications Media Development Authority of Singapore
Timber and wood (CITES listed)	Agri-Food and Veterinary Authority of Singapore
Toy guns/pistols/revolvers	Police Licensing & Regulatory Department (Arms & Explosives), Singapore Police Force
Toy walkie-talkie	Info-communications Media Development Authority of Singapore
Vegetables (fresh/chilled)	Agri-Food and Veterinary Authority of Singapore
Waste lead-acid batteries and waste batteries made with lead, cadmium or mercury	Pollution Control Department, National Environment Agency
Therapeutic products Medical devices Chinese Proprietary Medicines Controlled drugs and psychotropic substances Oral dental gums Raw materials, laboratory reagents, reference standards and veterinary medicines containing controlled drugs, psychotropic substances and poisons	Health Sciences Authority

ITEMS	COMPETENT AUTHORITY
Chewing gum (excluding Health Sciences Authority approved oral dental and medicinal chewing gum)	Singapore Customs
Cigarette lighters - pistol/revolver shaped	Police Licensing & Regulatory Department (Arms & Explosives), Singapore Police Force
Fire crackers	Police Licensing & Regulatory Department (Arms & Explosives), Singapore Police Force
Rhinoceros horn, worked, unworked or prepared and worked and powder of this product Endangered species of wildlife and their by-products	Agri-Food and Veterinary Authority of Singapore
Prohibited telecommunication equipment Scanning receivers Military communication equipment Telephone voice changing equipment Radio-communication equipment operating in frequency bands 880-915 MHz, 925-960 MHz, 1900-1980 MHz and 2110-2170 MHz except cellular mobile phones or such other equipment approved by the Authority; and Radio-communication jamming devices operating in any frequency band Obscene articles, publications and video tapes or discs Reproduction of copyright publications, software, video tapes, video compact discs, laser discs, records or cassettes Seditious and treasonable materials	Info-communications Media Development Authority of Singapore
Chewing tobacco (Loose leaf chewing tobacco, Plug chewing tobacco, Twist chewing tobacco, Tobacco bits intended for chewing) Imitation tobacco products (electronic cigarettes, vaporisers) and components of imitation tobacco products Shisha Smokeless cigars, smokeless cigarillos or smokeless cigarettes Dissolvable tobacco or nicotine Any product containing nicotine or tobacco that may be used topically for application, by implant or injected into any parts of the body Any solution or substance, of which tobacco or nicotine is a constituent, that is intended to be used with an electronic nicotine delivery system or vaporizers Nasal snuff Oral snuff Gutkha, khaini and zarda	Tobacco Regulation Branch, Health Sciences Authority

3.5.5 Quick Guide on Transhipping Goods (Main Mode of Transport)

Below information provides a quick guide on transhipment procedures for those who wish to tranship goods via Singapore.The transhipment of all goods is not subject to duty or Goods and Services Tax (GST).

Step1: Register for UEN and Activate Customs Account. An entity that intends to tranship goods will need to: Register with the Accounting and Corporate Regulatory Authority (ACRA) or the relevant Unique Entity Number (UEN) Issuance Agency to obtain a UEN; andActivate its Customs Account.

Step2: Check if Your Goods Are Controlled. Do check if the goods you intend to tranship are strategic goods or controlled goods subject to restrictions by Competent Authorities in Singapore.

Step3: Furnish Security. For the transhipment of dutiable goods such as tobacco, liquor or motor vehicles under 'through' or 'non-through' Bill of Lading or Airway Bill through Customs Territory, you are required to furnish security in the form of a Bankers Guarantee or an Insurance Bond[2].

Step4: Apply for Customs Transhipment Permit. You may:Appoint a declaring agent to apply for Customs permits on your behalf; or Apply for Customs permits on your own or on behalf of your clients. All permit applications must be submitted via TradeNet, accessible through;TradeNet front-end solution from an approved solution provider, or Government Front-End module For permit applications involving strategic goods, please indicate "Strategic Trade Scheme (STS)" under the Customs Procedure Code (CPC) field. Each permit application typically costs S$2.88 (Singapore Customs). Declaring agents may charge service fees for applying permits on your behalf. You may check with your appointed agent on the charges involved.

Step 5: Prepare Documentation for Cargo Clearance. Please present the goods with the printed copy of the customs permit, and supporting documents such as invoice, packing list, Bill of Lading or Air Waybill to the checkpoint officers at the entry and exit checkpoints for clearance.

A1	The goods and this permit with invoices, BL/AWB, etc must be produced for Customs clearance/ endorsement at a Free Trade Zone "In" Gate.
A2	The goods and this permit with invoices, BL/AWB, etc must be produced for Customs clearance / endorsement at a Free Trade Zone 'Out' Gate unless it is directed to the Green Lane at the time of clearance.

H1	The goods and this permit with invoices, BL/AWB, etc must be produced for Customs clearance / endorsement at Woodlands Checkpoint / Tuas Checkpoint.
A3	The goods must be produced with this permit, invoices, BL/AWB, etc for Customs endorsement at an Airport Customs checkpoint or designated Customs office or station as required.

An example of conditions in the permit indicating this requirement:

For a consignment which requires partial clearance, the same permit should be presented each time for customs endorsement until the whole consignment is completely cleared.

Please note partial clearance is not allowed for goods coming into Singapore via Woodlands and Tuas checkpoints.

Step 6: Retain your Trade Documents. Generally, you are required to retain the relevant supporting documents relating to the goods for a period of 5 years from the date of the customs permit approval.

These documents can be retained as physical hardcopies or as images. You may be required to produce these supporting documents to Singapore Customs upon request[3].

3.5.6 Quick Guide for Exporters

Below information provides a quick guide on export procedures for those who wish to export goods from Singapore.

Exports In General:Goods exported from Singapore are regulated under the Customs Act, the Regulation of Imports and Exports Act, the Strategic Goods (Control) Act, and other legislation by the relevant Competent Authorities (CAs):To export goods from Singapore, you are required to declare the goods to Singapore Customs. Goods and Services Tax (GST) and duty are not levied on goods exported from Singapore.

How to Export Your Goods?
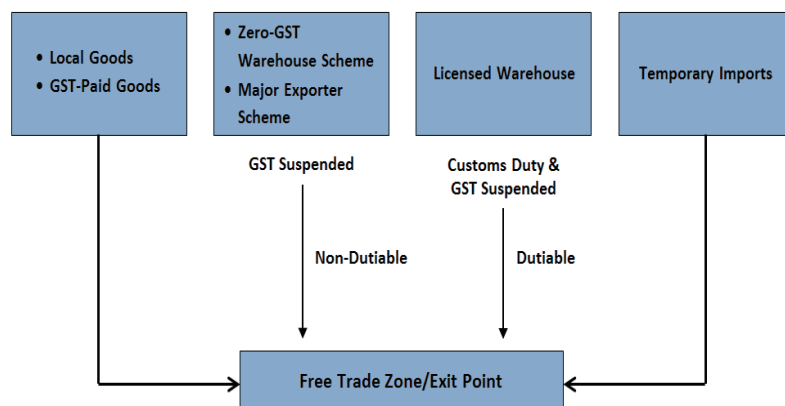
General Export Flowchart

To account for the export of your goods (for example, from customs territory, zero-GST warehouse, licensed warehouse or goods imported under the Major Exporter Scheme to a free trade zone (FTZ) or exit checkpoint), please follow the steps below to obtain the relevant export permits and authorisation (if the goods are subject to control) from the relevant CAs.

Step1: Register for UEN and Activate Customs Account,An entity that intends to:Engage in import or export activities in Singapore, orApply for import, export and transhipment permits or certificates

Will need to:Register with the Accounting and Corporate Regulatory Authority (ACRA) or the relevant Unique Entity Number (UEN) issuance agency to obtain a UEN; andActivate its Customs Account

Step2: Check if Your Goods are Controlled:Do check if the goods you intend to export are controlled goods subject to restrictions by Competent Authorities (CAs) in Singapore.You may search using the description of the goods, Harmonized System (HS) code or CA product code. If the item is subject to control, you may check directly with the respective CAs on their licensing requirements.If you require advice on the full 8-digit HS code of the product, you may apply for an official classification ruling at a fee of S$75 per product. Please note our classification rulings are only applicable for use within Singapore.

Step 3: Apply for Customs Export Permit,You may:Appoint a declaring agent to apply for Customs export permits on your behalf; or Apply for Customs permits on your own or on behalf of your clients. To do so, you will need to register as a declaring agent and apply for a TradeNet user ID All permit applications must be submitted electronically via TradeNet, which is accessible through: TradeNet front-end solution from any approved solution provider, or Government Front-End module Each permit application typically costs S$2.88 (Singapore Customs). If you are engaging a declaring agent, you may wish to check with your appointed agent on the charges involved in obtaining a permit.

Step 4: Prepare Documentation for Cargo Clearance

Approved permits are issued with a validity period. You should ensure the validity of the permit presented for goods clearance.

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Virtual Spectacle - Concept Design Concept of Film in the Era of Digital Media

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Abstract: The continuous development of modern high-tech design technology is an effective driving force to improve the development of various industries in society. The popularity of digital virtual technology plays a great role for today's society, especially for the development of cinematic art, which has made a significant contribution.
Keywords: Digital media; Film; Concept design

Introduction.

In the era of digital media, concept design plays an increasingly important role in the creation of film art. In recent years, the rapid development of virtual digital technology has led to the emergence of innovative photographic methods such as CG technology and various novel post-processing techniques, which are widely used in film concept design, making it impossible for viewers to distinguish the real from the fake. The development of digital virtualization, the upgrading of viewing equipment, and even the audience's inclination to aesthetic choices have also determined the development of film art. The commercial nature of cinema is based on "virtual spectacle" film concept design and continuous design innovation based on the combination of technology and art, which stimulates the development of film art. In this paper, we analyze the basic concept of film concept design in the era of digital media through the connotation and characteristics of virtual digital media technology and the state of the industry.

1. The impact of virtual digital media on life

Virtual digital media technology is the use of digital to create a dazzling virtual space, which can provide audiences with a new way of cognition in the virtual world and create a visual feast. From the current situation, virtual digital media has penetrated into people's daily life and has a great impact on people's life in film industry production.

One of the characteristics of virtual digital media is the digital interactive function. In the past development process, digital media is usually stored and distributed in analog format, digital media has powerful interactive function. Compared with previous media formats, digital media can really play a role in human-computer interaction. The second is an interesting feature. With the continuous progress of information technology, the Internet, digital TV, mobile streaming media and other forms of media can fully embody the enjoyment of digital media, bringing great happiness to people in a huge space that is created for people. Third, the integration of features. Media technology is a combination of text, pictures, sound, video and other forms of media applications. Usually, digital media is generated based on digital processing. Compared with traditional media, digital media is increasingly used, and computer intelligence assists in promoting the integration of technology and art. Today, digital media communication requires an appropriate combination of information technology and humanities. For example, in the multimedia product development process, technologists are responsible for technical planning, and artists and designers are responsible for all visual content and a comprehensive understanding of audience appreciation requirements.

2. Film concept design concept and role

Film concept design is an important part of film or TV production. Different film and television productions have different expressions, positioning, and the role of expression in film concept design. Generally speaking, the scenes, characters and plots of various film and TV works are completed by the concept design of the film; the virtual concept design can produce higher quality film or TV works and attract the audience's eyes. The role of cinema concept design in cinema not only enhances the artistic beauty of electric scene space and costume props, but also enhances the character and artistry of the film, as well as the ideas and stories the audience wants. In cinema concept design, movie scene space and costume props play a decorative role in the movie according to their artistic aesthetics. In film and television works, the overall shape, theme and style of the film are in accordance with the concept of film concept design.

The concept design of the movie is to enhance the personality and artistry of the movie, as well as the audience's emotional sublimation of the movie theme. The movie "War Wolf" starring Wu Jing, a heart-wrenching movie, is known as a box office classic film and television work. While watching this movie, the various intense scenes in the movie must have moved the audience deeply, especially the memorable scene of the waving Five Star Red Flag. Most film and TV concept designs need to create images for the movie audience, such as characters and landscapes. Therefore, for a good movie or TV series, the image requirement must be so

typical that the audience cannot remember and forget it, which is a successful film and TV concept design. The purpose of film concept design is to enhance the artistic beauty of the film scene space and costume props. In a meaningful movie, the concept design of the movie not only deepens people's memory of the characters, but also has to make people immerse themselves in the scene through various comfortable and appropriate scenes, and refresh the audience with over styling and character shaping.

3. The link between virtual digital media technology and film development

Virtual digital media technology is a kind of technological innovation in the information age, which has a great impact on the development of culture and technology. Even in the digital age, we can see that digital media technologies, such as images and audio, are still the main form of technology. With the emergence of these technologies, the form of film has changed to some extent, as described below.

3.1 Changing the production process

The integration of virtual digital media technologies into film production has made film expression more flexible. Especially in the filming process, digital photography can capture a wider view, which reflects a clearer effect and brings visual enjoyment to the audience. In the post-production editing process, digital means - non-linear editing system - can be used to effectively simplify the production process, reduce workload and improve work efficiency.

3.2 Expanding expression space

Traditional film production is mostly done with cameras, which is relatively easy. At present, the use of digital virtual technology in film works is mainly divided into several levels: one is to simulate the objective material reality that exists in the real world, the second is to restore reality, such as the dinosaurs in Jurassic Park, and "Yuanmingyuan" in the Yuanmingyuan scenery restoration production, for the reality of non-existent " Things", such as the virtual scenes of the science fiction film "Inception" to give the audience a more profound impression.

3.3 The autonomy of virtual technology produces virtual aesthetics

Digital media technology does not make film no longer dependent on the objective material world, but acquires autonomy, so that the film world can become a self-sufficient symbolic system that develops according to its own logic. This autonomy brings a different kind of visual feast to the nature of cinema and human beings. Led by this technology, virtual aesthetics has become one of the aesthetic forms comparable to documentary aesthetics and is at the forefront of the times.

4. The current situation of film concept design under digital media technology

Nowadays, in films, we can better use digital media technology and painting means to create the landscape scenes needed for filming. It is a direct alternative to field construction, circumventing high costs and technical difficulties of construction, and is processed by post-processing software to meet the needs of the camera. With the development of technology, it is possible to create a virtual fantasy scene with a cinematic quality at your fingertips. All of the Hollywood blockbusters we know and all of the cool scenes and images that can be seen are created by digitally painted scenery artists. Such as "The Lord of the Rings" trilogy, "Star Wars" series, the recent hit "Venom" and other comic book hero series, as well as the various worshiped Blizzard game CG, all widely used digital media technology, digital media technology has jumped to become one of the essential and important aspects of the film concept design. In the face of Hollywood-level film footage, digital media can be perfectly combined with 3D technology, the finished work, divided into layers, respectively, projected onto the 3D model, to achieve the virtual camera and the real camera movement match, the effect is comparable to the real camera. Virtual digital media technology has greatly improved the efficiency of filming and saved the cost of filming. Because of this, digital media technology is in great demand in the fields of film concept design and visual synthesis. Because of its special technical means, it can achieve beautiful and shocking visual effects efficiently and quickly at a small cost, which makes it more and more attention and esteem. There are very few high-quality courses and professional practitioners in this field in China. For professional artists with this skill, they have become more and more hot due to the extreme demand in the market, and have become a cutting-edge technology group in the industry that cannot be underestimated.

5. Application of Virtual Digital Media Technology in Film Concept Design

In every film work, every shot is presented in the original life context design, rather than created out of thin air. The global film and television industry is experiencing a revolution of both disruption and innovation, and digital media has made it possible to rapidly update and iterate the way film and television are produced. Few major production companies had a monopoly in the past, but now anyone with a film dream can make it happen.

5.1 The integration of virtual digital media technology in film shooting

The shooting session is the foundation of film production, and generally a lot of preparation work is needed before the film is shot to ensure the quality of the film in the later stages. The most important scene in the movie "Martial Arts" is the house of the main character Liu Jinxi. Donnie Yen plays Liu Jinxi who lives a quiet life in the countryside with his wife and children. Before shooting the movie, the art team gathered a lot of information according to the established script direction and used these living resources to conceptualize each scene in the film. For example, the film's town vistas were built using virtual digital effects technology via computer. The main role of digital media technology in filming is the ability to create a script and then use digital media technology to create a virtual world via computer. This format effectively improves the efficiency of script writing, facilitates its storage, and provides convenience for future work. Virtual digital media technology effectively controls film development and uses computer software to preview scenes and settings. The biggest advantage of virtual digital media is that it makes the "visual effects preview" of the shooting process more efficient. This reduces post-production blind spots and greatly improves communication and post-production efficiency. Combined with the preview effect, the actual shooting data can be effectively captured to facilitate film shooting. Virtual digital media technology provides sophisticated technical tools that revolutionize the visual experience of the audience.

5.2 Application of virtual digital media technology in film production

The role of digital media technology in film production can effectively reduce the drawbacks of traditional film production. The use of virtual intelligence technology of computers can effectively reduce human errors in the film production process, while effectively simplifying the production process, reducing the workload of producers and improving the efficiency of film production, which, at the same time, greatly reduces the cost of film production. The virtual digital media technology commonly used in China at present is the non-linear editing system, which has the advantage of converting film materials into digital signals and storing them in a computer database, which makes it easy to repeat edits and changes, greatly improving work efficiency and quality. Although the film "Dear" is a realistic subject, the design and construction of the film's virtual world view based on real scenes in the film's conceptual design substantially improves the efficiency of film production. In film production, we can see that the impact of virtual fantasy special effects production is still great. Winning the Past 1942" is a war and historical film. The concept design of the atmospheric scene of the Boy Scout rehearsal in this movie was derived from the same angle of the photo material. The concept design created by referring to the actual image is very cinematic. As a new era filmmaker, we need to respect the traditional concept design concept of films, innovate and breakthrough in the concept design of historical dramas and other thematic films, and add innovation to the film, even if the concept design can be done under specific environmental constraints.

5.3 The use of virtual digital media technology in the film screening process

The release of the film is an important part of the film concept design. With the innovation of digital media technology, the quality and efficiency of film distribution can be greatly improved, the essence of the film can be conveyed to the audience, the artistry and meaning of the film can be shown, and people's emotional expectations and sensory experiences can be met more intuitively. At the same time, virtual digital media technology is used to synchronize screenings in different parts of the world for better impact and promotion. Starting from its world premiere at the Venice Film Festival, the hallmark classic novel "Dune" quickly ignited word-of-mouth, and critics and audiences unanimously gave it superb praise, and it is the dream of several generations of filmmakers. Director Denis Villeneuve said that the concept design of the Dune movie was created for the IMAX big screen, and he hopes that when it is shown in IMAX theaters, there will be more than an hour of important scenes to be presented in IMAX special format. To create an immersive viewing experience, IMAX is able to show the powerful impact of the desert with soul. Director Denis Villeneuve said IMAX offers a magnificent scale beyond imagination, "I expect the audience will be deeply shocked, I expect the audience to be enthusiastic, and I expect the audience to be moved by it." He insisted on shooting locations in the desert and building awesome sets that would allow the actors to vicariously experience the scenes in a realistic environment and make the performances more vivid. The cast and crew of "Dune" have created a unique and vast film aesthetic concept design system with beautiful sets that Steve Weintraub, editor-in-chief of Collider, commented, "It's like they really went to the other side of the galaxy and filmed the real events that happened. The big screen will let "Dune" this breathtaking interstellar picture, the maximum spread, so that the audience as if they have experienced a gripping interstellar travel. Dune" through the desert shaking, earth trembling, small animal fear reaction and other side portrayal, step by step "close" to the sand worm, and finally near the end of the film, only to let the sand worm open its mouth and stand in front of humans intact, which brings a huge shock and trembling feeling. For example, in "Dune" at the end of the film, the worm is chasing Paul, he turned around, in the large screen, only presented as a small, matchstick-like small man, facing the huge sand worm standing in the spectacle of the scene. At that moment, you can feel that Paul is not just facing a simple animal or beast, but he is facing the whole nature, a whole vast universe, and the sandworm becomes the embodiment of a mysterious and powerful force. This kind of intentional communication is hard to be felt in the prevailing and high-speed media of today. The film also uses many shots made by virtual digital media technology to depict this "desert ecology", such as the fluttering plane that mimics a dragonfly, the opening of the wings, the take-off and landing, the dive and ascent in flight, the way the wings shake, etc., all given a lot of details. On top of all these details, digital media technology constructs a huge fantasy world for the film, which is bred from the daily life we know, yet full of sense of wonder.

The last thing worth pondering is the dimension of the virtual spectacle constructed in fiction and film. The use of virtual digital media technology in the concept of cinema is an interpretation of the possibility of virtual spectacle in distant time and space; the concept of virtual spectacle is like the shell of the prince's revenge in Dune only to get closer to the audience, while the real essence we want to explore is that the digital age will provide us with a strange parallel world in which there exist more advanced forms of technology that we need to continue exploring through our current thinking future.

Conclusion

The new image presentation driven by artificial intelligence technology is an impact on the objective realism of traditional cinematography, and it is inevitable that the innovative combination of the two will produce a chemical reaction. **Rather than a new technology, digital concept design in virtual spectacle should be seen as a "solution to the problem of concept design", which has unprecedentedly solved the communication barrier in the process of film creation.** Good artistic ideas are constantly calling for new technologies, and advanced technologies can let more ideas for virtual spectacles fly, and more professionals are needed to bridge the gap between technology and art in the future.

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Language Awareness with a Focus on Lexical Variation

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Abstract: With the continuous development of English language teaching (ELT), language awareness has been studied as a teaching approach. Vocabulary knowledge is indispensable in all language skills, such as reading and speaking, listening, and writing. It is one of the constituent elements of language. This article is based on literature review and provides a lexical variation view on language awareness, and attempts to discuss the variability and flexibility with a focus on lexis, which reflects lexical awareness on language teaching from the perspective of English teachers. The study shows that Data-driven learning (DDL) approach has helped EFL learners to build lexical awareness to some degree. Furthermore, three reflections in teachers' teaching are as follow: setting themes for peculiar words in each lesson will help students to easily understand the words; adjust teachers' own language expression according to the actual response of students constantly; teach the language through the culture.

Keywords:" Language awareness";" Lexical awareness";" Language learning and teaching".

1. Introduction

With the continuous development of English language teaching (ELT), language awareness has been studied as a teaching approach. Language awareness means the learner's development of intensifying their consciousness and sensitivity to language forms and functions (Carter, 2003). This article offers a lexical variation view on language awareness, and attempts to discuss the variability and flexibility with a focus on lexis, and reflects lexical awareness on language teaching from the perspective of a learner, a user, a teacher. The main body parts can be divided into three sections. The first section begins by the definition of language awareness and the broad aspect of language use and knowledge that influenced by different factors; the second section emphasizes on the lexical awareness and discusses the variability and flexibility affected by medium, user, and effectiveness, and how lexical awareness implicit on Data-driven learning (DDL) to EFL learners; section three demonstrates reflection from the perspective of English language teachers.

2. Language Awareness

For one thing, language is viewed as an autonomous system; for the other, it is inseparable from social and contextual factors (Graddol et al., 1994). Generally, the widely used definition of language awareness (LA) is put forward by Arndt, Harvey, and Nuttall (2000): "Language awareness is an approach to language study which draws upon a number of disciplines including language teaching, applied linguistics, and other related areas such as psycholinguistics, sociolinguistics and anthropological linguistics" (p. 12), which is mainly about three types of contexts: language learning in school and higher education, teaching and learning second or foreign languages, and the study of socio-cultural influences upon people's use of language. They believe that unified principle behind all these multiple approaches of language study is to raise awareness as the goal by examining the characteristics of language and studying how language works (ibid.). Except for these types of contexts what Arndt, Harvey, and Nuttall (2000) mention above, Carter (2003) even considers mother-tongue education, or is not merely including second or foreign languages *education. Some authors argue that the term 'language knowledge' (*Carter, 2003, p. 64) *and 'language about language' have sometimes been more popular than 'language awareness'* (Fairclough, 2014, p.1). Hawkins (1984) states that the term 'language awareness' is used in the field of education since the early 1980s, which is the new language awareness element that is proposed by language educators in the school curriculum. Fairclough (2014) also thinks that language awareness is concerned about education, making language knowledge an important part of language education. Furthermore, the definition of language awareness by Bolitho and Tomlinson (1995, p. iv) as cited in Bolitho et al. (2003) report that language awareness is helping to cultivate 'a healthy spirit of enquiry' and building the classroom into a place where 'the only views of language that matter are the ones that teachers and learners have built up in their heads'. But, Bolitho et al. (2003) and Tomlinson (1994) admit that language awareness is explored by learners themselves. It is not taught by teachers or textbooks but developed by learners, and it is the internal, progressive, and realization of the use of language in reality, which is driven by curious learners consciously focusing on real instances of language, trying to discover and express patterns of language use, learners 'discover language for themselves' (p. 251), and as a way of 'helping learners to help themselves' (p. 257) (Bolitho et al., 2003). And Tomlinson (1994) suggests that language awareness is 'gradually developed internally by the learner' (p.123).

While other researchers provide a definition of language awareness more squint towards psychology and motivation, not just focus on the aspect of education. In an analysis of ten questions about language awareness (Bolitho et al.) in 2003, Tomlinson defines language awareness as "a mental attribute which develops through paying motivated attention to language in use, and which enables language learners to gradually gain insights into how languages work. It is also a pedagogic approach that aims to help learners to gain such insights" (p. 251). It is related to psychology and mentality. Likewise, Little (1997) summarises the meaning of language awareness from Nicholas (1991) that it has been used in psycholinguistic to indicate that language awareness is learners' awareness of language instead of conscious reflection on language. The author (Little, 1997) convinces that the language awareness in the sense of psycholinguistics is part of our innate ability to acquire and deal with language, and the more general educational sense of language awareness is the knowledge of language imparted to learners through school education.

Consequently, language awareness is closely related to language teaching and learning and is with regard to ESL/EFL (English as a second language/English as a foreign language) context. Whomever language teachers and language learners could benefit from language awareness. For instance, for language teachers, language awareness offers teachers to think about what should be included when they try to deliver L1 skills or strategies to other languages (Arndt, Harvey, and Nuttall, 2000); for language learners, it helps learners to form good language awareness and speak in a right way in different situation.

Through various definitions of language awareness from different scholars, what arouses my attention most is that "person's conscious attention to language or culture and, importantly, their engagement with these" (Byram, 2012, p. 6). This is because language awareness not merely involves language teachers and learners, but concerns everyone in daily life. Everyone has to articulate or write more or less in their lives, and different people may express or write in different ways or types of language due to their discrepant living and working environment, contexts, and educational backgrounds. For example, college students are required to write assignments or dissertation in academic styles, such as the sentence pattern: the studies have reported, while some of the trendy teenagers are keen to use network parlance (internet slang), such as 'LOL' expressing laugh out loud ("Internet slang", 2020). People may be careless about this, but it does take place in everyone and they are participants in this activity. In this paper, language awareness could be understood as people are consciously concerned about the use of language in every aspect of their lives, whatever in written and in spoken. People ought to have a certain degree of conscious or unconscious response to the properties of language that they use.

According to Hales (1997), language awareness could be interpreted as sensitivity to grammatical, lexical, or phonology features, and the effect of different forms of use on meaning. From here, language awareness could be semantically divided into four aspects: phonological awareness, lexical awareness, grammatical awareness, and possibly discourse awareness, whatever in spoken and written except for phonology (only concerning with spoken). For language teachers, the major elements of phonological awareness concluded by Treiman & Zukowski (2013) according to Morais, Alegria, & Content (1987): "awareness of phonological strings (a global, nonanalytical level of awareness); awareness of syllables; awareness of phonemes (also called segmental awareness); and awareness of phonetic features" (p. 6). Phonology is as grammar of phonetic patterns. For example, in English, teachers ought to know that the sounds [b], [d], [e] could only form in these order [bed], [deb], and [ebd] (ebbed); on the contrary, [bde], [dbe] and [edb] are impossible, because [bd] or [db] can not be begun with words, or end words with [db], although they are pronounceable (Aitchison, 1994). The rules of phonology vary by different languages. Yet, the sequence [bd] was permitted at the beginning sound of words, as in bdelurous (means rascal in English) in ancient Greek (Aitchison, 1994). Aşık et al. (2015) claims that "According to Common European Framework of Reference (2001), lexical competence consists of lexical and grammatical elements. Lexical elements include fixed expressions (sentential formulae, phrasal idioms, fixed frames, other fixed phrases such as compound prepositions, fixed collocations) and single word forms (members of the open word classes and closed lexical sets such as days of the week, etc.). Closed word classes (articles, quantifiers, demonstratives, personal pronouns, etc.) belong to grammatical elements" (p. 87). Lukica (2011) expresses that discourse structure awareness is seen as a meta-linguistic awareness, which also includes the knowledge of reading strategies and their appropriate use to address reading problems and correctly interpret text information.

Arndt et al. (2000) and Tomlinson (1994) claim that language or language awareness is dynamic. "It reflects and is reflected by the changing ways human societies order themselves; it influences and is influenced by people's relationships, activities, and communications" (Arndt et al., 2000, p. 18). They maintain that the effectiveness of language lies in 'a whole range of extra-linguistic factors', such as the response, interpretation, and attitude of the receiver of the message (ibid.). A number of elements affect the use of language and language. Arndt et al. (2000) make a summary of a basic framework for awareness of language-in-use with a diagram in the book Alive to Language, and those aspects in the framework are categorized as four layers and crosscorrelated with each other: the central part of diagram is language-in-use that could contain sounds, words, and structures (texts); then is flexibility, and choice of words and structures, which the former supports the latter, because language is dynamic, and enable to adjust various circumstances; the third layer consists of four features: attitudes, effectiveness, medium, and variety; the fourth layer are context of language use and knowledge of the world. These features could affect people's choice and use of language to varying degrees and could be explained one by one. With the development of technology, new words occur with new meanings on the screen (computer, television, etc.), such as internet slang what discuss above, which shows the flexibility of language. Structure is concerning language organization and structure, and reveals 'how language work and how the various components interact with each other' (Arndt et al., 2000, p. 20). Grammar, vocabulary, and pronunciation are all essential elements of structure (ibid.). Warning and advertising are both the instance of effectiveness that means the degree to which language users have succeeded in achieving their goals (ibid.). People deliver different views or opinions via 'linguistics choice', which is the attitude (ibid.). The medium traditionally has two distinctions: written and spoken. However, with time goes by, it involves the form and style of conveying meaning and information, such as email telephone enquiry (Arndt et al., 2000). Medium affects the public's thought and use of language. For instance, people just reading through

paper materials like books, magazines, and newspapers, while people can read by watching a video in YouTube (an American Vedic-sharing platform) now. It can not only bring people text information, but also provides people with a better understanding of content with its visual images. A view made by linguists Aitchison (1978), Lyons (1981), and Smith & Wilson (1979) as cited in Aitchison (1981)'s book should be noted that the spoken and written forms of language are separate and relevant systems, and spoken language is regarded as the main form of language. Variety here refers to different forms of language and the context means the situation or environment of language, and there are some fundamental elements, such as form (e.g. written/spoken), style (e.g. formal/informal), social factors (e.g. age, gender, social group) (ibid.). Knowledge of the world indicates that how people use and understand language that is influenced by people's particular cultural background, learning experience and the way people see the world (ibid.). Besides, users are also an important element in language, what they speak or write depending on how they perceive 'knowledge of the world'.

Since the 1950s, with the continuous development of the systematic study of language (linguistics), Aitchison (1981) subscribes to language that 'like everything else, joins in this general flux' (p. 15). Their book mentions that man of long ago spoke and wrote in so different a manner from contemporaries, and previous authors tended to use old English to express their opinions (ibid.). Noticeably, people wrote to the newspaper, published angry articles, and everyone regretted the constant emergence of new words and new pronunciation at that time, which 'through sheer laziness and sloppiness of mind, we are in danger of losing our past subjective' and the occurrence of entitled article 'Polluting our language' and 'blind surrender to the momentum or inertia of slovenly and tasteless ignorance and insensitivity' are cited by Aitchison in 1994 (p. 17). As the research Howard noted in 1980 in the book Words Fail Me that English grammar is going into simpler and rude (Howard, 1980). There are possibilities of human language can be considered. Firstly, the grammar of European languages has tended to decline due to the gradual loss of their old word-ending (Aitchison, 1994), such as word-ending inflectional (is a process of word formation) ('inflection', 2020) changes. And then, Language may be slowly developing into a more effective state 'with existing languages adapting to the needs of the times' (Aitchison, 1994, p. 19). The author Fairclough (2014) acknowledges contemporary changes influence the role of language in social life. Thus, language and social environment/context interact with each other. Language change includes diachronic and synchronic change. Diachronic change means changing both in terms of historical or chronological perspective, and synchronic change refers "to use theoretical or practical point in time as the basis for analysis" (Arndt et al., 2000, p. 153).

3. Lexical Awareness

Vocabulary knowledge is indispensable in all language skills, such as reading and speaking, listening, and writing. It is one of the constituent elements of language. Vocabulary and language interact with each other. The comment of the relationship between vocabulary and language explored by Nation (1993a) as cited in Schmitt and McCarthy (1997), vocabulary knowledge enables the use of language, the use of language enables the expansion of vocabulary knowledge, world knowledge enables the use of vocabulary knowledge and language, etc. Language is variety, lexis is variety, too. This section deeply illustrates the variety of lexis.

3.1 Medium

The original forms of the medium are spoken and written that have been discussed above. As for lexis, is there any difference between spoken form and written form? The spoken form that produces an English word consists of being able to pronounce the sound in the word and the appropriate syllable stress of the word if it not merely includes one syllable, while one aspect of familiarity with written words is spelling (Nation, 2013). The research of the frequency distribution of core vocabularies may reveal our intuition and awareness about some lexical divergences, whether written or spoken. To understand a word's spoken form involves being able to recognize it when it is heard, at the other end of the receptive-productive scale, to produce a spoken form to express meaning (Nation, 2013). The corpus-based study made by Notion (2013) reveals that in the top 50 co-occurrence words form 330,000 Cambridge International Corpus written data and 330,000 words of spoken data (CANCODE) indicate the written list including function words ("function words here include all non-lexical, i.e. non-contentful items, such as pronouns, determiners, prepositions, modal verbs, auxiliary verbs, conjunctions, etc.") (Schmitt & McCarthy, 1997, p. 24). However, the list of spoken words seems to contain many lexical words (means have clear meanings that can describe to someone), such as think, know, and well (ibid.). It is worth to notice that actually function words dominate the top 50 frequencies of the two lists (ibid.). Some lexical words invade high-frequency function word lists and are proved to be elements of interpersonal markers (e.g. you know, I think) or single-word organizational markers (e.g. well, right) (ibid.). The number of vocabularies are seemed as the typical mode of spoken, such as apologies, smooth-overs (e.g. never mind), hedges (e.g. sort of/ kind of), and many other types like the 'I' v got' is emblematical spoken uses (ibid.). In both spoken and written mediums, 'start' seems to be the same at home, but in the informal spoken language recorded in CANCODE corpus, 'begin' is relatively rare use (Schmitt & McCarthy, 1997). Another example is 'too' and 'also', which are relatively equal in spoken and written discourse, while 'also' appears in written discourse more than half the number of times than it occurs in spoken language (ibid.). According to Schmitt & McCarthy (1997), the top 50 words in written in corpora account for 38.8% of the total texts, and the top 50 words in spoken take up 48.3% of all the text, almost 10% of the total, which confirms that speaking is the primary form from what has been discussed in the second section (reference). Except for the category as spoken and written, new electronic mode as medium arises recently, such telephone, television, computer, film, face to face interaction. As well as "spoken styles intrude on the written medium, such as email is becoming more globally available and central" (Schmitt & McCarthy, 1997, p. 38).

3.2 Users

As for the school (primary school or middle school) students and higher institutions (undergraduate, postgraduate and even PhD) students or scholars, academic words are quite essential to them when they do a presentation, finish assignments, attend the lectures, seminars, and give the speeches, etc. According to Barber (1962) academic vocabulary is generally called useful scientific vocabulary. Usually, academic vocabulary lists gather words such as accumulate, achieve, compound, complex and proportion which commonly appear in academic texts, but not in other contexts (Nation, 2013). Therefore, students in school or college are more likely to use these academic vocabularies, instead of other words.

Moreover, if people as teachers in kindergarten, they would tend to use simple spoken vocabularies that are easily understood by children in the classroom. Because kindergartners can understand oral language far more than they can read, if they are reading, researchers have suggested that vocabulary teaching in preschool and kindergarten be simplified in shared storybook reading (Silverman, 2007). And the view summarised by Wright and Neuman (2014), "There is now overwhelming evidence demonstrating that children's oral vocabulary development is essential to their long-term reading comprehension." (P. 330). A wordlist basic vocabulary for beginning reading mention by Johnson (1971) in his article, which at least 50 times were used by kindergarten or first-grade children who took part in the author's study. Among the word list, the top ranking is the article 'the', and 'a' ranks the fifth. The word list mainly consists of following categories: preposition (e.g. of, in, with), auxiliary verbs and modal verbs (e.g. was, are, be, could, should, must, may), adjectives (small, long, first), personal pronouns (e.g. he, me, them), notion verbs (e.g. made, called, get, told), possessive pronoun (e.g. her, his, my), adverbs (always, almost, about), and interrogatives (why, where, what, which, when) within top 200 words.

3.3 Effectiveness

How we choose vocabulary would to a large extent rely on the specific background and context of the communication. There is an example between word choice and medical treatment. "In medicine we use words as tools" in medical education (Wakeman, 2013). When it comes to addiction, patients are described as "substance abusers" (Wakeman, 2013, p. e1). In the forthcoming fifth edition of the Diagnostic and Statistical Manual of Mental Disorders, "substance abuse" and "drug dependence" will be replaced by "substance use disorder" (O'Brien, 2011 as cited in Wakeman, 2013). This is because 'abuse' is a term associated with rape, domestic violence and sexual harassment in people's mind, and the use of such a term 'substance abuse' to refer to a chronic, treatable brain disease ignores decades of scientific research suggesting the role of genetics, trauma, and exposure to the neurobiology of disease, and, instead, it tends to a moral view of the individuals 'choice' as such (Wakeman, 2013). "Using language that demonstrates an understanding and acceptance of the disease model of addiction will go a long way towards improving the medical treatment of patients struggling with this challenging disease" (Wakeman, 2013, p. e2). Thus, it can be seemed that the word choice or rehearsal language for effectively conveys the meaning and information which is quite significant, and language plays an important role in a number of fields and areas.

3.4 Data-driven learning (DDL) on EFL learners

Data-driven learning studies a large number of English text databases (corpora), containing software programs that are common patterns in authentic language samples (Hadley, 2002). "Data-driven learning (DDL) has become an innovative approach developed from corpus linguistics" (Aşık et al., 2015, p. 87), which plays an important role in the promotion of language pedagogy in vocabulary, because it provides learners with a large number of authentic corpora examples which enable EFL learners to analyze and explore language rules with the help of online corpora and concordance (Aşık et al., 2015). The authors state that statistical analysis of the results shows a positive attitude towards DDL teaching in terms of improving the depth of vocabulary awareness, especially in synonyms and collocations (Aşık et al., 2015). And DDL is considered an effective teaching method for developing vocabulary knowledge compared with traditional teaching methods (Chan & Liou, 2005; Ko, 2005).

Learning to understand a language requires decomposing speech streams into a chunk that reliably mark meaning, which chunk of language could grasp learners' attention (Schmitt & McCarthy, 1997). "There are limited sets of sounds and written alphabet with vocabulary. "These units occur in more or less predictable sequences" (Schmittm & McCarthy, 1997, p. 122). Using written instances, 'e' usually follows 'th' rather than 'x', 'the' is the familiar sequence (ibid.). Likewise, collocations, idioms, and lexicalised phrases are all the actual example of languages occur by chunk which is more easily for the foreign language learner to master and understand the English language.

Actually, in the preceding part of this section, both medium and user influence words choice that come from the DDL, and the vocabulary and the data collected by researchers mostly come from the corpus-based study.

When it comes to where to get the corpora, the common and reliable corpus that can be come into contact with are the Corpus of Contemporary American English (COCA) and the British National Corpus (BNC). Both of each can offer at least one hundred million words whatever in spoken and written English, including various disciplines (e.g. education, medical science, law), mediums (e.g. book, journal, magazine), and context (e.g. social context, meeting, radio programmes). COCA has its own interface that brings convince to users.

As for how DDL works in learning vocabulary, here are two typical software as corpus-based tools to explore vocabulary use or language use: Sketch Engine and AntConc (3.5.8 version). Concordance function in both two software could show the collocates of a word on both sides. During the manipulation process of exploring words in the softwares, learners tend to realize that other items (words or phrases) always match the items that they are searching (Hadley, 2002). Taking 'eaten' as an example, the most common word following with 'eaten' as an object is 'food' in BNC by using word sketch function in Sketch Engine (Table 1). And the concordance function shows the collocates of it (Table 2). In table 1, the numbers in the first column refer to the frequency of co-occurrence between 'eat' and its objects in BNC, and the numbers in the second column here mean the typical score (LogDice) that indicates how strong the collocation is.

Table 1w

The object of 'eat' (as a verb) in BNC

Table 2

Sample of 'eat' (set query type as simple) as it collocates with 'food'.

Thus, the advantages of the DDL approach for learners are obvious. Learning with the DDL approach, learners could have a visual sensitivity inherent in the word itself. However, due to inadequate conditions, many countries, schools and EFL classrooms do not currently use this approach method for teaching. So far, DDL approach has helped EFL learners to build lexical awareness to some degree.

4. Reflection as a teacher

Context greatly influence people to choose words in language use. It is quite fundamental for EFL learners in learning vocabulary. A good information background and the appropriate situation can provide a wide rang of opportunities for students to be exposed to vocabulary. Nation (2013) views it as incidental learning. Actually, learning vocabulary from the contexts can contribute to learning everything about the language. Because students could make conversation/write a story/listen to the video/do an intensive reading by using and recognizing certain words in a particular context. Therefore, setting themes for peculiar words in each lesson will help students to easily understand the words. With the help of the same topic and background, students would guess the meaning of the new words to a great extent, which makes students more impressive to the new words.

In addition, language awareness involves both the language knowledge and the skills possessed by teachers, and teachers' understanding of their students. Teachers should have a clear mind on the students' level they teach. So, the appropriate teaching objectives should be set in the appropriate contexts is significant for EFL learners. The degree and level of vocabulary setting should not be too difficult or too simple. Language is variation, and classroom teaching is variation, too. Teachers should adjust their own language expression according to the actual response of students constantly, through the appropriate language medium to teach new vocabulary and other language knowledge.

Consequently, as a teacher, they ought to equip with a good sense of language awareness. This will help to strengthen teachers' self-confidence and to build the authority of teachers. English teaching in the EFL context is not only to teach the target (English) language culture, but also to teach the language through the culture. The teacher's language awareness will affect the improvement of the teacher's language ability and culture ability, and will also affect or contributes to teaching itself to a certain extent.

5. Conclusion

To conclude, being aware of language is significant to language teachers, EFL learners, and even ordinary people. Realizing the variability and flexibility of vocabulary and language would make people use language better and live better.

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The Application of Integrating Chinese Elements into College English Writing Blended Teaching Based on the Genre-based Approach

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Abstract: Ideological and political education should be carried out with all kinds of courses in colleges and universities under the new circumstances. With the prominent features of instrumentalism and humanism, the implementation of moral education concerning Chinese elements in the course of college English writing teaching should be the responsibility for the teacher, which can combine the Genre-based Approach (GBA) as the teaching theory with the blended teaching that consists of online and offline learning as the teaching model, to thoroughly dig into the Chinese elements from teaching materials provided in the course and then integrate these Chinese elements into accomplishing writing tasks. In this article, the designed teaching cycle is mixed the learning cycle of the GBA with the blended teaching model for students to improve writing ability, enhance confidence in Chinese culture and realize all-round development. As a result, this paper will firstly review the theories of genres and its pedagogy, and introduce the concept and benefits of blended teaching model. Then by following the proposed teaching cycle, the application of integrating Chinese elements into teaching the genre of an argumenation as an example will be discussed in detail.

Keywords: Ideological and political education; Chinese elements; The Genre-based Approach; The blended teaching; College English writing

1. Introduction

In December, 2016, at the National Conference on Ideological and Political Work of Colleges and Universities, General Secretary Xi Jinping indicated that moral education should be placed at the center, emphasizing the importance of education on virtue and morality, as well as ideological and political work in colleges and universities. It is also stressed all types of courses and ideological and political theory courses should be developed in the same direction to achieve the effect of synergy. [17] Being one of the public basic courses for general education, college English course can play the function of educating people. Since the aim of college English writing teaching in the course is to enable students to clearly and logically express views in the compositions, thus the teacher can fully dig into the ideological and political elements from the model texts, integrate the elements of ideology and politics, mainly including Chinese elements into writing training, guide students to acting on socialist core values based on Chinese characteristics, inheriting traditional Chinese virtues, strengthening cultural identity, enhancing confidence in Chinese culture, and realizing all-round development. Then, students can learn to tell Chinese stories in English via appropriate language usage and organization and can be fostered to have great patriotic affection.

For the purpose of achieving the objective, this paper will attempt to adopt genre-based approach as the teaching theory, the blended teaching which is combined online learning with offline learning as the teaching model, to deeply evacuate the Chinese elements from the teaching resources related to the unit theme of the textbook and integrate it into writing tasks.

2. An introduction to the GBA

2.1. The definition of GBA

The concept of genre has been interpreted and studied in a variety of ways. What genre is remains a controversial issue because various experts have different viewpoints.[8] This article will mainly center on the genres of the Australian School, which has a huge impact on syllabus and curriculum setting in schools.[1] In the Australian School theory, genres are referred to as text types. [13] With respect to broad rhetorical and linguistic patterns, the genres are categorized into seven text types including recounts, procedures, narratives, reports, descriptions, explanations and expositions.[1] It is further explained that, once language is to produce these types of texts, genres can be considered as getting things done which are embedded in linguistic and cultural activities so as to achieve their particular purpose.[11] Similarly, It is indicated that the GBA compensates for the limitations of formal grammar instruction in schools which lacks connections from the real use of the language learning.[5] The genre theory attaches great importance to grammar, words, structure and sentence patterns, the writer's purpose, the readership and writing style when writing a text.[12] As a result, the Australian GBA can be recognized as an approach whereby the utilization of genre is a central component in deciding on writing instructions to promote second/foreign language teaching.

2.2. The Australian instructional framework for GBA

The teaching-learning cycle of this pedagogy is largely influenced by Vygotsky's scaffolding theory, which put forwards that interacting with a knowledgeable person promotes the learning process.[6] The cycle is made up of three stages, including a modelling phase, a joint negotiation phase and an independent construction phase.[2]

In the stage of modeling a text, students seem to play the role of apprentices, while the teacher is likely to be the expert on language system and function. The teacher explicitly analyzes structural and linguistic features and the context of a text to students. With the direct instruction rendered by the teacher, students who are trained to understand that different types of texts have different writing purposes, gradually acquire the consciousness of how and why texts are organized in particular ways, with the emphasis on the expectations of the audience and obtaining the relevant linguistic input. Phase two is joint construction that the students work with their teacher to write a target text. In this negotiation process, the teacher's role gradually diminishes, because the students can help themselves to reinforce their contextual and textual knowledge by discussion. In the last stage, the students are allowed to independently write a particular text type. By confidently gaining relevant genre knowledge that has already been discussed in the previous two stages, students are capable of writing a draft on their own and later revising and editing their work.[1]

3. The introduction to the blended teaching
3.1. The concepts and benefits of the blended teaching
The blended teaching is a teaching mode which formed after the advent of blended learning theory. In the domain of educational technology studies, the concepts of blended teaching and blended learning are extraordinarily similar but different as blended teaching centres on the teacher while blended learning. focuses on the learners. The definition of blended teaching has various interpretations at home and abroad [15] It is offered a description to blended learning, which was defined as "blended learning is to combine traditional learning pattern with web-based learning, which not only allows teachers to play the leading role of inspiration, guidance and monitoring in the teaching process, but also allows students to play the subjective role of initiative, enthusiasm and creativity". [4] It is also elaborated that blended learning is to utilize many online tools and resources to extend daily classroom instruction. The advantages of blended teaching model include providing various ways for students to communicate and collaborate with the teacher and peers, cultivating students 'independent learning ability, stimulating the students' enthusiasm towards learning. [14]

3.2 "U Campus" and "Pigai Network" used to the blended teaching
In this paper, two online learning platforms will be introduced which are used for students' online learning. To begin with, the online learning platform "U Campus" is designed by Foreign Language Teaching and Research Press, which offers the magnitude of resources to students for continuing learning after class. The materials relating to the unit themes and moral educational resources can be provided on the platform, which is useful for the teacher to assign the tasks so that students can preview the text before class and consolidate their knowledge after class. The other one is Pigai Network, which is applied for revising students' compositions. The benefits of this learning platform lie in its timely revisions to students' essays and largely reducing the heavy burdens of the teacher. By contrast, the platform mainly aims at revising linguistic errors, which can hardly evaluate the content and organization of a text.[7] Thus, the teacher also needs to check students' compositions and then gives relevant feedback.

4. The application of integrating Chinese elements based on the GBA and the blended teaching into college English writing classes
4.1. The construction of the teaching cycle to college English writing
In order to guide students to grasping and manipulating the genre, but also excavating Chinese elements from the given type of text to form a correct outlook on world, life and values, this article incorporates the merits of the GBA and blended teaching, and then attempts to put forward the teaching cycle to live up to teaching objectives. (See Figure 1)

Figure1 The teaching cycle of integrating Chinese elements into college English writing
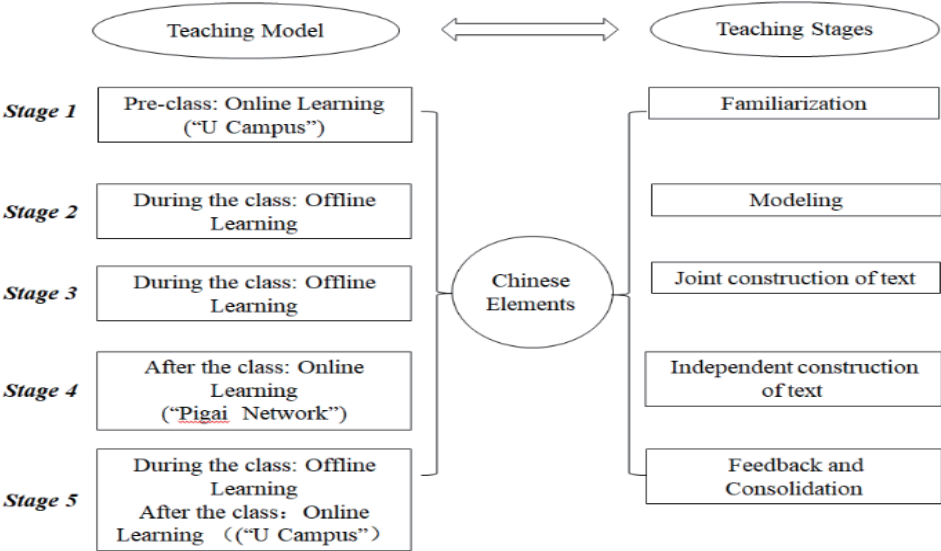
4.2 The application of the proposed teaching cycle to teaching the argumentation

Since the genres including exposition and argumentation are most taught for non-English majors at college in China[10], the application of teaching the genre of argumentation will be presented. Thus, this article will focus on an argumentative essay *Reflections of a Chinese mother in the West* selected from Unit 8 of New Horizon College English Reading and Writing 3.

Stage 1 Familiarization

In the first stage, students will be required to complete the pre-class tasks on the online learning platform "U Campus" in order to be familiar with the unit theme and preview the genre knowledge of the argumentation. Thus, students complete some activities to aourse their schema and understand the background information. In addition, students also are asked to read five argumentative articles including the essay *Reflections of a Chinese mother in the West* before the class to find out the writing purpose, the potential readers and identify the structure.

Stage 2 Modeling a text

This stage is to explicitly expound and analyze the given argumentative texts. This article is to mainly introduce the entire process of analyzing the text *Reflections of a Chinese mother in the West* since the steps of learning other four texts are similar. The modeling stage is central to the writing lessons. To be more specific, in this stage, students will build the genre knowledge of the argumentative texts. This stage consists of the following five steps:

Step 1: Understanding the writing purpose and the reader-writer relationship of the argumentative text *Reflections of a Chinese mother in the West*

Since students have already read the given text, the teacher offers a series of issues concerning the genre knowledge of the text: (1) What is the genre of the text? (2) What are the main ideas of the text? (3) What's the writing purpose of the text? (4) What are the potential readers of the text? The answers to these questions might be reported in two or three groups. The passage is an argumentative essay about three ideological differences between Chinese and Western parents. Furthermore, the writing purpose of this genre is to strengthen or change an attitude of the readers, or to persuade the readers to accept the view that to some extent, Chinese parents are more effective in teaching children than Western parents. The writer probably writes this passage for offering parents and educators a new perspective on looking at the different parenting models between the Chinese and Western parents.[19]

Step 2: Identifying the structure of the argumentative text *Reflections of a Chinese mother in the West*

The second step of this stage is to identify the structure of the argumentative essay. The students read the article again and the teacher analyzes the features of the structure. The given argumentative essay comprises the introduction, the body and the conclusion (See Table 1).

Table 1

Unit 8 Text A *Reflections of a Chinese mother in the West*		
Paragraphs	Structure of the Text	
Para.1	Introduction	Hook
Para.2		Thesis statement
Paras.3-6	Body	Argument 1+Differing point 1+Refutation 1
Paras.7-8		Argument 2+Differing point 2+Refutation 2
Paras.9-10		Argument 3+Differing point 3+Refutation 3
Para.11	Conclusion	Response to the thesis statement

The introductory part generally consists of a hook and thesis statement. The function of a hook in the argumentation is to draw the readers' attention to continue reading the essay. Thus the teacher firstly explains five types of common hooks including anecdotes, questions, quotations, statistics, and setting a scene and then askes students to identify the hook of this argumentation. Secondly, the teacher illustrates that the thesis statement of an argumentation is the position that the author attempts to take on the controversial issue, which shows the topic of the essay, the author's position and the main idea supporting the position.

In the body part, the teacher analyzes how the author argues his/her position. By introducing the simple picture of the viewpoint as the topic sentence, utilizing facts, examples, anecdotes, quotes, statistics, and experts' testimony as the supporting evidence, and getting the summary as the conclusion sentence, each argument can be illustrated. Equally important, the teacher should explain the opposing views and rebuttals of the augmentation. To strengthen the author's position, the counter-arguments should be acknowledged and granted the merits to show that the author looks at the arguments on all sides. Then the author is very likely to refute the differing viewpoints by pointing out its flaws.

In the conclusion part, it is often indicated that three ways can be used to end an argumentative essay. The first way is to restate the thesis statement in the opening paragraphs. Next comes the way that the writer explains why the issue discussed is of great significance. The last one is to call for future actions. Among the ways of ending an argumentative essay, this article presents the thesis statement again by using different words.[3]

Besides the above outline of the argumentation, the teacher should highlight the other structural pattern of the argumentation so

that students can understand two common patterns of the argumentation (See Table 2).

Table 2

Structure of an Argumentative Text	
Introduction	Hook
	Thesis statement
Body	Counter-argument 1 and rebuttal 1
	Counter-argument 2 and rebuttal 2
	Arguments
Conclusion	Response to the thesis statement

Step 3: Finding out the linguistic features of the argumentative text Reflections of a Chinese mother in the West

The next step of this stage is to discover the linguistic features of the argumentative essay. It is stated that genre is the particular usage of the language in a certain social context.[11] Thus the genre of the argumentation also has its distinctive features as shown in the grammatical patterns and vocabulary usages.[6] The teacher should illustrate the language features of an argumentation. For example, when making an arguable claim, in most cases, it is important for the writer to use hedges. A claim can be true in certain circumstances, and with certain conditions and limitations. As a result, when writing a claim, words and phrases such as may, might, maybe, seem to, appear to, probably, possibly, be likely to, to some degree, to some extent can be added to qualify it in order to make it more convincing. In addition, useful patterns can be used to introducing opposing views. Taking the following patterns as examples: Some people say/think/believe/argue that….; It is commonly/generally/believed/thought/held that....By contrast, several useful patterns for rebutting the counter-arguments can be presented: It is true that…, yet…; To be sure/True,…,but this is not to say/it doesn't mean that…. What is more, the teacher should offer explicit information on variety, complexity and accuracy of the vocabulary usage and grammatical patterns by summarizing the giving text. In this respect, students gradually become aware of how the use of language and structure serve the writing purpose and satisfy the needs of the audience.

Step 4: Integrating Chinese elements into decoding the argumentative text Reflections of a Chinese mother in the West

In this stage, the teacher leads students to exploring Chinese elements from the given argumentative essay. The educational theme of this unit is to the importance of filial piety. The values expressed from the given text can be discovered, such as "the Confucian doctrine of loyalty (儒家忠的信条)".[18] During the class, the teacher can extend the activities to students for stimulating their interest on the thoughts of Confucius. By helping students to become aware of the affection between the parents and children, the teacher needs to explain the thought of Confucius, and assign various tasks to students. Taking the following translation tasks as examples: "百善孝为首（Filial piety is the first of all virtues.）"; "孝是中华文化的核心。孝道起源于儒家思想，旨在敬爱尊重长辈，听从长辈的话。但孝道的意义不止于此。儿孙要尽孝，须得切切实实地陪伴、照料年迈的长辈（Filial piety, otherwise known as xiao, is at the core of Chinese culture. Originating from Confucian philosophy, filial piety means love and respect for one's elders and obeying their wishes. But there is something else too. To fulfill filial piety, you have to be there for them physically, and look after them in their old age.）".[9] "仁者，人也，亲亲为大(The greatest love for people is the love for one's parents)"; "孝悌也者，其为仁之本与(To have love for parents and respect to elder brothers is the essence of filial piety).[16] By the knowledge imparted by the teacher and the discussion with peers in groups, students may understand the wisdom of traditional Chinese family.

In the article, the author points out that "all decent parents want to do what's best for their children (普天下称职的父母都想为孩子做最好的安排)".[18] Via decoding the connotation of the sentence, the teacher can lead students to realizing "poor parents all over the world (可怜天下父母心)". Furthermore, a piece of news can be shared, reporting that a Chinese mother aged 90 had taken care of her son at the age of 64 who diagnosed with COVID-19 for 4 days and 4 nights. With the discussion, students may be aware of the great love shown by the mother, who probably learn to show politeness, respect and kindness towards their parents. Moreover, it can be connected with the fact that medical workers in China spare no efforts to treat any paitent infected with COVID-19, never giving up a sigle life. By concerning with the hot issue in the society, students may enhance the confidence in Chinese culture and also have a sense of happiness for being Chinese people.

By evacuating Chinese elements from the given text, students can explore the significance of filial piety in Chinese family education and can understand and apply certain the language points about family education to their writing if necessary.

Stage 4 Joint construction of text

In joint construction stage, the teacher and students cooperatively produce an argumentative essay. Since the work of an argumentative essay is firstly tried out by students, the students are still guided by the teacher. The teacher may help students develop an outline if they have any difficulties in generating ideas, correctly using the language and etc. In order to strengthen the students' understanding of the unit them, the topic of the writing assignment will be related to the unit theme: "Should children always obey the Confucian doctrine of loyalty and submit themselves to their parents'wishes?" By discussing with the teacher and peers, students are capable of identifying the writing purpose and the target audience, brainstorming the ideas, organizing the structure and choosing the appropriate the vocabulary and grammatical patterns. At this stage, the collaborative writing can play a vital role in leading students toward becoming an independent writer.

Stage 5 Independent construction of text

This stage requires students to write it independently. By acquiring the genre knowledge of the argumentation and understanding the usage of certain language points about the traditional Chinese family education in the previous stages, the students are ordered to

write an argumentative text concerning Chinese elements. The direction of the writing is shown: "Should the children take responsibility for taking care of the elderly people in China?" Students construct the essay on the learning platform "Pigai Network" on the grounds that the online platform can automatically assess students' compositions. Since the platform mainly revises the linguistic errors, the teacher needs to evaluate students' compositions from the aspects of the content and the structure.

Stage 6 Feedback and consolidation

In this stage, the teacher gives the writing feedback to students, mainly focusing on the writing errors related to ideas and organization. Apart from these mistakes, the teacher also presents students' frequently common errors in the class and correspondently offers the suggested versions. By doing so, students can be better equipped with the genre knowledge of the argumentation. In addition to this, students are ordered to complete tasks connected with the block of moral education on the platform "U Campus" after the class. The materials for moral education provided on the platform "U Campus" include videos, the usage of vocabulary, translation tasks and so forth which can be purposefully selected by the teacher to consolidate students' understanding of unit theme. Through learning the materials, the traditional Chinese virtue of filial piety is again stressed so that students can inherit the basic virtue in Chinese culture and accumulate the relevant vocabulary and grammatical patterns to express filial piety.

5. Conclusion

To sum up, in the traditional English writing classes, the lessons maybe mainly focus on the language input. However, through the newly English writing teaching cycle, the teacher is required to not only help students identify and understand various types of genres, but also deeply evacuate the Chinese elements from these genres to shape a correct outlook on world, life and values, promote their great patriotism and inherit Chinese culture. More importantly, students can have the ability to produce the required genres by covering the Chinese elements so that they can realize the overall development through college English writing instruction.

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Brief Introduction of Chinese Important Acupuncture and Moxibustion Books in History

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Abstract: The author selected fourteen important acupuncture and moxibustion books in history, briefly introduced the author and written time the of the book, the main contents of the book and its contribution to acupuncture and moxibustion. In the end , six parts were summarized according to the main contents of the books. This paper can make the readers quickly know the development history and great achievements of Chinese acupuncture and moxibustion.
Keywords: Important acupuncture and moxibustion books in history; Brief introduction; Epilogue

China is the birthplace of acupuncture and moxibustion (acu-moxibustion). There are more than 200 hundred of acu-moxibustion monographs or books on acu-moxibustion through the ages. Most of the monographs or books have been lost because of time immemorial. Now we select existing books and introduce them briefly as follows.

1. Yellow Emperor's Canon Internal Medicine(Huangdi Neijing)

Yellow Emperor's Canon Internal Medicine is a masterpiece during the Spring and Autumn and Warring States Periods (from 700 B.C to 300 A.D). It includes two parts:"Plain Questions"(Su Wen）and "Miraculous Pivot"(Ling Shu). "Miraculous Pivot"has eighty-one chapters and most of which are about acu-moxibustion therapy. There are many theoretical analyses on acu-moxibustion in this book, such as meridians, acupoints, acupuncture needle manipulations and acupoint recipes, etc. It is the classic work of acu-moxibustion in traditional Chinese medicine and is much richer in content. It is a must read for all acu-moxibustion learners.

Yellow Emperor's Canon Internal Medicine has the following contributions to acu-moxibustion academy.

A. It established the theory of meridians and collaterals (Jing Luo). Many discussions have been made in detail in this book, such as the meridians circulation, distribution, length, indication, six pairs of exterior-interior relations between three Yin meridians and three Yang meridians, functions of tendons distributed along the meridians and branches of the twelve meridians, etc.

B. It specified the name and location of acupoints. It has recorded that there are 365 acupoints on human body(but only 160 acupoint names left), including 25 single acupoints and 135 double acupoints.

C. In this book, the nine kinds of needles are invented. The shapes, functions and manipulations of the nine kinds of needles are detailedly introduced. It shows that the variety of acupuncture needles has diversified more 2000 years ago.

D. Clinical indications of acupoints were affirmed in this book. Acupuncture prescriptions and manipulations of different acupoints selected according to the state of clinical conditions can be seen in chapter On Treating Malaria with Acupuncture, Acupuncture for Treating the Febrile Diseases of the Viscera and On Bi-disease, etc.

E. It has stated in detail that certain acupoints can not be acupunctured arbitrarily in chapter The Forbidden Position in Pricking.

2. Canon of Difficult Problems (Nan Jing)

According to legend, this book was written by Bian Que who was a famous physician in the Warring States period. It is also called Canon of Eighty-one Difficult Problems. Meridians and collaterals are discussed from Chapter 23 to Chapter 29. Reinforcing and reducing methods of acupuncture are discussed from Chapter 62 to Chapter 68. Such questions as physiology, anatomy and pathology are discussed in other chapters.

It is an important masterpiece explaining Nei Jing's theories. Xu Lingtai, a famous physician in Qing Dynasty valued the book highly. He praised that it was the complement and development of Nei Jing and was also known as Nei Jing in history.

3. A-B Canon of Acupuncture and Moxibustion (Zhenjiu Jiayi Jing)

It is the earliest exclusive and systematized work on acupuncture and moxibustion, written by Huangfu Mi in 282 A.D., which contains 12 volumes and 128 chapters. With reference to Yellow Emperor's Canon Internal Medicine (Nei Jing) and Essentials of Mingtang's Acupuncture Points(Mingtang Kongxue Zhenjiu Zhiyao), the author expounded the theory of viscera and the theory

of meridians and, according to the arrangement of the head, face, thorax, abdomen, back and four limbs, determined the exact 349 acupoints, the locations and indications of each acupoint. He also introduced the manipulation, the appropriate condition and prohibition of acupuncture and moxibustion, and the treatment of common diseases by acupuncture and moxibustion. He established the legitimate position of the school of Mingtang acupuncture and moxibustion of Huangdi, which had great influence upon the development of the theory of acupuncture and moxibustion ever since.

The main contributions of A-B Canon of Acupuncture and Moxibustion are as follows.

A. It determined the names and locations of acupoints on human body, according to the arrangement of twelve regular meridians. Twelve regular meridians include three yin meridians of hand, three yang meridians of hand, three yang meridians of foot and three yin meridians of foot, which were arranged through the head, face, thorax, abdomen, back and four limbs by drawing meridians lines.

B. It stipulated the manipulation methods of acupuncture and moxibustion, such as depth of needle insertion, reinforcing and reducing methods, moxa congs adjusting in moxibustion.

C. Treatment prescriptions of acupuncture and moxibustion were firstly appeared in this book. Main acupoints and adjuvant acupoints were used according to different symptoms.

D. It has influenced foreign countries very big. It is listed as a required course by Hanghuang Medicine of Japan. French medical community is also further studying and researching it.

4. Essential Prescriptions Worth A thousand Gold for Emergencies (Beiji Qianjin Yaofang)

A Supplement to the Prescriptions Worth A thousand Gold (Qianjin Yifang)

These two books were compiled by SUN Si-miao of the Tang Dynasty. Essential Prescriptions Worth A thousand Gold for Emergencies was compiled in 650~652 A.D. in 30 volumes. Volumes 26~30 deal with acupuncture and moxibustion. It was given the title "Classic of acupuncture and moxibustion" by the author himself. A Supplement to the Prescriptions Worth A thousand Gold was compiled in 682 A.D. in 30 volumes. Volumes 26~28 deal with acupuncture and moxibustion, and the stress is placed on moxibustion. It was the title "Classic of moxibustion" by the author himself.

The outstanding contributions of these two books on acupuncture and moxibustion are as follows.

A. SUN Si-miao invented the body equivalent unit method of locating points, such as middle finger measurement and four-finger measurement.

B. He affirmed the medical function of Ashi Points. The Ashi Points are tender spots or sensitive spots present in certain diseases. They have neither definite locations nor names.

C. He encouraged to prevent diseases by applying moxibustion.

D. He drew colored Mingtang Sanren Tu （A Chart of Acupoints Shown on Three Human Figures）. He drew the twelve regular meridians with dark black and the eight extra meridians with green. This was relatively early direct teaching method.

5. Medical Secret of An official (Waitai Miyao)

This book was compiled by Wang Tao, a famous medical specialist of the Tang Dynasty. It has 40 volumes which collected abundant data about moxibustion therapy from many experts before the Tang Dynasty and thus an important document for studying this therapy. In regard to the reinforcing and reducing methods of moxibustion, he made rather far-reaching explanations about the theory. Additionally, he also made a detailed regulation about the size of moxa-cones, quantity of moxibustion treatment, etc. He thought highly of the relative position-correlation between meridian and the acupoint, drew up color charts of acupoints and 12 large size of color hanging charts about the 12 regular meridians.

6. Illustrated Mannual of Acupuncture Points of the Bronze Figure (Tongren Shuxue Zhenjiu Tujing)

WANG Wei-yi was a famous acupuncturist of the Northern Song Dynasty. In the 4th year of Tiansheng Age of the Northern Song Dynasty (1026 A.D.), WANG Wei-yi wrote book Illustrated Mannual of Acupuncture Points of the Bronze Figure (Tongren Shuxue Zhenjiu Tujing) with 3 volumes in which the Mingtang acupoints were re-verified and revised, their locations and the pertained meridians were unified. Moreover, clinical indications of the acupoints were supplemented. Afterwards, the Song Dynasty government issued an order to take this book as a national teaching material, and simultaneously, to carve it onto a stone tablet for people to view and read. In the 5th year of Tiansheng Age (1027 A.D.), WANG Wei-yi received the imperial order to cast two bronze statues, Tiansheng Acupuncture Bronze Statue——the earliest bronze statue on acupuncture used for demonstration in teaching practice.

NOTE: These bronze statues, engraved with meridians and acupoints at the body surface and with Zang- and Fu-organs in the interior, were used as the demonstration material for teaching, medical treatment and examination of acu-moxibustion. This macroscopic teaching model is a great invention of entity image teaching method, a great pioneering work in medical education of the past dynasties, and has a far-reaching impact on the development of acu-moxibustion teaching.

In the 8th year of Zhengtong Age of the Ming Dynasty (1443), the acupoint locations on the Tiansheng Bronze Statue had been difficult to identified. So, Emperor Yingzong ordered to duplicate a new bronze statue in accordance with Tiansheng Bronze Statue which is called as "Ming Zhengtong Bronze Statue". Thereafter, Tiansheng Bronze Statue disappeared unexpectedly, which arose multiple conjectures.

7. The Amplified Classic of Acupuncture and Moxibustion (Zhenjiu Zisheng Jing)

WANG Zhi-zhong, styled Shuquan, was a famous acupuncturist in the Southern Song Dynasty. Referring to the content of A-B Canon of Acupuncture and Moxibustion (Zhenjiu Jiayi Jing), Essential Prescriptions Worth A thousand Gold for Emergencies (Beiji Qianjin Yaofang), Medical Secret of An official (Waitai Miyao), Illustrated Mannual of Acupuncture Points of the Bronze Figure

(Tongren Shuxue Zhenjiu Tujing), he compiled The Amplified Classic of Acupuncture and Moxibustion (Zhenjiu Zisheng Jing) with seven volumes in 1220 A.D.. This book focuses on clinical therapeutics on acupoint combinations, needling and moxibustion techniques and herbal application. It made an important contribution to the development of acu-moxibustion medicine of the later generations. The main content of the book is as follows.

Volumes 1 deal with acupoints locations, indications and acu-moxibustion method. It recorded 360 acupoints, attached with 46 charts of meridians and acupoints, which were arranged through the head, face, shoulder, back, neck, chest, axillary, abdomen, rib and four limbs by drawing meridians lines (three yin meridians of hand, three yang meridians of hand, three yang meridians of foot and three yin meridians of foot). Volumes 2 deal with such acu-moxibustion methods as acu-moxibustion with herbs, taboo of acupuncture, deciding the hairline, measuring of the body equivalent unit. Volumes 3~7 deal with methods of locating acupoints and prescriptions of acu-moxibustion therapy to treat 193 kinds of diseases, such as vacuity detriment, consumption, kidney vacuity, wasting-thirst disease, etc.. This book has discussed some of the medical literatures since the Song Dynasty, give complement to expound the acu-moxibustion theory with individual clinical practice experience and add some effective prescriptions. The author corrected the acupoint Pohu, Dazhui Jugu, studied and revised Zusanli. He also recorded to search the ache point when locating the acupoint and pay attention to posture of the patient. This book is rich in content with many unique opinions and is of great reference value.

The Amplified Classic of Acupuncture and Moxibustion is a clinical acu-moxibustion monograph which select acupoints according to the disease pattern. This had never been seen before the Song Dynasty. WANG Zhi-zhong attached importance to the practice and chose the right course and followed it. He denied in principle that some points could not be punctured as recorded in book Illustrated Mannual of Acupuncture Points of the Bronze Figure. Certain disease is suitable for acupuncture or not, or should be treated with comprehensive treatment. Those are all pointed out in the book.

8. Moxibustion for Emergencies (Beiji Jiufa)

WENREN Qi-nian was an acupuncturist of the Southern Song Dynasty. He wrote Moxibustion for Emergencies (Beiji Jiufa) in 1226A.D. This book inherits GE Hong and SUN Si-miao's academic thoughts about treating emergencies with moxibustion and contains WENREN's own clinical experience. It expounds 22 types of moxibustion approaches for emergencies and summarizes some practical rescuing methods for some common and serious conditions. WENREN Qi-nian advocated that in the treatment emergencies, earlier diagnosis, earlier moxibustion application, enough moxibustion quantity, fewer and suitable acupoint locations should be stressed. This book has 11 illustrations showing the acupoint locations and the related indications, being convenient and practicable in clinical practice.

9. An Elaboration on the Fourteen Meridians(Shisi Jing Fahui)

HUA Shou was a famous medical specialist between the late Yuan Dynasty and the early Ming dynasty. He wrote An Elaboration on the Fourteen Meridians（Shisi Jing Fahui）with 3 volumes and published in 1341 A.D. In this book, he systematically investigated and revised the extant acupoints at that time, and made detailed explanation about them. He paid particular attention to the Conception and Governor vessels, and put forward a doctrine of 14 meridians (12 regular meridians and Conception and Governor vessels). Additionally, in his book Shisi Jing Fahui, he made the meridian distribution and arrangement sequence of the acupoints and the running direction and pathways of meridians link closely, and gave a detailed annotation on the running routes of the 14 meridians in the human body. He established a classification and arrangement style of acupoints by taking the 14 meridians as the leading lines. This book , a monograph on meridians, brought about far-reaching influence on the acupoint learning of the later generations.

10. A Collection of Gems in Acu-moxibustion (Zhenjiu Juying)

This book was written by GAO Wu, a famous acupuncturist of the Ming Dynasty. It was first published in the 16th year of Jiajing Age in the Ming Dynasty with 4 volumes. Volume 1 is about meridians and collaterals and acupoints. Volume 2 is about acupoints selection and therapy of the diseases. Volume 3 is about acupuncture techniques and moxibustion therapeutic techniques respectively. Volume 4 is about songs and verses of acu-moxibustion treatment of various doctrines. This book includes acu-moxibustion theory of different schools. The most influence on later generations lies in volume 1, the part of "the cluster acupoints on hip meridians". Extensively searching Plain Questions,Essential Prescriptions Worth A thousand Gold for Emergencies, the Amplified Classic of Acupuncture and Moxibustion, and the Essence Collection of Acupuncture Experience, he complemented and compiled it. This is another systematic acupoints literatures collation work since the acupoint's main treatments were first summarized in the book Mingtang Jing, which was wrote by the medical specialists of the Ming Dynasty. It has made great contribution to the development of acupoint theory and has a deeply influence on the acu-moxibustion development of the later age. The acu-moxibustion verses which are still very popular today, such as Poems of Jade Dragon (Yulong Fu), A Hand Book of Prescriptions Song for Emergencies (Zhouhou Ge), Verse of the Acupoint Combinations for Multiple Symptoms (Baizheng Fu), etc. are firstly recorded in this book. In addition, many of the writer's unique opinions still has clinical guiding significance to the contemporary development of acu-moxibustion.

11. Great Compendium on Acu-moxibustion (Zhenjiu Dacheng)

This book was written by YANG Ji-zhou, a famous acupuncturist of the Ming Dynasty in 1602A.D. Yang Ji-zhou was born in a medical aristocratic family. He was a highly qualified doctor of King Chu's mansion and a physician of the imperial physicians' institute. He was famous in and outside the imperial court due to curing ZHAO Wenbing's(the imperial circuit censor of Shanxi) flaccidity arthralgia successfully with 3 acupuncture needles. He compiled Great Compendium on Acu-moxibustion (Zhenjiu Dacheng) containing 10 volumes which was handed down for generations and regarded as an acupuncture classic by the medical field both at home and abroad. This book is rich in content, not only imbibing essentials of acu-moxibustion before the Ming Dynasty

but also containing many popular therapeutic methods in the folk at that time and supplementing verses. It is a monograph on acu-moxibustion, and has been reprinted most and spread most widely in China. It plays an extremely far-reaching impact on acu-moxibustion of the later generations. It is another conclusive work after the book Miraculous Pivot (Ling Shu) and the book A-B Canon of Acupuncture and Moxibustion (Zhenjiu Jiayi Jing). The main contents of the book are as follows.

A. It summarized the acu-moxibustion academic experience before the Ming Dynasty and collected many acu-moxibustion verses for clinical reference.

B. It elaborated the acu-moxibustion manipulations of the previous dynasties, such as reinforcing and reducing methods (includes tonification or purgation in cooperation with the patient's respiration and tonification or purgation by different ways of lifting or thrusting the needle, etc.), moxibustion therapy of the Gaohuang Point and Luoli Point.

C. It set force that different symptoms need to use different acupiont prescriptions. For example, certain disease should be cure by using some main acupoints and some adjuvant acupoints.

D. It recorded some acu-moxibustion experienced cases of the previous dynasties. Except that the experienced cases of the previous dynasties were put together, the writer made explanations combined with his own clinical experience.

E. It examined and corrected the acupoint's locations and names. Methods of acupoint location and the same acupoint with different names are all examined and corrected in the book.

F. It compiled infantile massage techniques attached in the chapter Infantile Massage Classic. It combined massage therapy with acu-moxibustion therapy to enhance the curative effect.

12. Golden Mirror of Medicine: Essentials of Acupuncture and Moxibustion in Verse (Yizong Jinjian: Cijiu Xinfa Yaojue)

The book Golden Mirror of Medicine was a medical textbook compiled by Wu Qian, a physician of the imperial physicians' institute in the 4th year Qianlong Age (1739A.D.) of the Ching Dynasty. It is a comprehensive medical book. The elaboration on acu-moxibustion is concentrated in book Essentials of Acupuncture and Moxibustion in Verse, involving meridian-collaterals, acupoints, clinical indications and treatment, and needling-moxibustion in combination with rhymed formulas, illustrations and related legends. It is practicable in the contents and is a rudiment book on acu-moxibustion for the beginner.

All the important knowledge on acu-moxibustion before the Ching Dynasty are searched and collected in this book. The most adopted literatures and legends are from the book Illustrated Supplementary to the classified Canon (Leijing Tuyi), others are from the book Great Compendium on Acu-moxibustion (Zhenjiu Dacheng) and Elementary Medicine (Yixue Rumen). Seven-eighths of rhymed formulas and related legends are about meridians and acupoints. In addition, it demonstrates acu-moxibustion development level of the Ching Dynasty on three aspects. First, it illustrated 145 important acupoints according to the arrangement of the head, chest, abdomen, back and four limbs. Second, it illustrated to cure 22 kinds of disease with 22 acupoints. Third, it set forth the main clinical indications of the 22 common used acupoints. From the above three aspects, we can see the acupoints with wide range of treatment, good curative effect and low risk are paid more attention to application in the Ching Dynasty. Meanwhile, the treatment of dangerous emergencies and stubborn disease in internal medicine, gynecology and surgery with acu-moxibustion therapy is also paid more attention. It also proposed to cure infectious diseases with moxibustion therapy.

This book had ever been a textbook for acu-moxibustion learners. It played an active role to the acu-moxibustion education and popularization. It is a representative work that can embody the characteristic development of the Ching Dynasty.

13. The Source of Acu-moxibustion (Zhenjiu Fengyuan)

Li Xue-chuan was a distinguished acupuncturist in the Ching Dynasty. In the 20th year of Jiaqing Age (1815 A.D.) of the Ching Dynasty, he carefully studied the similarities and differences in textual descriptions about meridians and acupoints in Miraculous Pivot (Ling Shu) and Plain Questions (Su Wen) and A-B Canon of Acupuncture and Moxibustion (Zhenjiu Jiayi Jing). Combining his own clinical experience, he wrote The Source of Acu-moxibustion (Zhenjiu Fengyuan) with 6 volumes which summarized the theories and clinical experience on acu-moxibustion learning cumulated in various periods prior to the middle age of the Ching Dynasty. It first records 361 acupoints which are still in use today. This book is rich in the contents and incisive in the discourse, eliminates shortcomings of various medical books, inducing a certain impact on the development of acu-moxibustion medicine in the later generations.

14. Categorized Collection of Literatures on Chinese Meridians and Collaterals (Zhongguo Jingluo Wenxian Tongjian)

Categorized Collection of Literatures on Chinese Acupoints (Zhongguo Zhenjiu Xuewei Tongjian)

Acupuncture Treatment Categorized Collection of Literatures on Chinese Acupuncture and Moxibustion Techniques (Zhongguo Zhenjiu Cijiufa Tongjian)

Categorized Collection of Literatures on Chinese Acupuncture Treatment (Zhongguo Zhenjiu Zhengzhi Tongjian)

Illustrated Handbook on Chinese Acupuncture and Moxibustion History (Zhonguo Zhenjiushi Tujian)

Categorized Collection of Literatures on Chinese Meridians and Collaterals (Zhongguo Jingluo Wenxian Tongjian) was edited by Deng Liang-yue and published by Qingdao Press in 1993. This book was compiled by national concerned experts, who are organized by Meridian Research Institute of China Association for Acupuncture and Moxibustion and Institute of Acupuncture and Moxibustion of China Academy of TCM. This book collected all the meridians and collaterals contents from more than one hundred TCM classic works, the meridians and collaterals monographs and the chapters of ancient famous TCM works, which are from Mawangdui Tomb's silk-book to the later Ching Dynasty and the Republic of China. The complier searched the meridians and collaterals knowledge extensively and arranged them in logical order. It is an important foundation and component of national meridians and collaterals

standardization work.

Categorized Collection of Literatures on Chinese Acupoints (Zhongguo Zhenjiu Xuewei Tongjian) was edited by Wang De-shen and published by Qingdao Press in 1994. In this book, all the acupoints appeared in the representative acu-moxibustion medical books of the past dynasties are categorized chronologically. So readers can see their succession and development tracks. It served the academic society of acu-moxibustion at home and abroad with only carrying this book can they see all the acupoints appeared in the acu-moxibustion medical books of the past dynasties.

Acupuncture Treatment Categorized Collection of Literatures on Chinese Acupuncture and Moxibustion Techniques (Zhongguo Zhenjiu Cijiufa Tongjian) was edited by Huang Long-xiang and published by Qingdao Press in 1996. This book was divided into four parts: Pandect, Acupuncture Chapter, Moxibustion Chapter and Appendix. In pandect part, it concisely discussed the formulation and evolution of acupuncture and moxibustion manipulation, and included relative kinds of needles, the common principle and suitable diseases of acupuncture, recuperation after acupuncture therapy, acupoint location and the relations between acupuncture, moxibustion and traditional Chinese medicine. The detailed acu-moxibustion manipulations are in Acupuncture Chapter and Moxibustion Chapter. In addition, modern acupuncture manipulations are also introduced in Acupuncture Chapter. Appendix chapter include the ancient acu-moxibustion manipulation verses and major bibliography. This book is informative and referable.

Categorized Collection of Literatures on Chinese Acupuncture Treatment (Zhongguo Zhenjiu Zhengzhi Tongjian) was edited by Deng Liang-yue and Huang Long-xiang and published by Qingdao Press in 1995. This book discussed the acupoints' clinical indications and main function of the prescriptions. It seek the original sources of acu-moxibustion and correct the errors. It systematically summarized and verified the abundant clinical experience of both ancient and modern doctors. It is a scholarly work with high level.

Illustrated Handbook on Chinese Acupuncture and Moxibustion History (Zhonguo Zhenjiushi Tujian) was edited by Huang Long-xiang and published by Qingdao Press in 2003. The full book are divided into the following parts: "Interiors and Exteriors: Ancient Anatomy" "the Mingtang legend and Meridians and Collaterals: Acupoints of Acupuncture and Moxibustion" "Appliances and Techniques: Techniques of Acupuncture and Moxibustion" "Prescriptions and Acupoints Location: Acupuncture and Moxibustion Therapy" "Massage and Chinese physical and Breathing Exercises: Continuation of Acupuncture and Moxibustion Therapy" "Doctor, Medical Book and Medical Science: Academic Spreading" "Others" and "Appendix". This book is not only pictures collection. It is a complete series of pictures which constitutes a lively Chinese acu-moxibustion development history. This book has important historical research value and academic value.

The above five books not only supplied the original abundant and systematic data of ancient meridians, collaterals and acupoints literatures for scholars at home and abroad, but also filled up domestic and overseas blank on acu-moxibustion literatures research. They adapted to the urgent need of meridians and collaterals theory research at home and abroad. It is very important to establish and keep China predominance on meridians and collaterals research internationally, and has significant scientific value and important social benefits. It is a set of great academic works of acupuncture and moxibustion after the founding of P.R.C with epoch-making significance.

Then NPC vice chairman Wu Jieping, then Health Minister Cui Yueli, Zhang Wenkang and contemporary famous acu-moxibustion specialists Wang Xuetai, Yang Jiasan, Cheng Shennong, He Puren, Zheng Kuishan, Zhang Jin, Shi Xuemin, they all spoke highly of the publication of the above five books.

Epilogue

The main contents of the above important acu-moxibustion monographs can be summarized into the following six parts.

A. The meridians and collaterals part: Miraculous Pivot (Ling Shu), An Elaboration on the Fourteen Meridians（Shisi Jing Fahui）, Categorized Collection of Literatures on Chinese Meridians and Collaterals (Zhongguo Jingluo Wenxian Tongjian), such books recorded some contents about meridians and collaterals.

B. The acupoints part: Yellow Emperor's Canon Internal Medicine（Huangdi Neijing）, A-B Canon of Acupuncture and Moxibustion (Zhenjiu Jiayi Jing), Illustrated Mannual of Acupuncture Points of the bronze Figure (Tongren Shuxue Zhenjiu Tujing), Great Compendium on Acu-moxibustion (Zhenjiu Dacheng), Categorized Collection of Literatures on Chinese Acupoints (Zhongguo Zhenjiu Xuewei Tongjian), such books recorded some contents about acupoints.

C. The acupuncture and moxibustion techniques part: Yellow Emperor's Canon Internal Medicine（Huangdi Neijing）, A Supplement to the Prescriptions Worth A thousand Gold (Qianjin Yifang), Medical Secret of An official (Waitai Miyao), The Amplified Classic of Acupuncture and Moxibustion (Zhenjiu Zisheng Jing), Moxibustion for Emergencies (Beiji Jiufa), A Collection of Gems in Acu-moxibustion (Zhenjiu Juying), Great Compendium on Acu-moxibustion (Zhenjiu Dacheng), Acupuncture Treatment Categorized Collection of Literatures on Chinese Acupuncture and Moxibustion Techniques (Zhongguo Zhenjiu Cijiufa Tongjian), such books recorded some contents about acupuncture and moxibustion techniques.

D. The acu-moxibustion treatment part: Yellow Emperor's Canon Internal Medicine（Huangdi Neijing）, A-B Canon of Acupuncture and Moxibustion (Zhenjiu Jiayi Jing), The Amplified Classic of Acupuncture and Moxibustion (Zhenjiu Zisheng Jing), A Collection of Gems in Acu-moxibustion (Zhenjiu Juying), Great Compendium on Acu-moxibustion (Zhenjiu Dacheng), Categorized Collection of Literatures on Chinese Acupuncture Treatment (Zhongguo Zhenjiu Zhengzhi Tongjian) , such books recorded some contents about acu-moxibustion treatment.

E. The acu-moxibustion cases part: The Amplified Classic of Acupuncture and Moxibustion (Zhenjiu Zisheng Jing), A Collection of Gems in Acu-moxibustion (Zhenjiu Juying), Great Compendium on Acu-moxibustion (Zhenjiu Dacheng), such books recorded some contents about acu-moxibustion cases.

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Together for a Shared Future, and a Shared Future for Together (Space)!

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Abstract:"The very sun irradiates their gorgeous palace, but never bypasses our tatty hut: sunshine is equal." -Shakespeare
Equity is the common desire of all people in this world, and it is also a silently tacit agreement between countries and the strategic balance they want to pursue. However, the recent asteroid mining craze seems to be quietly influencing the existing equity degree around the globe. We developed the World Resource Equity Assessment Model (WREAM) and other related models in order to measure the equity degree of the earth as a regional system and to propose policies to regulate it.In this paper, we reviewed the relevant literature, then collected the required data and performed data pre-processing. Next, for the problem we faced, we developed a model that can assess the degree of equity of any regional system. In this model, we combined subjective hierarchical analysis with objective entropy weighting to obtain the weights of each indicator, and then calculated the IP and OP (Input and Output) for each country using the TOPSIS integrated evaluation method. By introducing the Pearson correlation linear coefficients fitted with the one-dimensional linear regression, the degree of global equity was judged by judging the magnitude of the one-dimensional linear regression coefficients. Then, we applied this World Resource Equity Assessment Model to 10 countries. we made predictions for possible future visions of asteroid mining for pre-policy interventions and post-policy interventions.
Keywords: TOPSIS; Entropy weight method; Time series prediction; World Resource Equity

1. Introduction

In 1967, most of the world's States signed the United Nations Treaty on Outer Space, agreeing that "exploration and use of outer space, including the moon and other celestial bodies, shall be carried out for the benefit and in the interests of all countries, irrespective of their degree of economic or scientific development, and shall be the province of all mankind"[1]. At the same time, the United Nations aims to promote global peace and reduce inequalities. As the basis of international space law, the Outer Space Treaty provides the legal basis for promoting space exploration projects in many countries, such as the International Space Station and the use of satellites to browse the Internet in the most remote areas.

But as humanity seeks access to space-based resources, this equitable international commitment seems to face many challenges. There are many unanswered questions about asteroid mining, but we assume that asteroid mining is viable in near future, that humans will be able to bring valuable minerals (such as platinum and palladium metals) back to Earth in a relatively safe way, and that it will be economically worth the investment.

2. Assumption

To simplify our problems, we make the following basic hypotheses.

● We assume that the environment in which the country is located is relatively stable, the situation of the detected resources is also relatively stable.

This means that when we measure and predict the resource allocation situation of a country, the country we choose will not undergo dramatic changes. For example, major financial crises and global public health emergencies which will influence countries' related situation such as the COVID-19 will not occur in the next few decades. In order to avoid this kind of influence, the data we selected are all the data of 2017 for analysis. By the way, some extreme cases about resources, like the drastic change in asteroid conditions effected by Yarkovsky effect, we will not discuss it here.

● We select some representative countries to train our evaluation model, and the results of the model can be applied to all countries.

Due to the large number of private enterprises, it is difficult to complete statistics. Relative to national data, it is easy to obtain accurate data, and the sample size corresponding to the country is large, which is more universal. Therefore, we choose national data to build the model.

● We assume that a specific country can be regarded as a macroscopic Strategic Business Unit.

Similar to an independent business or department, the development of a specific country is relatively independent. The resource situation of other countries does not have a great influence on one country, and we ignore this influence. Therefore, the status of a specific country in the international environment is similar to the positioning of a company or department in the market, so the country

can be regarded as a macroscopic Strategic Business Unit.

3. World Resource Equity Assessment Model

According to Palgrave, "Equity does not refer to the average number of resources, but takes into account the subjectivity of equity, defining fairness as the average of the utility that each allocator feels through access to resources." [2] When each assignee has the same satisfaction with the result of the resource allocation, this achieves a fair distribution. We introduced the concept of equity. The equity degree is based on equity as the first criterion, which is used to measure the rationality of the allocation of resources within a regional system. If we believe that a system is fair, the system should not only reach a high level in all aspects, but also be sustainable and balanced in these aspects. The World Resource Equity Assessment Model that we will establish should meet the following requirements:

● The model should be universal and applicable to regional systems under any resource scale in the universe. Therefore, the indicator we have chosen should be suitable for most geographies.

● The pattern should be comprehensive and occupy all dimensions of resource allocation.

● The model should develop appropriate criteria to assess the use of the entity's resources at the entity level (e.g., state, private enterprise) in order to fairly assess the fairness of the regional system of these entities.

● The model should be robust. The evaluation results of this model are relatively stable, and there may be uncertainty interference.

4. ED Indicator System

4.1 Determination of indicators and Data Collection

We need to use representative indicators to create an index system to assess the degree of equity. We have read and studied several different indicator systems for gauging equity in prior study. The Gini coefficient system, for example, can accurately depict the economic disparity within a region, but it is limited to a certain area. Because Chinese farmers own land and buildings, they are a viable option. A large portion of their income is uncollected. They don't even commercialize the money they've amassed. As a result, using monetized income alone to determine China's wealth disparity is unable to achieve accurate conclusions.[3] Furthermore, China's geographical conditions are diverse, and the country is large. The rich-poor divide in Tibet, the northwest, and the coastal regions is unlikely to occur, but the rich-poor divide in these two regions does not create a particularly urgent social interaction. The evaluation model developed by our team can be used to examine regional systems over a wide range of spatial distances. As a result, the equity index methodology we built is more universal and logical. We devised two macro criteria for measuring entity behavior and effect in order to better achieve our goal: input and expenditure. And will focus on the examination of equity using more than ten distinct indicators. Our indicator framework is as follows:

Input: Financial and human resources invested in resource allocation.

Output: The benefits of resource allocation.

ED: After obtaining the scores of IP and OP, we build scatter plots with IP as the X-axis and OP as the Y-axis for the selected countries, and first determine the magnitude of linear correlation by performing Pearson's linear correlation coefficient calculation (which has been hypothesis tested to prove significance), and perform one-dimensional linear regression fitting under the premise of strong linear correlation, so as to obtain the value of the fitted one-dimensional function coefficient, which is used as an indicator to judge global equity.

(a)Meaning of Pearson correlation coefficient   (b) Meaning of different ED values
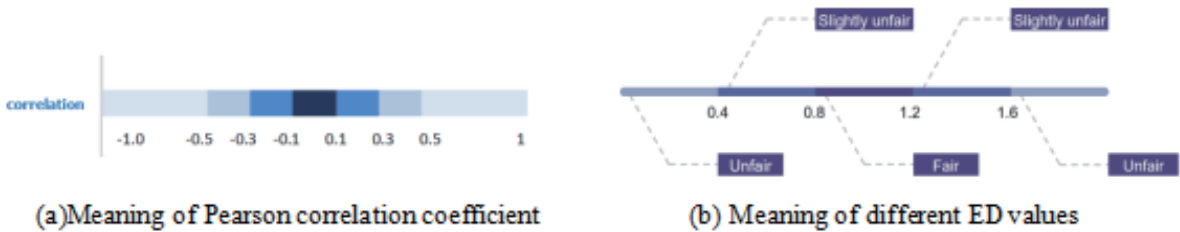
After determining the indicator framework, we collected data from authorized sources, including World Bank data [4], UNESCO

LEVEL1	LEVEL2	Abbreviation	Unit
Input	Resource import volume	RIV	100t
	Conversion efficiency of resource processing	CER	%
	Science and Technology Input Index	STII	—
	Environmental pollution index	EPI	—
	Proportion of labor force in resource-consuming industries	PLF	%
	Proportion of secondary industry in all industries	PSI	%
	Resources per capita	RPC	—
	Growth rate of Gross Domestic Product	GDP	%
	Happiness index	HI	—
	Employment rate	ER	%
	Urbanization rate	UR	%

Institute for Statistics [5], Trading Economics[6], Kaggle[7], Forward-looking Database [8], Heywhale[9]. Given that we are talking about the allocation of resources, we mainly choose countries with a level of resource input. In the end, we have 11 inferior indicators. Here we introduce our index system.

4.2 Data Normalization

We need to normalize the data of different indicators so that they may be compared on the same scale now that we have a complete and accurate dataset. There are two types of indicators among the 11. We use a variety of normalization approaches.Benefit Attributes: the larger, the better,Cost Attributes: the smaller, the better.

4.3 Calculate the IP, OP and ED

We selected 10 countries with different continents and different development situations as research objects to calculate their IP and OP.We use TOPSIS comprehensive evaluation method to evaluate IP and OP of 10 countries, and obtain the IP and OP scores of 10 countries. We collect data from 10 countries and calculate.From the above calculations we can get a standardized A/B matrix, and now we determine the optimal scheme and the worst scheme for each indicator:

Calculate the proximity of each indicator to the optimal scheme and the worst scheme:

$$A^+ = (\max\{a_{11},a_{21},a_{n1}...\},\max\{a_{12},a_{22},a_{n2}...\},...\max\{a_{1m},a_{2m},a_{nm}...\})$$

$$= (A_1^+,A_2^+,....,A_m^+)$$

The worst scheme A^+orB^+composed of the maximum value of each column element in the A or B:

$$A^- = (\min\{a_{11},a_{21},a_{n1}...\},\min\{a_{12},a_{22},a_{n2}...\},...\min\{a_{1m},a_{2m},a_{nm}...\})$$

$$= (A_1^-,A_2^-,....,A_m^-)$$

Calculate the proximity of each indicator to the optimal scheme and the worst scheme:

$$D_i^+ = \sqrt{\sum_{j=1}^m \omega_j (A_i^+ - a_{ij})^2} \quad D_i^- = \sqrt{\sum_{j=1}^m \omega_j (Z_i^- - a_{ij})^2}$$

Calculate the closeness of each indicator to the optimal scheme:

$$IP_i = \frac{D_i^-}{D_i^+ + D_i^-} \quad OP_i = \frac{D_i^-}{D_i^+ + D_i^-}$$

Application of the World Resource Equity Assessment Model(regional analyses).

Before using Pearson correlation coefficient as the index of ED, linear correlation test should be carried out. We chose the matrix scatter diagram generated by SPSS for judgment.Figure 1.

It can be observed that the two have an obvious linear correlation.

Now we have obtained the World Resource Equity Assessment Model, and we will apply it to ten countries including the United States, China, Japan, Germany, South Korea, France, Switzerland, Sweden, Canada and Russia, and analyze their IP, OP and ED. The results are as follows:Figure 2.

5. The Future of Asteroid Mining

In the case of asteroid mining by nations. We assign new meanings and abbreviations to 11 indicators in the World Resource Equity Accessment Model, as shown in the table below:

5.1 Trends in asteroid mining
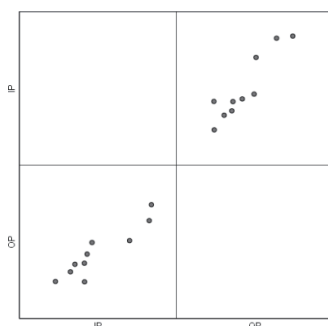
Figure 1: Rectangular scatter plote

Country	Input	Output
America	0.1974	0.2113
China	0.1934	0.1743
Japan	0.1576	0.1277
Germany	0.0893	0.1233
Korea	0.0803	0.0963
France	0.0754	0.0751
Switzerland	0.0582	0.0726
Sweden	0.05	0.0551
Canada	0.0227	0.0326
Russia	0.0757	0.0318
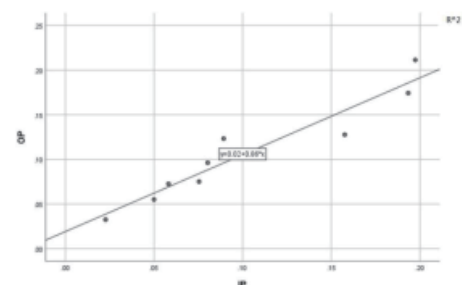
Figure 2: Linear relationship between OP and IP

LEVEL1	LEVEL2	Abbreviation	Unit
Input	Imports of rare resources from space	A1	100t
	Space Rare Resource Processing Conversion Efficiency	A2	%
	Science and Technology Input Index	A3	—
	Environmental Pollution Index due to Space Resource Extraction	A4	—
	Share of labor force engaged in space mining operations and related activities	A5	%
	Share of space mining industry in all industries	A6	%
Output	Per capita share of rare resources in space	B1	—
	Growth rate of Gross Domestic Product	B2	%
	Happiness index	B3	—
	Employment rate	B4	%
	Urbanization rate	B5	%

According to the country's resources, science situation, we divide space mining into three stages.

5.2 Quantification of asteroid impacts

After the analysis of likely Vision for the Future of Asteroid mining, we can know the impact of asteroid mining on global equity at different times. How can we quantify this impact? Based on the prediction of asteroid mining prospect by experts, we established a pyramid impact index to quantify the impact of IP indexes of STII, PLF and PSI on OP. This principle will also be reflected in the subsequent prediction model.

After the influence conditions were confirmed, we brought the affected data of the first stage back into our evaluation model and analyzed the fairness again.(**At the 0.01 level (two-tailed), there is a significant decrease relative to the value before the start of space mining.)We can found that the Pearson correlation coefficient is significantly reduced, and the fitting coefficient of linear function is reduced to 0.62, it shows that at the early stages of the asteroid mining is not fully mature, the rate of return on investment (equity) may not meet expectations of all countries, it also accord with our set for the first stage the asteroid mininginfluence.As for the impact of the second stage of asteroid mining, after the subsequent prediction model for each group of indicator data, we find that the ED of the second stage is generally greater than 1 in countries with high initial investment, which is also in line with our expectations. It is not hard to see that, after the verification of the evaluation model, our assumptions about the impact of asteroid mining are reasonable.

6. Conclusion

First of all, we reviewed the relevant literature, then collected the required data and performed data pre-processing. Next, we developed a model that can assess the degree of equity of any regional system. In this model, we combined subjective hierarchical analysis with objective entropy weighting to obtain the weights of each indicator, and then calculated the IP and OP (Input and Output) for each country using the TOPSIS integrated evaluation method.

By introducing the Pearson correlation linear coefficients fitted with the one-dimensional linear regression, the degree of global equity was judged by judging the magnitude of the one-dimensional.linear regression coeffients. Then, we applied this World Resource Equity Assessment Model to 10 countries.

Moreover, after referring to many papers and journals on asteroid mining, we reasonably conceptualized the asteroid mining event. Since there is no human data on asteroid mining. Thus, we bring the changes in some of the metrics generated by asteroid mining into our World Resource Equity Assessment Model and assess the changes in ED (Equity Degree) from asteroid mining.

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Comprehend the Characteristics and Influence of the Theme of Urban Worker from the Perspective of Art Sociology

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Abstract: Through the analysis of art sociology theory, the development causes and characteristics of the theme of "urban worker" are analyzed and explored.First to define the concept of "urban workers" (including migrant workers, local workers, civilian heroes, etc.) to the 13th national exhibition of Fine Arts winning works for the scope, to the 11th and 12th exhibition for reference, select Wang Biao "Get Off Work of No.86", Cao Dan "Bridge Pouring in The Sun", Wang Yichan on "Dim Lights" and Lv Xuejing "Beautiful Scenery Line" several works for analysis.

Keywords: Art Sociology; Urban Work; The 13th National Exhibition of Fine Arts

1. The Definition of "the theme of urban Worker"

The rapid development of Chinese society and the continuous expansion and prosperity of the city have attracted many rural people to work and live in the city, which has become an indispensable part of the city.The theme of urban migrant workers does not come from the tradition. However, as a form similar to the theme of farmers, it is gradually sprouted and generated in accordance with the trend of The Times, and has the characteristics of social group images with Chinese characteristics.Compared with calling it a new theme, it is more like a branch derived from the farmer theme, just like the depiction of farmers' life conditions in urban life, but also like a portrait of farmers in the new era.As the majority of China's population, their survival status is related to the future of the country.In accordance with the trend of urban migrant workers developed by The Times, it is undoubtedly a great event to improve the quality of life of farmers.

But "urban workers theme" is not equal to "migrant workers theme".As the city constantly develops, many migrant workers have changed from the general desire to make money and return to the countryside at a certain time to the hope to have a place in the city. In addition, with the welfare of national policies and the support of the government, migrant workers working in cities have changed from "temporary residence" to "living", from "first generation" to "second generation", and gradually can take root and sprout in the city, changing the past status of floating population.So it is not appropriate to simply call it "migrant workers". Instead, it may be more humane as "urban workers".

In fact, the artistic creation of urban work was concerned by artists in the early 1980s.At the beginning, the migrant workers who entered the city as "migrant workers" are at the bottom of the society.Due to the construction needs of big cities, the influx of migrant workers conflicts in cities. In addition, relevant policies and regulations have not been improved, so many unfair phenomena such as unpaid wages and longer working hours emerge, which have become hot social topics from time to time.They build advanced facilities in the city, but they live around the edge of the city.

The development of French realism in the bottom class has been known for the creation of the poor people in the 19th century. Without Gustave Courbet, Honoré Daumier and other artists to create at the bottom of the people, it is difficult for people to find artistic beauty from the mediocre and ordinary life.China is a country coming from suffering, so realism has grown immediately since it was introduced into China in the early 20th century. With the development of Chinese society, it gradually highlights its own characteristics. The creation of artists adds more subject consciousness, which makes the artistic expression more connotation and depth.

2. What do we comprehend from the art exhibition works

There is no doubt that the art exhibition works are the national exhibition that can best reflect the aesthetic mainstream of new China.Whether the past 11th exhibition works —— Xin Dongwang "Cheng Cheng", Xu Weixin "shed", 12th exhibition works —— JingYumin "black rain" (sculpture), liao Yang "mom and dad are where", etc., or 13th exhibition works —— Wang Biao "eighty-six", Cao Dan "sunshine bridge pouring", Wang Yichan on "dim lights" and Lv Xuejing "beautiful beautiful scenery line" (sculpture), etc., can see the figure of urban workers.Especially in the works of the 13th Exhibition of fine arts, we can see a more mature image of migrant workers.In the painter's pen, the migrant workers seem to be labeled: wearing work clothes, wearing hard hats, holding the tools of labor, or having a rest or work.However, the spiritual connotation shown in the specific creation seems to be different, and with the passage of time, the mental state of urban migrant workers shows a trend of gradually becoming positive from hardship and

helplessness.

Through browsing the works of previous national art exhibitions and emphasizing the analysis of several important works of the 13th National Exhibition of Fine Arts, it is not difficult to find that the works of urban workers have these characteristics:

2.1 View the working life from the perspective of others

Artists often view the work and life of migrant workers from the perspective of others, and describe the living conditions of migrant workers from the perspective of onlookers, explaining the workers in their eyes.For example, Wang Biao, the winning work of the 13th National Art Exhibition, "86", which is a watercolor work, but the first view is the strong atmosphere brought by free and easy brush strokes.

Figure 1 Wang Biao, Get Off Work of No.86 (Internet picture)

Wang Biao's "86 of Work" depicts a group of coal miners with sketches. The painter melts the ink into the watercolor color as the tone of the picture. As the workers walk to the left, the ink becomes lighter with the pace of the miners.This is not only the label-like color brought by the work, but also the spiritual connotation of expressing the miners from the bottom to the light.The work is, of course, so realistic that one can immediately identify the scene for the workers on the construction site; but the work is abstract, compared with the real scene.In addition, the size of this work is 109 * 150cm, using large frames to create, put the image of migrant workers on the main stage, rising to a higher status.As a Chinese watercolor still growing and developing, it has both the western realistic tradition and the water meaning of Chinese painting, and becomes an indispensable corner in the diversified artistic pattern with a unique way of expression.

Figure 2   Cao Dan, "Bridge Pouring Worker in the Sunshine" (Internet picture)

In addition to watercolor works, there are also excellent works about urban workers in the printmaking category.Print maker Cao Dan created gold works —— engraving bridge pouring in the sun, shaped the image of five ordinary bridge pouring, similar to the "Get Off Work of No.86", the bridge pouring in the sun is also deep tone, a lot of heavy color in the picture, but the pouring still have optimistic calm, in chaotic environment is still the positive heart of the future.The pouring workers squinted slightly into the sun, with their working gloves and tools, and did not seem to neglect their work for the moment.Creator Cao said: "how to emphasize the characteristics of printmaking, strengthen the action of painting to show the visual tension, and to restore pouring workers under the power of life strength, how to make the complex etching process print language fine rendering and large concrete painting with bearing, become" bridge pouring in the sun " the prints in production level."

2.2 Find ownership and identity in the city

Different from people who were born living in cities, the sense of belonging and identity of urban migrant workers is not acquired overnight, but gradually formed by the accumulation.Urban workers choose to leave their hometown, but they should not only face the discomfort of leaving home and facing a strange environment, but also the sense of distance from urban life and urban residents. News such as "migrant workers choose to sit on the floor because of their dirty clothes" and "because urban consumption is too expensive, migrant workers choose to eat steamed bread to live" are common. For ordinary people, it may be just a quick glance of fresh information, but for them, this is what life looks like.Through the capture of artists and reflected in the art works, some urban workers are confused about the noisy city, and some find their own sense of belonging.

Figure 3   Wang Yichan "Light lights" (Internet picture)

Wang Yichan is the 13th National Exhibition of fine art in Beijing, the painter brought the image of the delivery man into the view of the exhibition.The picture depicts a delivery man temporarily stopping for a phone call.The delivery man in the picture looks sideways, holding the phone and sitting at the electric car.We can't see his look, but from the body language, his confusion and the noise around the —— have nothing to do with him. The most important thing at hand is to deliver the delivery to the customer in time. In addition to red, yellow, blue and black, there are not too many colors in the picture.The background is vague, just like delivery men who usually travel through large and small streets, but rarely observe the city scenery, let alone get involved.He was a participant in the noise of the city, but he did not enjoy it.Such a life is both real and trance for the delivery workers.The picture is plain, but very infectious.

Figure 4   Lu Xuejing's "Beautiful Landscape" (Internet picture)

Compared with the disconsolate and confused thoughts revealed in The Falling Light, Lv Xuejing's sculpture "Beautiful Landscape", which was also selected as entering Beijing in the art exhibition, is more direct."Beautiful Landscape" is a group of wood carvings of nine different forms of sanitation workers.Some of them are thinking with their heads, and some are busy with their work, showing a group record of the daily work state of sanitation workers.Creator Lu Xuejing said, " The sanitation workers have silently made positive contributions to our urban environment. They may not dress neatly, but where they walk must be a beautiful landscape."It is a direct tribute to the urban migrant workers.The creator takes the usually seemingly insignificant urban workers as the object, which not only affirms the labor value of the urban workers, but also praises their simple and exclusive quality.

In fact, in the exhibition composed of many works, it is also like a small world, with heroic themes, national themes with a hundred flowers blooming, and more novel and gorgeous abstract themes.The works of urban workers are selected and appear in the exhibition, which undoubtedly affirms the creative concept of the artists and the value of this group.

3. The influence of urban migrant work themes

3.1 The attention to the urban migrant workers has increased

Compared with people born and growing up in cities, migrant workers are more tenacious in their survival. Many jobs are physical work in the transportation, construction and catering industry, reflecting the power of life.Oil painter Xin Dongwang is good at depicting the image of migrant workers, he talked about his touch to the group of migrant workers in the work "early": " I always have a inexplicable moved, moved to local conditions and indomitable atmosphere, moved by the steadfast expression... the majority of people living at the bottom of the society can not leisurely feel the meaning of culture, they can feel the hardships of life and the comfort to win food."

Decades of rapid development in China cannot be separated from the urbanization process driven by thousands of thousands of workers behind it.This also means that the theme of urban migrant workers will continue to be created and developed.In the face of many achievements of urbanization, they are only payers, because of the identity differences, they still have a certain gap from the city.This level of attention is not a mixture, an understanding of giving migrant workers to higher value, or celebrating the great significance of their work, but a call on the public to treat them in an equal perspective when this group still suffers from discrimination.

3.2 The social characteristics of art is further expanded

Boyce's famous judgment that "everyone is an artist" is still mentioned by the public. In addition to "everyone is an artist" in artistic creation, the artistic creation becomes popular, but also the popularization of art communication.The theme of themes and life is the development of existing themes (farmer theme), but also to further expand the social characteristics of art.When migrant workers are painted into their works as objects, it is naturally the possibility to participate in art.Art has long since been accessible to celebrities, but when the audience really expands to the bottom, the social characteristics of art is realized.

4. Conclusion

In summary, through the analysis of the works of the 13th national exhibition of Fine Arts, we can clearly feel the beauty of ordinary people revealed in the works of art, as well as the further embodiment of the social nature of art. In China, where the society is developing so fast, a group of painters can set their sights on this group of ordinary people who have come to the city to work, which has expanded the acceptance and expression of art. Since ancient times, art are the mirror of life.

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An Analysis of Stimulating Students' English Learning Interest of Junior Middle school in Flipped Classroom under "Double Reduction" Policy

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Abstract: Presently, students have much burden of their homework in school, which reduces student's motivation to learn English. So, the "Double Reduction" Policy is launched according to people's appeal. And with the rapid development of national education, English is a part of student's compulsory courses to learn and also the second language for us, most of students think that it is tough to learn at the beginning of it. They are not interested in learning it gradually. As of the new national curriculum reform, the traditional teaching method is no longer adapted to the needs of classroom. So, the new teaching model occurs according to teaching needs, which is "Flipped Classroom" model. After several demonstrations, it can be turned out this model can save student's much time and improve their efficiency in acquiring knowledge. At the same time, they can learn and use English freely. This model swaps the role of classroom and actually motivates learning interest for junior middle school students, it lets students become the center of it rather than teachers and also gives students many valuable opportunities to perform themselves.

Keywords: Flipped classroom;"Double Reduction"Policy; Training institution

1. Background

With the rapid development of education, parents pay more attention to student's study gradually. Students have much burden about their studying career, their parents ask them to attend extra study at an out-of-school training institution. It may cause students are not interested in learning gradually and deprive student's much time. They think that we have not much time to do other things, their interest in learning also descends. So, the Educational Administration launched a new policy, "Double Reduction" Policy, which can help students to reduce their heavy homework. At the same time, this policy has also reduced the popularity of off-campus training institutions. At present, one of the most prominent problems in compulsory education is the heavy burden of primary and middle school students, short-sighted and utilitarian problems have not been fundamentally solved. On one hand, students' homework burden is still heavy and homework management is not perfect. On the other hand, off-campus training is still overheated, and the problem of excessive training has not been fundamentally solved. Some off-campus training programs charge too much, and there are great risks and hidden dangers of excessive influx of capital. These problems have led to a heavy burden on students' homework and after-school training, and a heavy financial and energy burden on parents, which seriously violates the achievements of education reform and development. What's more, with the drastic evolution of education, English is a necessary part of courses that students should learn. Presently, students are cared of learning English, they think it is difficult to learn and the teaching model is out of fashion. Because students have their own different learning style to acquire language and the teaching model is not suitable for all students in class. Gradually, students lack of confidence and interesting in learning English. The most difficulty for students is that they will have an exam that decide whether they can upgrade to high school or not from middle school. English is an important component of this exam. So, it needs a high standard for them to learn English. The traditional teaching method has many disadvantages, it can waste much time about students and reduce student's confidence in learning it. This model doesn't offer many opportunities for students to show what they think in class and may reduce their passion in learning English. So, the "Flipped classroom" this new teaching model occurs. It could build up confidence for students to acquire and give them many opportunities to show their ideas in class. Letting students stand in the center of classroom and helping them become the master of classroom.

2. An overview of the "Double Reduction" Policy
2.1 The backdrop of policy

Recent years, in accordance with the decisions and plans of the CPC Central Committee and The State Council, local governments have carried out intensive work to reduce the burden of homework and off-campus training for students in compulsory education (It is referred as "double reduction"). And it gets a great achievement. However, one of the most prominent problems in compulsory education is the heavy burden of primary and secondary school students. Short-sighted and utilitarian problems have not been fundamentally solved. On the one hand, students' homework burden is still heavy and homework can't be managed properly. On the other hand, off-campus training is still overheated, the problem of excessive training has not been fundamentally solved. Some off-

campus training programs charge too much, and there are great risks and hidden dangers of excessive influx of capital. These problems have resulted in a heavy burden on students' homework and off-campus training, and a heavy financial and energy burden on parents, which has seriously undermined the achievements of education reform and development and aroused strong social repercussions. So, the "Double Reduction" Policy is launched according the needs of citizens. It fully implements the Party's education policy, carry out the fundamental task of fostering morality and fostering talent, and promote the all-round development and healthy growth of students.

2.2 The aims of policy

The aims of this policy will be divided into two aspects. In terms of the school, the quality of education and teaching and service level of the school will be fully improved, homework will be more scientific and reasonable, after-school services will basically meet the needs of students, and students will learn better and turn back school. In the aspect of off-campus training, the training behavior of off-campus training institutions should be comprehensively standardized, all kinds of chaos of off-campus training of disciplines should be basically eliminated, and the heat of off-campus training should gradually drop.

2.3 The requirements of policy

2.3.1 The amount and length of homework will be reduced comprehensively

It can reduce students' heavy burden about their homework. Improving the operation management mechanism, reasonably regulate the operation structure, categorize and clarify the total amount of operation, improving the quality of operation design, strengthening the guidance of operation completion. Students are not required to check their homework, it is strictly prohibited to arrange for parents, and it is strictly prohibited to ask parents to check and correct students' homework.

2.3.2 Being strict to manage and standardize the behavior of off-campus training comprehensively

Standardizing training service behaviors, establishing training content record and supervision system. Off-campus training institutions are not allowed to use national statutory holidays, rest days and summer and winter holidays to organize discipline training. Supervision over normal operation should be strengthened. Financing and fees of training institutions should be mainly used for training, and unfair competition should be firmly prohibited.

2.3.3 Strengthening supporting governance and enhance support and security capabilities

Ensuring after-school service conditions of schools, checking and approving the staffing in an overall way, fully allocate teachers, formulating the guarantee measures for after-school service funds, and ensuring that funds are raised properly. After-school service funds are mainly used to subsidize teachers and related personnel involved in after-school service.

2.3.4 Improving after-school services to meet the diverse needs of students

In principle, the end time of after-school service should not be earlier than the local normal end time, and the school can arrange teachers to implement the "flexible work time system". Improving the quality of after-school service and enhancing the attractiveness of after-school service. Expanding after-school service channels, actively creating conditions to organize outstanding teachers to carry out free online interactive exchanges and answering questions.

2.3.5 Improving the quality of education and teaching to ensure that students learn well at school

It aims to promote the quality and balance development of compulsory education, fully stimulate the vitality of schools, and improve the overall performance of schools. Improving the quality of classroom teaching,

3. Appliance of flipped classroom

3.1 Introduction

Flipped classroom is a new teaching method for class that is a realignment of time in and out of the classroom, so as to shift decision-making over learning from teachers to students. In this model, valuable time of classroom allows students to pay more attention to proactive project-based learning, working together to address localization or globalization challenges and other real-world issues to gain a deeper understanding. Teachers don't occupy the time to teach knowledge longer in class. These knowledge needs to be learned independently by students before class, they can watch video lectures, listen to podcasts, read enhanced e-books, discuss with other students on the Internet, and access materials at any time. Teachers also have much time to communicate with everyone. After class, students independently plan the learning content, learning rhythm, style and presentation of knowledge, while teachers adopt teaching and collaboration methods to meet the needs of students and facilitate their personalized learning. The goal is to let students get more real and autonomous learning through practice.

3.2 Procedures of flipped classroom

3.2.1 Pre-class

Students needs to preview the content that they will learn in class. It means that they can preview it in various way. They can watch video lectures, listen to podcasts, read enhanced e-books, discuss with other students on the Internet, and access materials at any time. The teachers need to offer ways about student's autonomous learning, students should read the text book by themselves and refine the core knowledge about it. They must learn new knowledge based on the knowledge that they learned before. The acquirement of knowledge is important, but the process of acquire of knowledge is more important.

Teachers should make full use of their creativity to design tasks or questions based on student's own cognitive ability and current level. Students can observe, guess and analyze the questions that may occur in learning. Teachers should make enough preparation to set the goal in student's ZPD. "ZPD" means that student's underlying level that surpasses student's current level and students can obtain it. It may increase student's learning interest and arouse their curiosity to learn about English. Teachers also need to encourage students to ask themselves about what, why, how and help them to put up questions based their profound ponder, to analyze questions that occur in class from different aspects.

3.2.2 While-class

Teacher should admit student's achievement of preview and also admit student's cognitive difference. They need to focus on

the content that students didn't understand when they previewed. They should mainly teach knowledge that students don't fully understand. This model also needs to change the role between teachers and students. In traditional class, teachers were the center of classroom, students were the listener. It can't motivate student's interesting in learning English. But, in flipped classroom students are not passive to acquire language, they are active. Teacher should give their initiation to students and let students be independent in class, they can share their thinking to others in class and also aspire them to learn English better. Teachers are not the controller in class, but participant, they can participate in the student's activities and work together with them. When a teacher solves the problem, he or she shouldn't solve it totally but give students more opportunities to cope with it.

According to Krashen's "Input Hypothesis", he thoughts that teachers should give student's knowledge that beyond their current language level. The knowledge should be comprehensible and acceptable. So, he also brought about "i+1" principle. He believed that teachers should give students more knowledge that beyond its own current language level, which can motivate their interest to learn. At the same time, students can learn it freely. If the knowledge teachers teach them is inferior to student's current level, they may think it is easy and thus lose interest gradually.

3.2.3 After-class

Students should stretch knowledge that they learned in class, they should also combine the class in and out. In order to form the habit of autonomous learning, which means that let students learn English actively and independently. They also need to have a reflection about what they have learned and understood in class, they also need to think about their weakness in their study and correct it.

As for teachers, they need to help students to find their drawbacks in class, to let them realize the importance of learning and to plan their following studying goal. In addition, teachers should set some appropriate homework for students to strengthen their knowledge.

4. Factors of hiding interest in English learning

4.1 Interlanguage

Interlanguage is a term that refers to the separateness of a second language learners' system, a system has a structurally intermediate status between the native and target languages (Brown, 2001). The contrastive analysis hypothesis stressed that the interfering effects of the first language on second language learning and claimed that second language learning is primarily, if not exclusively, a process of acquiring whatever items are different from the first language. It has a large influence on the student's learning. It may affect the following study for students.

4.2 Motivation

Motivation is one of the factors that may influence the student's learning. It is the most frequently used catch-all term for explaining the success or failure of virtually any complex task. It is easy to find that success in a task is the result of the fact that someone is "motivated." Motivation is considered as an inner drive, impulse, emotion or desire that moves one to a particular action. If students have the intrinsic motivation to learn, it is easy for them to get it (Brown, 2001).

4.3 Inhibition

All human beings build sets of defenses to protect the ego in their understanding of themselves. The newborn baby has no concept of its own self. Gradually, it learns to identify a self that is distinct from others. the growing degrees of awareness, responding, and valuing begin to create a system of affective traits that individuals identify with themselves. In adolescence, the physical, emotional, and cognitive changes of the preteenager and teenager bring on mounting defensive inhibition to protect a fragile ego, to ward off ideas, experiences, and feelings that threaten to dismantle the organization of values and beliefs on which appraisals of self-esteem have been founded (Brown, 2001).

4.4 Teaching Methods

It is known that student's cognitive ability and their learning style are totally different. Teachers should be responsible for their class, but teachers lack of some advanced teaching methods. So, maybe students are not suitable for the same teaching method, they can use various teaching methods to teach students according student's learning style and their knowledge level, which can enhance their interest and motivation to continue to learn. Such as: CLT, TBLT and PPP model etc. it can make class and learning meaningful.

According to Ausubel's meaningful learning theory, David Ausubel holds that learning takes place in the human organism through a meaningful process of relating new events new events or items to already existing cognitive concepts or propositions-hanging new items on existing cognitive pegs. Meaning is not an implicit response, but a "clearly articulated and precisely differentiated conscious experience that emerges when potentially meaningful signs, symbols, concepts or propositions are related to a given individual's cognitive structure on a nonarbitrary and substantive basis. Teachers should foster students to form a good habit of meaningful learning, it can help them learn and use it freely.

4.5 Fossilization

This is a factor in language learning of students. It is a common experience to witness in a learner's language various erroneous features that persist what is otherwise a fluent command of the language. It also means that the relatively permanent incorporation of incorrect linguistic forms into a person's second language competence (Brown, 2001). If students are confronted with this fossilization, it will hinder their process of learning English.

4.6 Self-Esteem

It is the most pervasive aspect of any human behavior. Self-esteem plays an important role in English learning for students. There is no doubt that there is no successful cognitive or affective activity can be carried out without some degree of self-esteem, self-confidence. Self-esteem is a personal judgement of worthiness that it expressed in the attitude the individual holds towards himself. It is a subjective experience which the individual conveys to others by verbal reports and other overt expressive behavior. This factor is

vital in acquiring knowledge about students (Brown, 2001).

5. Suggestions for Motivating Interest in English Learning

5.1 Teachers should set a class that is interesting, easy, curious, happy and also create a good learning environment in class

It can attract student's interest in learning. English learning needs to have a good learning environment and a harmonious learning phoneme. So, the learning in class should set a free and equal learning space and space that is full of inter-communications. It can help them to learn English with an expected emotion.

5.2 Teachers need to foster student's awareness of autonomous learning

Autonomous learning means that students can learn and acquire knowledge spontaneously without any stimuli. They know the importance of studying. And the core of the autonomous learning is student's initiation of learning. If they have the initiation to learn, they will be capable of studying it well.

5.3 Teacher should pay more attention to student's interesting in English learning

Interest is the best teacher for students. Interest strongly provides improvement for student's leaning activity. It can make full use of the function of intelligence, which can make them be sensitive in perception, be active in thought and improve their efficiency in English learning.

5.4 Teacher should use the various teaching methods and teaching models

It can motivate student's interesting in English learning. Such as: communicative language teaching, task-based language teaching, 3P model（presentation，practice and production）, grammar-translation method and audio-lingual teaching. It could make class and content are colorful and meaningful. In class teacher shouldn't only pay more attention to the textbook, but also need to enlarge the range of the knowledge and combine the knowledge in class or textbook and the experience in our real life. So as to let students fully understand it and be interested in it.

5.5 Teachers and students should have a harmonious relationship

Which needs to focus on the emotional communication. Teaching and learning are the mutual and common activity for teachers and students. The relationship of them directly influences student's emotion, affects the student's cognitive aspect and the efficiency of teaching. If the relationship is harmonious, the phenomena in class will be active. So, students also will be interested in it gradually.

5.6 The task in class should be various and also flexible

Because student's learning style and cognitive capacity are different, the task should be various to every student in class. So, it can stimulate their interest in English learning; On the other hand, the task should be flexible. If a teacher gives students a task to be finished in class, but they think it is too tough to be carried out in class. So, teacher can apply another task to class. Which can let students pay more attention to class.

6. Conclusion

To sum up, the "Double Reduction" Policy really decreases the burden of students' heavy homework and the popularity of after-school training institutions. It also gives students back their precious childhood. English is more important for students. They should dig their utmost to learn it well. So, the flipped classroom teaching model can actually motivate student's interest in English learning and help them build up their confidence to show and convey what they think and understand. It really breaks the block of the traditional classroom to let students become the master in class, to set a superior learning environment for students, and to help them learn English well.

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The Narrative Style and Aesthetics Study of French Literature in the 21st Century

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Abstract: Since the 21st century, some French literary writers began to make corresponding adjustments to the road of French literature, starting from the narrative style, a series of innovation and transformation, at the same time, writers also opened up a road connecting French literature, philosophy and history and culture.With writing as the basis point, they poured their imagination and creation into all aspects of literary works, thus opening the door to the new world and causing people to think and criticize themselves and their own society.All these express people's innovative thinking and indomitable pioneering spirit in the post-industrial period, but also express people's creative pursuit of literary beauty.This paper discusses the narrative style and aesthetic research of 21 French literature, and aims to analyze the French literature works to a certain extent with different perspectives as the foothold.

Keywords: 21st century; French literature; Narrative style and aesthetic research

Because of the influence of various social factors, French people live in a society full of uncertainties, so French literary works have been affected by the corresponding, and made adjustments with The Times.After the 21st century, the French writers began to face the real world, made the criticism of self and society, so the change also makes the French literature discarded inherent genre, to a more diversified literary creation, established the inclusive open literary framework, updated the original fixed structure of backward literature, further promote the diversified development of French literature.

1. Research on the narrative style and aesthetics of French literature

1.1 Fragmented narrative

At the end of the 20th century, the French absurd literature reached a highest point, when a thing reached the peak, there will be a phenomenon, French absurd literature is difficult to escape from a spell, when the absurd to the peak, also ushered in the decline of the situation, the situation continues soon, French literary creators opened up a new exploration stage, the stage influenced by new literature, makes most French writers began to think about the present situation, strive to break the traditional literature situation, has a strong sense of innovation, thus ushered in the new novel genre.One of the most influential writers is the theory proposed by Philipsolair, who advocates the integration of texts and advocates writers to break the inherent literary creation methods and make corresponding changes to the narrative structure of literature, so as to achieve a fragmented narrative structure.Moreover, he also advocated the change of the original protagonist of the article, and used the fragmented way to discuss the literary ideas to be conveyed by the work.We are familiar with the article love star, for example, describes a couple away from the secular, fled to the island, and the book also involves the Chinese poet roaming record, absorb the wisdom of the Chinese literature, the article used the fragmentation, the protagonist of the body and thought perception using the scattered technique, change the traditional narrative logic, let people look new, have a deeper understanding of fragmented literature."Travel time" is from the perspective of female narrative, organize the development history of western religion, the author will fragmented language play incisively and vividly, wrote the traveler across time and space of the communication, the communication is from all over the world, also expressed the author's reflection on society, but also let the reader realize the spiritual wealth is priceless, is the eternal philosophy, let them get the sublimation of thought.[1]

The 21st century literary works also use a large number of mosaic style narrative structure, which is the inheritance and development of the mosaic style in the 1980s. The Mosaic style is a new combination of fragmented descriptive style, so as to form new literary works.Mosaic style writing has a profound influence in the 21st century. For example, in the article "Escape", the author arranges the fragments of life at will, showing the reader the world in a more vague perspective.The writers of the new schools have shown great innovation in their writing and the structure of their articles. The casual writing style they use has liberated the traditional writing methods, opened up a new world of French literary creation, and had a profound influence on the French literary schools in the future.Writer Jean Philip Tucson is also the main representative of the mosaic creation style, and his book "Self-Portrait", which uses self-fiction, uses written descriptions to construct his own portrait, and then describes his own travel worries in fragmented language. The writer makes Eshnoz good at adventure and biographical novels, his narrative style is mostly fragmented, his main representative work "Playing the Piano", mainly tells the story of the pianist after the death of the soul, and then forget everything before, and live an

empty life in Paris.In this work, the author uses some satirical language, making the article in the pessimistic tone mixed with satirical humorous style.In addition to the new novel writer is good at using fragmented narrative style, writer paskiniar is also fragmented narrative way, his work "wandering", set the essence, through the legend and the essence of poetry culture, the book is divided into several chapters, and the title or in the name of characters, or animals, etc., mainly tells the story of detached thinkers, in fragmented language.Such a language style leaves a broad thinking space for readers, but also allows readers to have a deeper understanding of the detachment of ancient thinkers.[2]

1.2 Literary creation that integrates aesthetics

The French literary works in the 21st century are characterized by diversity. In addition to the style of the new schools, they also show the advantages of literary creation integrating a variety of aesthetic elements.For the beauty of film, music, and painting, the French literary creation in the 21st century has brought these beauties to the extreme effect.It greatly expands the way of French literary narrative, and also improves people's appreciation and use of beauty, making the development of aesthetic elements reach a certain climax.For the use of beauty, readers can find it out in the random literary works, and the use of aesthetics in the article creates a pleasant reading feeling for readers.Such as in the article "lavel", the reader can easily find the article began the use of beauty, the novel in the bathtub started the narrative, like a movie scene, directly create a picture for the reader, play the role of movie beauty, let the reader in the opening of the movie, extremely picture beauty.Author le Kleodd has been committed to literary fusion and other aesthetics, such as in the novel "movie walker", inserted into the music and dance action text description, to create a frame beautiful picture, and the article in the process of the narrative of random scene switch, to the reader create a movie scene conversion illusion, give the reader with novel reading experience, let them better bring themselves into the movie scene, to understand the author's actual feelings, to sense the literary value of the work.Another of his works, Between Hunger, with orchestral Bolero as the theme melody, mainly describes the story of Adair's escape to Canada, revealing her unremitting pursuit of identity, the article describes the protagonist appreciation of orchestra as the starting point, with the sudden stop of the orchestra to foil the incomplete story.Above listed the works are very pictorial, pay attention to the reader's picture experience, also pay attention to highlight the use of music beauty, in the shadow of the wandering, highlight the use of baroque music, the reader's mood to excited bursting point, with music into the author's work, understand the author fragments of article narrative and unrestrained artistic creation.Integrating music into literary works is a novel and brave attempt, opening up a new road of visual and auditory combination for readers to appreciate the beauty of literature, deepen the perception of musical beauty, develop readers 'musical cells, and stimulate people's desire for aesthetic creation.[3]

French works not only embodies the beauty of various elements, also combines a certain philosophy, in the history of development, we can more deeply realize the mastery between literature and philosophy, since the 18th century, French literature almost in different degrees throughout the philosophy, the reader in reading literature at the same time, also by different philosophical ideas.And the development of literature and philosophy also has a close connection, between they complement each other, indispensable, the development of literary works for the expression of philosophy provides various forms of material, and for literature, philosophy will make the reader in reading feeling the sublimation of thought, the mutual achievement between the two.However, there is also a state of mutual opposition and inclusiveness between the two, which makes us not able to accurately define the existence relationship between literature and philosophy.Philosophers and writers they have different point of thinking, for the development of the world, they also have different ideas, for philosophers, they generally believe that everything should appear, and writers are on the contrary, they think everything should die, it clearly reflects the opposite trend between the two.The inclusiveness we talk about between the two means that the two have made some progress in the process of development, and the two have been integrated to a certain extent. In the process of both achieve mastery through a comprehensive study, there are a lot of writers in the process of creation lost the original direction, and philosophers began to slowly into the creation of philosophy, for writers or philosophers, such an attempt is fresh, in the process of both fusion need to use dialectical perspective, literature and living environment, and everywhere contains the law of origin and development, so in general, the narrative of literature is philosophical thinking.In the process of integration, there may be many setbacks and twists and turns, but it is undeniable that the integration of literature and philosophy has brought many positive effects on the development of society.[4]

1.3 The creative way of creating self-fiction

When the author starts from his own point of view, based on the real events he own experiences, blending with the story of the protagonist of the work he wants to create, or shows the reader his life reality, and creates with personal biography, such creation is the way of self-fiction.Self fiction highlights the author's own emotional experience, to self as a starting point, do the author is the hero, the protagonist is the author's true and false realm, to the reader reality also mixed with some virtual feelings, the literature itself has a strong sense of persuasion, let the reader into the author's inner world, experience the author's true feelings.

Novel "long years" created such true or false feeling, the novel is created by the famous writer Anne el no, article, in the third person from the perspective of the story of the protagonist, the protagonist for the female perspective, the article expressed the hero of the world, but also issued a sigh for time.The author expresses his true feelings through the characters he has created.Because the work uses a self-fictional creation method, based on the virtual protagonist, and speaks highly about the real inner world of the author, so the readers can easily bring themselves into the work in the reading process, as if they have experienced it personally.[5]

Self fiction of the literary creation way, the author's true feeling to their own virtual protagonist, both organic series, such literary creation avoids the traditional rigid creation, create a real experience, effectively avoid the unreal experience, make the reader easier to substitute type reading.Such works provide readers with the opportunity to resonate with, to talk and talk freely with the characters in the text and confide their true thoughts.

There are also some cultures of terrorist attacks in French literature, and the main reason for this factor is in the background of

frequent terrorist attacks.Because of various war factors and the influence of the Cold War, people's thinking about the value of life is triggered. This model is called September 11 literature. This creative form is mainly a narrative way of deeply understanding history and then integrating reality and history.These literary creations actually reflect the physical and spiritual trauma brought about by the war. Such a literary creation mode brings people a reflection to some extent and plays a positive role in the peaceful development of the society.The work "Location in the Heart" is narrated around the attack, with the diary of Antony Soodor as the introduction form of the story, which deeply expresses the hero's memory for his deceased wife, but also expresses the hero's hope for a better life.This work struck a chord with the majority of readers, inspired their desire for peace, hatred for war, but also with writing as a weapon against war, making a certain contribution to world peace.

1.4 Reflection in the work

French literary creation is constantly changing with the change of The Times to meet the needs of the new era.But in the process of change, the critical spirit of the writer is an unchanged element.French literary writers in the 21st century still regard their social background and the development of the world as the object of reflection of their works, hoping that their literary works can have an influence on the readers to achieve the creative value of literature.Such as work "platform" is economic as the background, mainly tells the story of the big economic cooperation platform of social order problems, the article describes the global economic cooperation platform, the impact of the country, and then focus on the description of the form of different appearance, let people objective, comprehensive view of economic cooperation, thus cause the readers for the order of the background of economic cooperation.There are numerous works that express critical and reflective ideas, and Subin and Red Brazil also express the author's critical ideas.These works from different angles expounds the writer of the society, country and cultural reflection and criticism, these ideas are realistic realism, the writer at the same time also affects the readers, let them can revisit the time background, toward a more perfect world, strengthen the desire and pursuit of the perfect world.

1.5 Realism of the works

For the French literature of the 21st century, In addition to having the various characteristics described above, There are also other distinctive features of French literature, First of all, for the details of literary works, One of its most prominent features is the character realism of detail, For the details of literary works, Writers will choose some more graphic things to describe, In the narrative, they focus on rendering the details of the picture, Create a feeling of being in it, At the same time, the more detailed the text narrative will be easier to attract the reader's senses, The combination of mobilizing the reader's multiple senses, Construcconstruct the picture depicted by the author, To further understand the author's feelings expressed, To achieve the purpose of emotional resonance.

In French literature works, they also pay more attention to the typical characteristics of the characters they write about. Writers will generally investigate their own living environment and choose a more representative person or thing to describe it. Such a writing method will enable the author to directly attack the essence of things through the appearance of things.For realism, it requires the use of words to express the real world, and the most essential requirement of realism is stereotypical.This writing method puts forward different requirements for the author, and also increases the depth of the meaning and expression of literary works, which is more likely to cause readers to think.Realistic writing requires the writer can choose scene in their daily life, for those more touching characters or events, into their own thoughts, and then art reprocessing, create more representative characters, through the narrative, express their inner intuitive feeling, give the reader with spiritual appreciation and purification.[6]

When describing their works, writers also tend to have objectivity to make their literary works more convincing, which is also the writing characteristics pursued by French literature.The so-called objectivity means that the author inadvertently shows his emotions and thoughts in the written narration, rather than through the caliber of the author himself or the characters described by the author. Because we all know that realism is a more objective narrative way, in the process of the author writing, generally more calm and calm to observe and think about things, and then use their own words to describe things in detail, so that the description of the words can give people a strong visual feeling.Such works can have strong language, not only in a single writing narrative form, such realism writing, has a more distinctive critical characteristics, can objective rational view of their social situation, and make timely thinking, actively promote the development of society and progress.

Epilogue:

To sum up, We can learn that from the 21st century, The French literary creation mainly highlights the description of the reality of the society, At the same time, he also wrote some of the author's reflective and critical thoughts, The perspective of viewing the world is more objective and concrete; At the same time, most of the literary styles created are mainly fragmented, Focusing on opening up the multi-dimensional thought space, Make the reader not sticking to the traditional narrative logic, Breaking through the conventions of thinking inertia, At the same time, the creation of literary works also brings the aesthetics of life to the highest realm of artistic creation, Combining the beauty of the music, Beautiful picture, Film beauty and other beauty elements, Let the reader be better immersed in the artistic realm created by the author.For self fictional artistic technique, this kind of artistic creation technique reached a superb level, the own thoughts into the creation of the hero thought, in the third person perspective to express their practical feelings, let oneself create characters and readers more thorough communication, trigger the reader's realistic thinking.Such diversified narrative style and aesthetic appreciation continuously expand people's thinking space and deepen their thinking on the real world.

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How to Grasp the Key Links of PBL Teaching Reform in iOS Curriculum System

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Abstract: The School of Software of Northeastern University actively promotes PBL classroom teaching reform, which requires that classroom teaching content can not only enable students to fully understand and master the mainstream cutting-edge science and technology in today's market, but also that the whole classroom teaching process can fully stimulate students' interest in learning and improve their active learning ability, better guide students to expand their knowledge outside the curriculum, and improve their overall professional comprehensive quality. Firstly, this paper analyzes the outstanding problems in the current classroom teaching that affect students' learning effect and can't improve students' hands-on ability, and thinks about the concrete practical thinking of implementing PBL teaching reform in the key links of iOS curriculum system. Combined with the actual situation of undergraduate teaching in Software College of Northeastern University, it puts forward ways and methods to solve many problems, including introducing massive open online course resources. Finally, the paper discusses the teaching reform and its effect of an undergraduate course-"iOS Development Technology", which the author has undertaken, proves that the proposed reform measures are effective, and makes some prospects for the future teaching improvement.

Keywords: Classroom teaching reform; Comprehensive professional quality; Students' practical ability; IOS development technology

Quote

With the rapid development of information technology, the demand for talents in the software market is constantly changing. Cultivating talents is the primary task of China's whole higher education system, and computer talents who meet the social needs should have solid computer technology knowledge synchronized with the times and be able to solve practical problems in social life and production independently. Therefore, the course education of computer major in colleges and universities should focus on cultivating students' comprehensive professional ability, practical ability and innovative ability. Cultivating students should be recognized by enterprises and markets, and can quickly create certain value [1]. However, due to many realistic and objective factors, students often only talk on paper, their professional basic ability is not high, their hands-on ability is poor, and many students have lost the motivation to continue their careers. Therefore, although there are a large number of fresh graduates of computer major in China every year, many enterprises are still eager for talents, which seriously affects the development of China's information industry, and the reform of computer major education is imperative.

1．Computer professional courses teaching status

In recent 20 years, the computer-related major courses in Chinese universities have not changed greatly, and they are still composed of C language programming, data structure, operating system, computer network and other courses. Of course, with the continuous development of technology, there are some but few new major courses, such as android development technology, iOS development technology, big data and so on. Based on the need of undergraduate education and teaching reform undertaken by the author in the Software College of Northeastern University, we have made a full investigation of brother colleges in Beijing, Tianjin, Shenyang, Dalian, Jilin and other cities, and found that the following problems generally exist in the process of computer major education:

1.1 The problem of course content. In the teaching process of professional core courses, such problems are more prominent. Because most specialized courses belong to the category of classical theoretical knowledge, the curriculum content is too old to meet the needs of the current scientific and technological development, which directly affects the teaching effect. It is particularly important to continuously reform and develop the curriculum content to adapt to the new era.

1.2 The teaching method is rigid. According to the survey, in many professional core courses, many teachers teach in a single way, relying heavily on the content of slides, and the process is very boring. Almost all students can't accept this method, and the effect is extremely poor. As an engineering discipline, computer major not only needs a solid theoretical foundation, but also engineering experience is often more critical. Many theories are formed in a great deal of practice, so it is more necessary for teachers to use examples to help students understand in class. The rigid slide teaching method is undoubtedly a disaster for students.

1.3 The lack of students' comprehensive ability to use professional knowledge makes it difficult to improve students' comprehensive professional quality and innovative ability. In the process of leading professional courses teaching, a prominent problem is that the core professional knowledge is isolated and rigid, and it is often traditional theories. Even in some procedural practice courses, a lot of deduction and calculation processes will be explained. Therefore, most students forget what they have learned after the exam, and it is difficult to apply the theories learned in class to the process of solving practical problems in the future, and it is difficult to improve students' innovative ability and professional quality.

1.4 Change the curriculum function. Traditional professional courses are boring and difficult to understand, and software engineering courses in many colleges and universities are generally taught in large classes (100-person scale). Boring slides and knowledge explanations reduce the learning efficiency of most students. What is even more fatal is that students are "tired of learning" or "fed up with learning", and students basically lose the motivation and ability of active learning, which is quite unfavorable to students' learning and career development of computer science. Therefore, it is imperative to change the function of the courses, so that students can acquire knowledge.

1.5 The problem of curriculum structure. In the process of core curriculum construction, the old-fashioned and rigid curriculum structure is a common problem. The course structure is always the same, and the experimental courses of theoretical courses are often rudely stacked together, without being organically combined with the actual situation according to the course content. In addition, some novel curriculum structure adjustments will stimulate students' learning enthusiasm and achieve better teaching effect.

2. PBL teaching reform in the iOS curriculum system to grasp the key links

Talent cultivation is the top priority of colleges and universities, which is related to the progress of the country and the nation and is very important. Facing the serious shortage of software talents in China at present, we must reform the higher education of computer major. We should not only solve the problems mentioned above, but also attach importance to education forever. It can be said that the reform of computer major education in colleges and universities is always on the way.

In recent five years, the author has been undertaking the teaching task of "iOS Development Technology" course in the School of Software, Northeastern University. "iOS Development Technology" is a very important professional elective course set up by our college to adapt to the current rapid wave of entrepreneurship in internet plus. The course focuses on improving students' comprehensive professional quality, practical ability and problem-solving ability. If students achieve the expected results, it will be of great help to their employment and future career development. In order to achieve the expected effect, the author analyzes the key links in the curriculum system in combination with the practice process of PBL teaching reform, makes a detailed analysis of the previous research problems combined with the actual situation of our college, and puts forward some effective concrete measures, which have achieved good results.

2.1 Curriculum content reform

Today, with the rapid development of computer technology, the curriculum contents of both traditional and emerging courses are quietly changing. In the course of iOS development technology, we have experienced the transformation from Objective-c to Swift, and from Swift 1.0 to Swift 3.0. Although every change is very painful, it means that we have to re-prepare the syllabus, handouts, examples and all the materials, but what we bring to the students is the new technology with the highest market recognition and the most needed, so the students are very satisfied with the teaching effect after the end of the lecture, and at the same time, it stimulates the students' enthusiasm for independent and continuous learning, achieves very good results and improves their future career prospects.

It is imperative to reform the content of traditional professional courses. Many people think that the content of traditional classic courses such as C language is unchangeable and there is no need to revise and update them. Actually, although the development of C language technology doesn't have the feeling that emerging technologies make people shine at the moment, it is also undergoing great changes silently, and new technical forms and cases emerge one after another, giving it more powerful vitality. Therefore, we should also introduce these new technical forms and cases into the traditional course teaching, which will increase the depth of the course and broaden the students' horizons. All these will fundamentally improve the students' professional basic technical ability, and more importantly, make students interested in continuing to study in the professional field, which will benefit them a lot.

2.2 Reform of teaching methods

In the course of iOS development technology, we abandoned the boring slide teaching method. In the course of teaching, we designed a lot of interesting demonstration examples for each knowledge point. We hope to tell students boring and incomprehensible basic theories through codes and demonstrations. In the classroom, we hope that students can code and test together with the instructor on the computer, because an interesting program and example can greatly stimulate students' enthusiasm for continuous learning, and solving learning difficulties in hands-on practice can make students master it more firmly, and the effect is particularly prominent [2].

In fact, a large number of practical links can also be introduced into traditional non-coding courses, such as operating system, computer composition principle, computer network and so on. These courses seem to require a lot of boring conceptual explanations, but in fact, they can be programmed with the help of third-party tool platforms or already complete basic code packages. These courses no longer need a large number of multiple-choice questions and calculation questions to investigate students' mastery. After all, they have nothing to do with production and social needs. Instead, they should be coded and practiced so as to truly understand the core of technology and truly inspire students to create value [3].

2.3 Improve students' comprehensive ability to use professional knowledge

The curriculum arrangement of iOS development technology is closely connected with the core curriculum of software engineering. The curriculum content and the required homework content of students involve almost all the core professional courses such as programming design, database, operation coordination, computer network, software engineering, etc. The knowledge points of all disciplines are fully combined, and the problems are practical, which exercises students' practical ability and improves their

professional comprehensive factors and innovative ability.

2.4 Stimulate students' enthusiasm for active learning

The teaching content of traditional specialized courses is boring, the phenomenon of "cramming" is serious, and the teaching effect is average. Change the curriculum function, so that the classroom can not only transfer knowledge, but also teach students good learning methods and learning enthusiasm. The curriculum reform of iOS development technology focuses on this point. In class, it focuses on guiding students to find and solve problems by themselves, and cultivating students' learning ability. In addition, through some activities, such as helping students choose topics to make apps and upload them to Apple Store, good works will get considerable profits and dividends, etc., students' enthusiasm for learning this course will be improved, thus achieving good teaching effect.

2.5 Adjust the curriculum structure

In order to solve the problem of unreasonable curriculum structure, new teaching ideas are introduced. IOS is a practical programming course, which requires students to meet problems, discuss and solve problems and learn knowledge in practical engineering. The computer course structure of famous foreign universities is a good reference. Firstly, it introduces the three-tier curriculum architecture of theory class, discussion class and experiment class. In the theory class, the instructor will not only complete the theoretical explanation, but also guide the students to find problems in the classroom and try to solve them. In addition, after class, the teacher will provide a large number of classic massive open online course materials for students to refer to and learn, and will establish a complete and practical assignment system. The topic comes from real life, which not only reviews what is said in class but also involves new knowledge outside class, which improves students' interest and broadens their knowledge, and benefits students a lot.

3. Effectiveness of reform implementation

The iOS development technology course is taught in the second half of the third semester, because most students choose employment or further studies in the summer vacation after the third year, so the feedback from students is of great reference value to the effect of the course. In this paper, the author used several methods to conduct research during and after the class of Grade 13 students in our college. The results are as follows:

3.1 Questionnaire

After the middle stage of teaching, a questionnaire survey was conducted on each student to understand the students' actual learning situation and their opinions on the course. The questionnaire focuses on some questions such as the satisfaction of the course, the opinions of the improvement methods and some subjective evaluations. The results show that all the students in the class are very satisfied with the teaching effect, recognize the new teaching method, and mention that it really provides great help for their future employment and further studies, and suggest that the college should open this course earlier.

3.2 After-class homework effect

The final score of the iOS development technology course is given according to the final students' display of their independently produced mobile phone application effect based on iOS platform and their usual performance. Most students are able to independently develop mobile phone applications with certain creativity at the end of class. According to the final effect, many students give full play to the knowledge they have learned in class, and most students also combine the knowledge of other professional courses they have learned before into their own works. Many applications are very creative and unique, and the results are gratifying. Finally, some students uploaded their apps to Apple Store, and even earned a certain amount of income.

3.3 Through the evaluation of students' employment level

At the end of the course, about 20% of students immediately went to different scale software companies to study and be responsible for the development of iOS platform products during the summer vacation. In October, a survey was conducted among the students who participated in the lectures. 70% of the students emphatically mentioned that the knowledge learned in iOS course was mentioned or used during the interview process of enterprises or the internship process of enterprises. This course was of great help when they faced the first career challenge in their lives, and had advantages that others didn't have.

4. Conclusion

To sum up, this paper has seriously considered the key link of implementing PBL teaching reform in the iOS curriculum system. The PBL teaching reform of the iOS development technology course has really played a very obvious role. Students can generally accept the new teaching mode and benefit from it, which provides great help for their study and future professional development. We believe that the essential purpose of teaching reform is to help students grow and progress effectively, which is the direction of our efforts. In the future teaching work, we will continue to take the road of reform, constantly improve the details of teaching forms and contents, strive to benefit students more, and cultivate more practical, compound and innovative talents.

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Digital Empowerment Intangible Heritage -CLO 3D Virtual Fashion Design for Custom Clothing of Blue Clamp-Resist Dyeing

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Abstract: As the intangible cultural heritage of Wenzhou, blue clamp-resist dyeing has important cultural and economic value, but with the continuous progress of science and technology and people's concept, the development of Wenzhou blue clamp-resist dyeing technology has encountered a bottleneck. In this paper, CLO 3D virtual simulation technology is combined with Wenzhou blue clamp-resist dyeing, digital empowerment of intangible cultural heritage, and the realization of 3D human model establishment, 2D model module combination, virtual sewing, virtual pattern design, virtual 3D display and other research and development processes, so as to innovate The form of custom clothing design and display of blue clamp-resist dyeing is introduced, which reduces the product development cost of clothing enterprises and improves the efficiency of product design. At the same time, it also provides new ideas for the inheritance, development and publicity and display of Wenzhou blue clamp-resist dyeing.
Keywords: Wenzhou blue clamp-resist dyeing; CLO 3D; Virtual fashion design; Custom clothing

1. Overview of CLO 3D virtual digital fashion design
1.1Research status of virtual digital clothing technology
The commonly used software in the garment industry mainly includes PS, CDR, AI, garment CAD software, etc. However, all of these software are two-dimensional digital software. Although they can present a good effect of garment graphic design, they cannot show a multidimensional three-dimensional wearing effect.

Three-dimensional virtual digital clothing technology fills the deficiency of two-dimensional digital technology, and well realizes the mutual transformation of three-dimensional modeling and two-dimensional flat paper pattern. It is a brand new design mode to show it through virtual stitching technology. In recent years, with the gradual application of 3D digitalization technology in enterprises, garment enterprises and system suppliers are increasingly aware that 3D digitalization technology is not only the application of software, but also the combination of software and hardware, which plays a role and significance in the digitalization wave of garment industry.

1.2Advantages of CLO 3D software
CLO 3D software plays an important role in both clothing companies and students. Through 3D modeling, the complete outline of garments can be seen more intuitively, and the details of garments can be observed by placing them on the virtual human body.

At present, more and more clothing companies introduce CLO 3D software, CLO to create 3D clothing in a zero-cost way to create unlimited possibilities, designers can easily generate textures, color samples, flower matching and layout, etc. By viewing the modification effect of 3D clothing in real time, it can shorten the production time of conventional process and try-on samples, and reduce the production cost of clothing; Avoid verbal communication errors and repeated sample times; Reduce labor cost and improve production efficiency; For consumers, 3D virtual clothing can directly experience real shopping, which has a more direct visual experience and brings different shopping values to consumers.

Table 1 Advantages and characteristics of CLO 3D software

The serial number	Advantages and Characteristics	The specific content
1	Infinite design	Have strong simulation technology; Be able to create complex clothing and anything made from fabric.
2	Real-time rendering	Truly what you see is what you get; Simulates synchronously between 2D flat patterns and 3D views, and can modify designs in real time, checking garment shape and fit in real time.
3	Precise properties	By setting fabric parameters can accurately simulate its various properties, such as elasticity, resistance, thickness and so on; And you can change the fabric and color at will.

4	3D display	The display can take a variety of forms, from folding 3D garments or hanging them on hangers to create a showroom effect, to dynamic catwalk displays.
5	Multiple body type Settings	The software has 27 built-in human body reference points, which can be easily customized for any body type. The service objects can also be directly scanned into the 3D fitting software through the body scanner, so that the clothing can be customized more accurately.
6	Easy to learn	**The operation tool is easy to use, as long as after a short training, it can be easily used.**

2. Virtual Digital Design of blue clamp-resist dyeing Custom Clothing

2.1 Development and predicament of Wenzhou blue clamp-resist dyeing technology

As one of the national intangible cultures, Wenzhou blue clamp-resist dyeing craft displays the wisdom of working people from making indigo, making engraving plates to printing and dyeing. How to inherit and protect blue valerian has become a universal concern. With the continuous progress of science and technology and people's ideas, the position of blue clamp-resist dyeing craft is also changing quietly. As an intangible cultural heritage, blue clamp-resist dyeing has important cultural and economic value. However, the production of blue clamp-resist dyeing depends too much on manpower and weather, and the craft is difficult to inherit. In the style and shape are still conservative, stuffy, not fashionable, these characteristics have led to the development of blue clamp-resist dyeing encountered a certain bottleneck.

2.2 Blue clamp-resist dyeing fashion design

Wenzhou blue clamp-resist dyeing has unique artistic beauty, interesting patterns, implicit and simple colors and exquisite craftsmanship. Its rich forms of expression and unique cultural space play an irreplaceable role in retaining and displaying wenzhou's regional color, folk customs and regional culture.

At present, many designers in the market are activating the design of blue clamp-resist dyeing, mainly focusing on clothing and clothing products. However, the main reason why it is not popular is the lack of fashion and the single form of display.

2.3 Customized clothing virtual digital design

Custom-made clothing comes into being with people's clothing aesthetics and individual consumption consciousness. With the advent of the era of interaction, the use of virtual reality technology to virtual digital design customized clothing, on the one hand to protect traditional arts and crafts non-material cultural heritage, make the public more easily feel the charm of traditional culture, on the other hand, using virtual reality technology to fashion design, not only can improve the efficiency of product design, also can shorten the time of the clothing market, Reducing the cost of product development is the general trend of future development in the field of customized clothing.

The specific reasons are as follows:

First, the traditional custom clothing design process is complex and numerous, but the use of virtual digital technology can simplify the custom clothing design process. It takes about 2-3 days to make a sample, modify the sample, and repeat the fitting and modification for several times. Virtual digital design software is used to eliminate many unnecessary processes, save market costs and improve work efficiency to a large extent.

Second, for clothing designers, the introduction of virtual digital technology has provided great convenience for their work. As the designer designs the style on the virtual 3D model on the left, the corresponding 2D mode window on the right is also quickly adjusted. At the same time, customized works can be combined with various modules to form dozens or even hundreds of different clothing styles for customers to choose.

Third, virtual digital design software provides consumers with the possibility of remote customization of clothing. Consumers only need to provide three-dimensional dimensions of human body, designers can carry out custom clothing design, design patterns and view the modified results directly through 3D view in real time, and design and modify the paper pattern in 2D mode window, which can be output and printed by computer directly for production.

In a word, the digital technology of virtual clothing not only broadens the development path of digitalized clothing customization, but also promotes the upgrading and transformation of traditional clothing customization.

3. Virtual design and implementation of blue clamp-resist dyeing custom clothing

The following takes the blue clamp-resist dyeing custom cheongsam as an example to sort out the virtual design process and specific implementation steps of the blue clamp-resist dyeing custom clothing.

3.1 Virtual design process of blue clamp-resist dyeing custom clothing

Clothing designers use CLO 3D software to carry out the virtual design of blue clamp-resist dyeing custom cheongsam, which needs to be completed according to a specific work design process, which is mainly divided into the following 5 steps:

First, collect the customer's three dimensional size, create a human body model, set the parameterization of the human body model, the initial human body model can be based on the measured size of the human body, according to the change of the human body size corresponding changes.

Second, modular combination of blue clamp-resist dyeing custom two-dimensional model of cheongsam, in the model database of clothing modular virtual database to select the corresponding cheongsam component version, combination and adjustment.

Third, import the two-dimensional model of blue clamp-resist dyeing customization cheongsam, and use the virtual stitching sewing tools, set its suture to have done on the human body model, complete virtual cheongsam by 2D space to 3D space transformation, and the comfort of virtual cheongsam to conduct a comprehensive inspection, improve the overall quality of the virtual cheongsam design level.

Fourthly, after the transformation of the virtual cheongsam design, the designer can adjust the color and attribute of the blue clamp-resist dyeing pattern in the cheongsam.

Fifth, the final dynamic or static display of the virtual cheongsam design works.

3.2 The establishment of three-dimensional human body model

3D mannequin is an important carrier and key link of virtual garment customization. CLO 3D software adopts parametric surface modeling method to make the virtual Cheongsam show the real human body dressing state, and the overall shape and detail characteristics that can be displayed.

First of all, 3d body scanners or traditional manual measurement methods were used to measure the 3d dimensions of cheongsam custom customers, including height, chest circumference, hip circumference, waist circumference and other body shape data.

Secondly, virtual models with similar appearance and physical characteristics to cheongsam custom customers are selected, and matching hair styles, skin color and accessories are selected.

Finally, according to the previously provided three-dimensional human body data, relevant data required for the customization of the Blue clamp-resist dyeing cheongsam are set in the "Virtual Model Editor" to complete the establishment of the THREE-DIMENSIONAL human model, and the model posture is adjusted according to the customized style, so as to present a more real and rich clothing display effect. CLO 3D software covers 27 reference points of human body, including tall, short, fat, thin, big belly, broad shoulders, hunchback, flat feet, etc., which can be easily customized for any body type, thus effectively realizing accurate creation of three-dimensional human model posture and size.

3.3 Modular combination two-dimensional sample design

After the designer sets the corresponding 3D virtual model of human body according to the style of the customized cheongsam and the 3D size provided by the customer, it is necessary to complete the 2D sample design of the customized cheongsam with the help of the clothing modular virtual database established before. In the model database of garment modular virtual database, the corresponding model of cheongsam components such as sleeves, collar and body are selected, combined and adjusted in the garment CAD software, and the DXF file is exported.

3.4 Virtual stitching of two-dimensional template

The blue clamp-resist dyeing customization cheongsam model in DXF format of the imported into the CLO 3D software, and the first in 2D window position adjustment, improve virtual clothing and inosculation of the virtual model, and then use the virtual sewing tools to the shoulder seam, sleeves, front and back pieces and parts of virtual stitching, virtual suture after completion of the implementation of "analog" operation command, Virtual costumes and models are integrated.

3.5 Virtual design of blue clamp-resist dyeing pattern

The pattern of blue clamp-resist dyeing plays an irreplaceable role in the art of blue clamp-resist dyeing and transmits the long cultural deposits of Wenzhou. Generally speaking, the composition of manual printing and dyeing is difficult to copy, and the use of virtual digital technology can achieve the innovative design of blue clamp-resist dyeing pattern, to achieve the precise positioning and composition of pattern. First blue clamp-resist dyeing patterns can be subdivided, the application of virtual digital technology to generate the traditional blue clamp-resist dyeing cannot be expressed in the grain appearance effect, through graphic design software, such as PS, CDR software such as parameter optimization, to achieve accurate design of the composition, color and designs, then designed the blue clamp-resist dyeing patterns into the CLO 3D software, Add it to the custom-made Cheongsam of blue clamp-resist dyeing, adjust the corresponding fabric attribute parameters in the attribute bar, adjust the composition of blue clamp-resist dyeing pattern, details, structure and the overall shape of the Cheongsam to achieve the desired effect (as shown in Figure 1). The design with the help of virtual digital technology not only improves the design efficiency, shortens the pattern printing and dyeing cycle, but also realizes the effective saving of cost and resources.

3.6 Comprehensive display of virtual Cheongsam

CLO 3D display of 3D software function, from various angles can be either static, also can be realized through a form during dynamic interactive 3D virtual fashion show, the designer can through 3D display, check out the problems existing in the customization
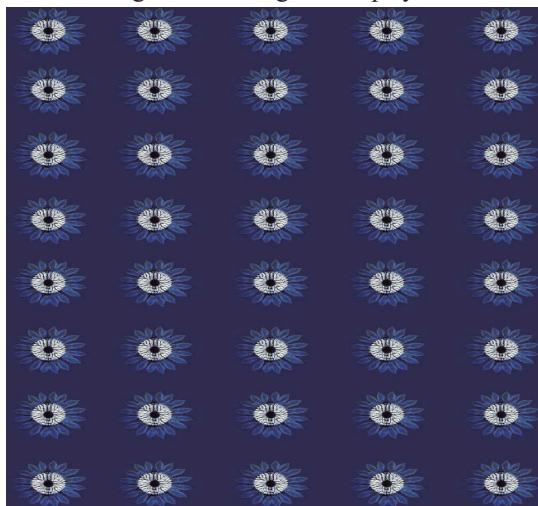
Fig. 1 Blue clamp-resist dyeing pattern virtual design

cheongsam, beneficial to the design work, makes the reasonable judgement for the next step adjustment and optimization, The result is the most complete (as shown in Figure 2).

3.6.1 Static display

The static display function in CLO 3D software can provide designers with 360° multi-angle virtual display effect of Cheongsam. The advantage of this form of display is that it can make an all-round evaluation of the overall shape, fit degree, draping effect of the fabric and matching degree of various components of the cheongsam, which is conducive to the modification and improvement of design defects. At the same time, the corresponding static display scene can be selected in combination with the design style of the custom-made Cheongsam of blue clamp-resist dyeing. On the one hand, the real display effect of clothes can be provided for customers, and on the other hand, a more detailed reference can be provided for the subsequent production of product albums.

3.6.2 Dynamic catwalk

In the state of motion, the human body has a demand for higher matching degree of customized clothing, so the dynamic display function of clothing in CLO 3D design software plays a very important role in product optimization design.

Dynamic display and subdivide the conventional dynamic display and dynamic show. Regular dynamic presentation can be complementary to static presentation. The designer sets virtual models with different poses according to the style of custom cheongsam made of blue clamp-resist dyeing, and records the dynamic display process into dynamic video, which is repeatedly modified and improved to achieve the effect desired by the final customer. Dynamic show also requires designers to determine the style and theme, design different show background, props, music, etc., to complete the virtual dynamic show of customized cheongsam. The advantages of dynamic show is very obvious, not limited by space, time, manpower, not only save a lot of manpower, material resources, financial resources, but also improve the efficiency of research and development, boost the digital production of clothing industry, and then promote digital empowerment intangible cultural heritage, innovation wenzhou blue clamp-resist dyeing display form.

4. Conclusion

In this paper, with the aid of digital can assign intangible, CLO 3D virtual reality technology as the core, to redefine the blue clamp-resist dyeing custom clothing design, by building a complete blue clamp-resist dyeing virtual custom clothing design process, for the clothing enterprises, provide enterprises with practical and perfect design and production, advanced customization fashion innovation new operating mode. Help garment enterprises to realize the information channel between designers, suppliers, manufacturers, consumers, shops and brands dredge, reduce the number of sample production and logistics transportation costs, shorten the production cost; For garment colleges and universities, students can intuitively learn 2D plane mode from 3D and quickly, and there is no need to purchase fabric, sew, iron and other tedious process in daily homework and sample clothes of graduation design exhibition, so as to effectively improve the quality of teaching work. As for blue clamp-resist dyeing, it innovates the design and display of blue clamp-resist dyeing, realizes the combination of tradition and modernity, and excavates the value of The Times.

Acknowledgements

Fig. 2 Blue clamp-resist dyeing cheongsam virtual 3D display

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Between Tradition and Modernity:A Study on the Changes of Shanghai Citizens' Social Life in the Late Qing Dynasty——Focus on the Advertisement of The Shen Daily

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Abstract: As a commercial newspaper,The Shen Daily has paid great attention to the publication of advertisements since its inception. With the changes of social life, the content and form of The Shen Daily advertising have evolved continuously. The social life of the Shanghai people in the late Qing Dynasty has undergone earth shaking changes in both material and spiritual aspects. As the first group of capital owners, The city impacted by justice economy has become an epitome of the evolution of urban social life in modern China.
Keywords: The Shen Daily; Shanghai social life; Declaration advertisement

As an information carrier, advertising not only spreads commodity information, but also shows the characteristics of the times and people's living habits, and further spreads cultural information and values. The variety of forms and rich content of advertising can not only reflect political identity and economic rise and fall, but also extend to every nuance of social life and reflect social and life changes. As the beginning of modern Chinese advertising industry,The Shen Daily advertising has been paid more attention in recent years.Its rich connotation and far-reaching influence have been gradually recognized by the academic circles.

1. The development of advertisement of The Shen Daily

As a Chinese commercial newspaper with the longest publishing time and the greatest influence in modern Chinese history,The Shen Daily is a commercial newspaper jointly founded by British businessman capitalist ANAST Meicha and his friends. From April 30,1872 to May 26,1949,it lasted 78 years and published about 26000 newspapers. Because its main purpose is to make profits,The Shen Daily has paid great attention to advertising revenue since its inception, and its advertisements have always occupied a place. Because "making profits by itself forces it to take care of a wide range of readers, expand the coverage and enhance interest, so as to achieve the purpose of making profits through the expansion of newspaper sales", Since its inception, the newspaper has been making better profits.According to development track of The Shen Daily, its advertising has also experienced phased evolution.

The phased changes are divided into three stages:1872-1881:the advertisement of The Shen Daily under exploration;1882-1891: localized advertisement of The Shen Daily;1891-1912:the advertisement of The Shen Daily catering to the public.The typesetting and design of earlyThe Shen Daily advertisements. The typesetting and design of the early "Shenbao" advertisement was without "words and sentences of fine oath", There is no design or creativity at all. In 1876, the advertisement of "Shenbao" began to "change the shop number and important words to wood engraving for beauty" .Although illustrated advertisements and fancy headline advertisements appeared in the advertisement column of The Shen Daily later, at that time, the newspaper's publicity of newspaper advertisements was still focused on displaying advertisements to people.In fact, it wasn't aware of the trademarks, values and means to make advertisements deeply printed in the minds of readers, so that in the "advertising examples" in subsequent years, the newspaper did not publicize advertising illustrations and pattern titles as a project or attach clear charging standards. From 1882 to 1891, the layout and design of advertisements inThe Shen Daily. In the 1970s, although the declaration hall provided woodcut characters on the advertising board, it did not spread. Since the "Declaration" in the 1980s did not expand its edition on a large scale, lottery advertisements were most severely excluded because of their small number of words.

In the face of this fierce competition, shadow vegetable merchants began to use lottery advertisements with woodcut words in order to make their advertisements stand out. Because this way not only does not occupy too much space, but also makes advertising easy to move, it is gradually popular in lottery advertising and other commercial advertising.With the rapid development of Commerce and the gradual development of transportation industry, newspaper advertising is accepted by more and more Chinese people. At this time, advertisements strive to be innovative in both content and form, and try their best to cater to the consumer psychology of the public.

2. The changes of social life in Shanghai in the late Qing Dynasty

Extensive changes in material life. Since the opening of Shanghai, all kinds of Western objects and civilizations brought by Westerners have begun to affect people's social life. The impact of the new living environment, social factors, production and lifestyle has made people begin to understand this society from a new perspective. Therefore, Shanghai has rapidly developed into one of the

most influential cities in modern China. The acceleration of population flow and the increasing protection of urban scale have made Shanghai's commodity economy develop rapidly, and all kinds of commodities gather on the beach.

Shanghai People's daily living habits have undergone extensive changes, and the color of modernization is becoming stronger and stronger. People not only smoke cream, but also begin to smoke American paper cigarettes. It tastes more gentle and smooth than the old brand, and there is no benefit from smoking,people have gradually developed modern hygiene habits in their daily life. After getting up in the morning, it is not only the past mouthwash, but also brushing teeth. At the same time, there is a fresh breath of "woduer oral liquid", and soap has also become people's washing products. Western medicine has been widely accepted by Shanghai people, which can be seen from the advertisements of various medicinal cotton and medicinal gauze in the declaration. Such products produced by "Soochow cotton factory" are very popular. All kinds of vitamins and cod liver oil are brand miscellaneous. The emergence of banks made Shanghai people bid farewell to the era of banks and invest their money in banks. Each bank advertised in the "Declaration" to attract depositors.

Shanghai people also widely use new appliances and facilities. The traditional four treasures of study have been impacted, and various Western cultural goods have entered the cultural life of Shanghai people. Pen, ink, carbon paper, wax paper, paste, glue and other stationery are widely used. The price of all kinds of British paper materials sold by Yisheng is very reasonable.Various Western machines have also been introduced into China, such as gin,sewing machine, and various Western musical instruments, such as Bayin pianoThe introduction of horn, war drum, foreign flute and foreign flute also enriched people's daily life. Electrical facilities imported from the West also appeared in Shanghai. In the past, tung oil lamps were replaced by electric lamps because their brightness was too weak and hurt eyes. The lights in Shanghai were bright at night, "Shanghai is really the same as the city that never sleeps, and the electric lamps compete for more brightness than the moon".

The civilization of spiritual civilization.While the field of material life has been impacted and transformed, the spiritual life of modern Shanghainese has also undergone profound changes: the contents of books are rich and colorful, there are many new studies, learning foreign languages has become a common practice, and there are many kinds of leisure and entertainment.It is an interaction with the industrial and commercial development and economic prosperity of modern Shanghai. It is also a sign of civilization and evolution after exclusion, doubt and attempt.With the development of commercial society, the reading taste of Shanghai people has changed greatly. The four books and five classics in the past are no longer the appetite of Shanghai people. Because lithography technology is widely used in the printing of books and pictures, book printing is more convenient and faster, and the cost can be reduced. A large number of print and lithography books can be sold with the help of advertising. On the one hand, Chinese traditional cultural classics can be spread and traditional culture is preserved; On the other hand,it promotes the popularization of western advanced knowledge in society .Since modern times, the backwardness of the nation and the decline of the country.The establishment of a new style of Chinese and English schools has made people pay more attention to both Chinese and Western learning and make many people pay more attention to the reform of Chinese and Western schools, so as to make them pay more attention to both Chinese and Western learning, so as to promote the education of Chinese and Western students, and make them more effective.

With the large number of foreigners in Shanghai, the importance of foreign language naturally appears out of the need of communication, and learning foreign language has become a major demand of Shanghai people. In addition to these Chinese and Western schools, a large number of advertisements for teaching English were published in the application in 1894. Under the unique background of the times, the urban entertainment industry in Shanghai in the late Qing Dynasty also showed the characteristics of mixed targets of China and West.Stimulated by the modernization of Shanghai, a variety of new foreign entertainment projects have been pouring in, attracting the attention of Shanghai people and gaining their recognition. "One day's play should also be effective according to the western method".The coexistence of Chinese and Western recreational activities has enriched the lives of Shanghai citizens and developed in the collision,

3. Characteristics of social life in Shanghai

Shanghai in the late Qing Dynasty, as a place with the most intense collision between old and new cultures and Chinese and Western civilizations, its social life change process is undoubtedly very representative in the whole social transformation. Our research on the social life change process of Shanghai in this era, It is very profound for us to study the changes in Chinese society in the late Qing Dynasty, both in form and content.

Changes in the status of scholars and businessmen.The change of the status of scholars and businessmen is mainly reflected in the rise of the status of businessmen and the decline of the status of scholars. After the opening of trade in Shanghai, with the development of foreign trade, business is booming day by day. Businessmen are rich and need a lot of social communication in their business activities. The guys welcome them from afar and flatter them. In this environment where the traditional social structure has been very relaxed and the social life is mainly based on market exchange, their economic strength is more prominent, and they seem to have developed into the class with the most popular social influence here. Their social status is no longer as low as in traditional society, but has become the object of people's envy and longing.The improvement of women's social status.As an important part of society, the change of women's social status became an important epitome of the development and change of social life in Shanghai in the late Qing Dynasty. Since the opening of Shanghai, with the introduction of western culture, the social life of Shanghai women has become more colorful. They are no longer limited to families and neighborhoods, but began to enter some social and public places, such as teahouses, restaurants, gardens, smoking houses and so on. In terms of women's education, a large number of missionaries entered Shanghai after trading in Shanghai. While spreading Western Christian culture, they are also actively establishing women's schools to promote women's study in schools. Later, - some people of insight also began to set up women's schools.

The mentality of worshiping foreign countries is becoming popular.Like people's cognitive process of dealing with new things, people's choice of many foreign goods has also experienced a long process from exclusion to acceptance: "the essence of western

production can be described as skillfully seizing nature. We still cherish the use of useful ideas to become useless playthings, strange skills and obscene skills, and waste money in vain.Because of the nature of heaven and earth,the Western musical instruments presented in Tianhui created new methods.They are exquisite, such as stargazing glasses, microscopes, heaven and earth. Down to the lamp frame, bottles, bowls and dishes, all toys are exquisitely made, which are nowhere else.With the continuous recognition and deepening of Shanghai People's Western-style life, this foreign mentality began to become blind. Eating western food,wearing suits and living in Western-style buildings should all follow the western style, and even "Chinese women are very fond of marrying foreign wives".

Vulgarity is extravagant.The trend of extravagance prevailed in Shanghai in the late Qing Dynasty. At this time, the consumption psychology of Shanghai people has changed greatly. With the popularity of luxury goods, the significance of consumption has exceeded the use value of the goods themselves. The flourishing advertising industry stimulates the consumption desire of Shanghai people, which makes Shanghai people break through the traditional consumption concept of thrift and the traditional hierarchy concept of respect and inferiority, and take consumption as an important means to realize their self-worth. "Pull consumption from the scope of material enjoyment to the realm of spiritual display". The change of Shanghai People's consumption concept has a direct impact on Shanghai People's consumption behavior. The trend of extravagance is not only prevalent in high-rise families and huge rooms, but also spread to middle and low-grade flat families.

Pornography, gambling and drugs are prevalent.The prostitution industry in Shanghai is developed. In the Grand View of Shanghai flower shadow, the portraits of more than 400 prostitutes in Shanghai at that time are drawn, and their surnames and addresses are indicated. "Not only looking for fragrance and visiting beauty can be used as a guide, but also singing miscellaneous notes among flowers, which are all available".Lottery advertising has always been a major part of The Shen Daily's advertising, mainly including Luzon tickets, Paoma black tickets and Wei surname tickets. In modern Shanghai, due to the strong commodity consciousness and money worship, a considerable number of people had a strong mentality of making a fortune. They are always thinking about the big money they can make suddenly in order to realize all kinds of life dreams. Lottery issuers are just suitable for the speculative mentality of ordinary citizens. They try their best to encourage people to buy lottery tickets, which makes many people immersed in them and unable to extricate themselves. The whole society is more disordered and chaotic.

4. Conclusion

Based on the development history of declaration advertisements in the late Qing Dynasty, this paper focuses on the "Declaration" advertisements in different periods, takes the "Declaration" advertisements as research materials, analyzes all levels of social life in Shanghai at that time, and summarizes the historical change characteristics of material life and spiritual civilization in Shanghai in the late Qing Dynasty, It also points out the abnormal fission of Shanghai in the late Qing Dynasty under the impact of Western heterogeneous culture.Since its inception,The Shen Daily has displayed a wide range of commodities to people in its advertising column every day. Whether it is tangible commodity promotion advertising or intangible commodity promotion, it has always affected people's consumption direction and displayed the latest trends in all aspects of Shanghai society in the late Qing Dynasty.From the beginning of its publication,The Shen Daily advertising has coexisted withThe Shen Daily.From1872 to1912, the advertisement of The Shen Daily experienced a gradual process of starting and continuous development. Although there are childishness and non-standard, the advertisement of The Shen Daily is constantly developing and improving in terms of typesetting, type, content, means of expression and business strategy. The advertisement of The Shen Daily not only played an important supporting role in the survival and development of The Shen Daily, but also played an important role in the social and cultural changes of modern Shanghai.

The impact of western industrial civilization has not only brought many new appliances to people, but also imperceptibly influenced and changed the living habits of Shanghai people in the late Qing Dynasty. The spiritual civilization of Shanghai people in the late Qing Dynasty was also more civilized. All kinds of books across China and the West began to integrate into people's life, and new ways of leisure and entertainment were accepted and popular by the general public. Under the impact of Western heterogeneous culture, the traditional business status has changed greatly, and the status of women in all levels of social life has also been greatly improved. However, the impact of Western civilization has also brought many negative effects. We should reflect on the growing mentality of worshiping foreign countries, the prevalence of social extravagance and pornography, gambling and drugs.

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The Advantages and Disadvantages of Inclusive Education

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Abstract: This paper illustrates the positive impact of inclusive education in protecting the basic rights of children with disabilities, alleviating marginalization and mental health, and critically discusses the challenges children with disabilities face in inclusive education regarding violence, self-perception, and educational resources. Access to education as a fundamental right for people with disabilities can effectively be the only way to break down further "ableist" bias and alleviate the marginalization of people with disabilities in today's social environment. However, the medical model and the "ableist" stereotype in people's minds are challenging to eliminate; the lack of educational resources has become one of the biggest obstacles to universal inclusive education. To solve the above problems, firstly, the diversity of the social environment for people with disabilities should be respected and accommodated from a conceptual point of view. Secondly, schools and the government should continue implementing inclusive education policies and increasing investment in education to alleviate the current situation of insufficient educational resources and teacher training. Meanwhile, mainstream media should be more objective in depicting facts rather than their traumas to break traditional prejudices and promote a more equal and diverse social environment.

Keywords: Inclusive education; Disabilities; Inclusion; Social justice

Introduction

The Salamanca Statement was the first decisive inclusive policy document (Peters, 2007). Since then, inclusive education has been globally recognized as a tool to promote equity and quality education for all students (Francis, 2021). Especially for children with disabilities, they can be accepted by mainstream education. However, Thomas (2013) argues that inclusive education should not be limited to narrow definitions, and we need to focus on the education of all children, not just those with disabilities. Different kinds of literature have different definitions of the boundary of inclusive education. This paper builds on the latest ideas of Love (2021), conceptually defining *inclusive education* as a teaching practice and meaningful social integration rather than simply physical placement. Therefore, this paper will critically discuss the positive impact of inclusive education on protecting the fundamental rights of children with disabilities, alleviating marginalization and mental health. And the challenges faced by disabled children in inclusive education from violence, self-perception, and educational resources. Finally, the possible solutions and future visions will be proposed based on the above problems.

Firstly, inclusive education provides disabled children with basic educational rights protection. Inclusive education aims to meet the learning needs of all children, with special attention to those vulnerable to marginalization and exclusion (Singh,2020). Singh (2016) supported this view and further indicated that inclusive education ensures every child's fundamental right to access education. As mentioned in Right of Children for Free and Compulsory Education (2009), the right of teenagers aged 6-14 to receive education must be recognized and guaranteed. At the same time, the Persons with Disability Act issued in 1995 clearly states that disability is entitled to free education up to the age of 18 years. A series of policies help children with disabilities to access mainstream education and acquire knowledge. Although this is the most basic right for most children, it is an opportunity that is hard to obtain for the disabled. People with disabilities have worse health, lower educational achievement, lower economic participation, and higher rates of poverty than people without disabilities all around the world (Cambridge, 2017). In this context, education is of paramount importance, as it has significant economic, social and personal returns and has the potential to create more equitable and healthy societies. The inclusive education policy fundamentally solves the problem of disabled children's difficulty in entering school and effectively protects their basic rights to education, and provide a practical policy foundation for creating fairer and healthier societies.

Secondly, inclusive education can effectively address the marginalization of the disabled. Clapton (2014) claims that we have created an artificial "human paradigm," and life outside the human paradigm is likely characterized by isolation and abuse. Hengshun (2016) further demonstrates that the reason for the marginalization is that the disabled have an imperfect mechanism to right of speech in authority, change the special education-oriented education model for persons with disabilities, and build an integrated education system with inclusive education can be one of the effective solutions. The introduction of inclusive education policies enables people with disabilities to truly enter the public eye through school education, breaking their marginalization in the social environment and thus promoting inclusion and equality. Society's perception of the disabled currently comes from two basic models: medical and social models. A medical model is a "set of procedures in which all doctors are trained." （Laing, 2018). The medical model focuses

on the impairment itself and views it as a defect in the person with the disability. The social model states that disability is not caused by impairment or differences but by society's organization (Hughes, 2010). From the perspective of people with disabilities, this theoretical model helps build an equal social environment while fighting for the rights and interests of people with disabilities. The Government Equalities Office has endorsed the model and recommended that all government departments use it when interacting with disabled people. Inclusive education further helps to create a positive social environment of identity, coexistence, diversity, and mutual learning. At the same time, it has also made further contributions to alleviating the marginalization of disabled groups as the social model expects.

Besides entering inclusive education, students with disabilities usually receive special education in special schools according to their own restrictions. Bunch (2004) argues that inclusive education produces more positive social relationships than special education. People often neglect the mental health of disabled children. The introduction of inclusive education can meet the psychological needs of some disabled children (Jiqing,2011). Inclusive education provides a social platform for students with disabilities to help students build more confidence and become more socialized, shaping a complete personality and healthy psychological condition. An inclusive and diverse school environment allows students with disabilities to develop a more complete sense of identity, and they will find themselves in the process of social interaction. Based on Love's definition of inclusive education, the ultimate goal of inclusive education is not knowledge transfer or physical placement itself but further social integration. Inclusive education provides disabled students with the opportunity and experience to engage with a diverse society. Along with this socialized identity and the improvement of education level, it will primarily help them better integrate into the social environment and find a suitable way of life in the complex social environment. This well meets the goals and expectations of inclusive education.

However, the introduction of inclusive education also has many adverse effects. Žižek (2008) suggests that society needs to abandon identity based on universality and replace it with respect for the disabled. The United Nations Convention on the Rights of Persons with Disabilities reinforces the need to protect the rights of children with disabilities; this includes avoiding the adverse experiences resulting from violence in childhood which is known to have a wide range of detrimental consequences for health and well-being later in life. Nevertheless, the tendency towards violence against children with disabilities is deeply ingrained in our time's relationships, institutions, and cultural behavior in reality (Goodley, 2011). In the context of inclusive education, the causes of violence experienced by disabled children are often intersectional. Culture, family background, parenting support, and even the trauma itself can all contribute to their exposure to violence. Inclusive education exposes this particular group of children to a complex social environment. Although they experience less violence in inclusive education than in special education, they are still at risk of different forms of violence. Žižek (2008) addresses that the being of people is a socio-symbolic or culturally formed being and further concludes that the violence experienced by children with disabilities and their families reflects the prevailing disablism culture. The primary forms of violence mainly manifest as discriminatory interaction, invalid behavior, the patronizing reaction of others, and hate crimes (Sherry 2000, 2010). In addition to malicious violence, more violence may come from classmates' or teachers' unconscious words or actions. This can lead to children with disabilities harming themselves again by lowering their self-worth and sense of intrinsic worth. Violent environments are not conducive to the healthy physical and mental development of children with disabilities. However, to fundamentally solve the problem of violence against disabled children, it is necessary to change the viewpoint of "ableism" and build up a pluralistic integration and non-discriminatory social environment, which still has a long way to go.

In addition to the negative impact of violence on mental health, low expectations and poor academic achievements for students with disabilities will also lead to the unhealthy internal psychological state and low self-perception of students with disabilities due to an imperfect inclusive education system. Hanreddy (2020) indicates that disabled children are easy to be underestimated. Although disability is a culturally defined concept, people with this label often face the considerable risk of isolation and low expectations, especially in school settings. This bias comes from the view of ableism. Bogart (2019) defines *ableism* as a social prejudice that people with disabilities are inferior to non-disabled people and that their lives are incredibly inconvenient and restrictive by their impairment. This prejudice is further extended to the inclusive education of children with disabilities. Specific cases point out that when students with intellectual disabilities participate in sports activities, their athletic ability is far underestimated (Shephard, 1997). The same applies to academic education. Teachers› low expectations of students› academic ability may lead to correspondingly low requirements. Students with disabilities may not be required to learn complex knowledge in mainstream education even if they have the corresponding academic ability. As a result, students with disabilities perform poorly in exams. Such persistent low academic performance will put disabled students in a more vulnerable position, even lose interest in learning, and fall into a mood of inferiority, further affecting subsequent academic performance. From the statistical manifestation of results, the academic performance of disabled children is lower than that of other students, which further strengthens people›s stereotype of disabled children›s ability defects. This self-perception bias comes from the process of social comparison, which plays an essential role in the formation of LD students› perceived academic ability (Renick, 1989). When students with disabilities were compared with students in standard classes, they rated themselves as less able to learn throughout the grade. The determinants of the reference basis of learning ability are often intersectional, including the impact of low expectations on academic performance due to the ableism biases. In order to solve the problem of cognitive bias and ability bias for children with disabilities, changing the traditional concept of the medical model is still a crucial step. In addition, mainstream media should also play its propaganda role. In daily life, the media overemphasize the physical defects of the disabled and tend to create positive, hardworking, and inspiring images of the disabled. This does not help break ableism›s prejudice against the disabled. The mainstream media should describe the event itself from an objective and humanistic perspective instead of further aggravating society›s excessive attention to the impairment.

Finally, education itself is also problematic. One of the most obvious problems is the scarcity of resources. The resource limitation excludes some students with disabilities and further exacerbates educational inequality. According to UNICEF, about 150 million children with disabilities do not have access to childcare, schools, recreation, and other social services and are likely to remain illiterate

and untrained to join the labor force eventually. Okongo (2015) finds out that the availability of teaching resources is one of the biggest obstacles to implementing inclusive education in Kenya. Kalyanpur (2011) demonstrates that the limitation of the resource does not only occur in a specific country. The commonality between developing countries leads to the inoperability of the popularization of inclusive education. At the same time, the training of teachers also needs to invest more energy to improve further. Teachers do not have formal training, and schools do not have enough money to offer special courses or classes. In practice, disabled children have different individual needs as a result of different kinds of impairments they have, which further requires teachers to have the ability to perceive and deal with needs and corresponding special nursing knowledge. It is not easy to achieve comprehensive coverage in practical training. Therefore, disabled children cannot enter inclusive education due to the lack of educational resources. Even if they can receive the opportunity of inclusive education, the needs of disabled children cannot be well met in the current teaching. In terms of infrastructure recourses within the school, many schools still exclude students with disabilities. The school does not have enough money to install elevators to facilitate students. This makes students with disabilities also face significant challenges in the school's physical environment. For example, in South Africa, in addition to the lack of educational resources, the exclusivity of hardware facilities is also a widespread phenomenon (Donohue, 2014). Under the framework of educational equality as capability equality, Terzi (2014) points out the importance of providing additional supports to vulnerable groups. The way of support did not elaborate on specific measures. To address resource scarcity and exclusivity, we need to understand needs from the perspective of students with disabilities. In this process, the government and schools are responsible for increasing investment and improving inclusive education at the financial and policy levels to build an inclusive, safe, and diverse campus and social environment.

Conclusion

This paper illustrates the positive impact of inclusive education in protecting the fundamental rights of children with disabilities, alleviating marginalization and mental health. It also critically discusses the challenges children with disabilities face in inclusive education regarding violence, self-perception, and educational resources. This paper argues that it is necessary to promote inclusive education, which is the fundamental right of the disabled to receive education and the only way to break the "ableism" prejudice further. At the same time, the spread of inclusive education can alleviate the marginalization of persons with disabilities in today's social environment. By increasing the experience of interacting with others in the complex and diverse campus environment, they can better adapt to the diverse social environment in the future. However, medical models and "ableism" stereotypes of people's minds are difficult to eliminate completely, which puts groups of children with disabilities at risk of violence, self-perception bias, and psychological trauma during learning. The lack of educational resources has also become one of the biggest obstacles to popularizing inclusive education. In order to solve the above problems, we should first respect and tolerate the diversity of the social environment for the disabled from the perspective of concept. In addition, schools and governments should continue to implement inclusive education policies and increase investment in education to alleviate the current situation of lack of educational resources and teacher training. At the same time, mainstream media should more objectively describe the facts rather than their own trauma in their propaganda to break traditional prejudices and promote the construction of a more equal and diverse social environment.

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On the Application of Fine Education Management in Higher Vocational Colleges

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Abstract: With the continuous development of Chinese society, China has become the world's second largest economy in a short period of time. The people's material standard of living is constantly improving, more and more attention is being paid to the improvement of their cultural and skill levels, and the quality of higher vocational education is constantly being raised.However, China's higher vocational colleges are in a state of large-scale expansion. There are a lot of problems in the management of higher vocational education. The system is backward, the educational concept of the educational personnel is backward, the management system is not sound, the quality of managers is low, the training equipment is backward and the teaching materials are backward. In the face of this difficult situation, we need to use embroidered kung fu and skills to deal with, implement higher vocational education standardization, systematization, streamline, refined management has become an extremely appropriate solution.

Keywords: Higher Vocational Education; Fine Management; Practical Application

In the course of enterprise production, Taylor, the founder of scientific management theory, summed up the experience in time, improved inefficient and wrong operation methods and clumsy labor tools, simplified many procedures, saved a lot of time and physical effort, improved labor productivity, formed a scientific thought and working method of enterprise management, which became the theoretical basis of enterprise precision management. It is not difficult to see that refined management is an idea, a method, to put it bluntly, a management culture.

China's reform and opening up has entered the deep water area. With the continuous development of science and education strategy, China's higher vocational education has welcomed new opportunities and entered a new stage of development. In our country, the idea of fine management appeared in the field of education management, basically in sync with the development of marketization economy, it should have sprung up in the practice of education quality consciousness and humanism. In the late 1990s, some schools began to pay attention to the details of education, popularizing the saying that "education is nothing" and paying attention to everything.In recent years, higher vocational colleges have expanded from the original large-scale, to improve their own education and teaching management as the leading direction, the original development model of colleges and universities is no longer suitable for the country's requirements for education.Higher vocational colleges urgently need to change their own extensive and inefficient teaching management model, use advanced and refined management model, change the development status of some schools, break through the difficult situation, promote the development of China's higher vocational colleges, and truly meet the requirements of China's higher education development model, so as to realize the sustainable and healthy development of Chinese higher education from extensive expansion to implicit development.

1. Teaching management in higher vocational schools

1.1 Lagging Teaching Management Model

From the perspective of the basic management concept of some higher vocational college education managers in our country, the existing education management concept is quite backward, can not keep pace with the times and the pulse of the development of the times, many are still carrying on the dogmatism of the previous education managers, did not make innovations in line with the times, did not form a new management concept.These teaching managers do not understand the current sense of crisis and urgency, the responsibility of higher vocational colleges and universities are not in place to do the teaching management results to match.

1.2 Inadequate and imperfect teaching systems

At present, our country higher vocational college enrollment scale is expanding year by year, the educational scale is also expanding rapidly, occupies the important position in our country higher education field. However, the traditional education management mode still exists, the school is faced with the diversity of students and the changing social environment, but the school has not made its own management mode development with these changes, so the old management mode has great defects, does not conform to the development of the times, cannot make the teaching quality of higher vocational schools improve quickly, and is not conducive to the improvement of the teaching quality of colleges[1]

1.3 Inadequate supervision and inspection of teaching management

At present, the development of some higher vocational colleges is in trouble, the lack of corresponding teaching management supervision mode is also an important reason, so the school urgently needs to establish corresponding teaching management evaluation primary mode. When we carry out extracurricular practice activities, we need to carry out our own post practice activities. The related teaching management evaluation is still weak and the supervision system is not perfect.

1.4 Low overall quality of education management teams

The overall quality of teaching managers in some colleges and universities in our country is low, the overall educational structure of teaching managers in colleges and universities is polarized, and there are fewer people with higher educational qualifications. Due to the shortage of professional knowledge of a large number of teaching staff, the lack of relevant professional knowledge and the blunt methods of training talents, this is also an important software factor that restricts the quality of higher vocational colleges and universities in our country. To this end, the school should strengthen its own teaching training, improve the teaching level of teachers, promote their continuous development in academic qualifications, academic, teacher ethics, style and so on, and break through the bottleneck in the development and growth of higher vocational colleges.

2. Build high-quality, refined management teams

Therefore, a higher vocational college dominated by fine management should have a high-quality education management team. Because any work is carried out smoothly, must have to carry on the renewal knowledge and unceasingly studies the advanced manager, as the university manager, the teacher must strengthen unceasingly own study, raises own work level. In such a competitive education market, in order to realize the development of the quality of college education, a new management team must be formed. This "new" refers to new ideas, methods and measures. Under the correct leadership of the education management team, ordinary teachers throughout the school should also take an active part.

Comprehensive standard system is an important prerequisite for the implementation of management. Management is complicated and extensive. Fine management is to systematize such complicated management. Only in this way can the daily management contents and outline be made clear, the work be organized, the education and teaching management be made more operable, the effectiveness of the management be enhanced, and the work be carried out in a structured and justifiable manner.

Establishing and continuously perfecting workflows is the basic management of meticulous management, daily classes, attendance these are real daily affairs, meticulous management is to form these routine affairs into a standard workflow, so that the work is carried out in an orderly manner.

The basic purpose of education is to train highly skilled talents. The quality of talents training is an important standard to measure the running level of vocational colleges. Only by implementing refined management can the refined management or refined management model be introduced into the daily teaching process, and the refined management model can be successfully implemented within the school, which will affect the young students in the new open era and form a harmonious teaching model. Higher vocational colleges of all kinds should first strengthen the quality education of students, improve the ideological and working system of education in a timely manner, strengthen and improve the construction of teachers' ethics, strengthen students' social practice activities, set up psychological counseling offices for students on campus and strengthen campus cultural construction. At the same time, we should use the system to regulate students' thought and behavior, cultivate students' moral quality, and make students' speech and behavior have the system to follow.[2]

2.1 Establishment of scientific research team and continuous improvement of refined management model

The purpose of setting up a scientific research room in higher vocational colleges is to carry out in-depth research on fine management according to the change of teaching situation, so as to help the management idea keep pace with the times. There are two separate tasks for the establishment of scientific research laboratories. First of all, teachers should be regularly trained, regularly assessed, teachers' quality education level should be improved, teachers' functional level should be strengthened, and teachers should always be at the forefront of educational management. Secondly, the scientific research room should also formulate the corresponding fine management responsibility, consummate the related management system, carry on the supervision to the fine management team, at the same time, the scientific researchers themselves should lead by example, actively promote fine management. Moreover, we should strengthen the academic communication work, provide timely solutions and guidance to the problems raised by the management team, the difficulties and pain points encountered, and the unexpected blind spots, and improve the level of refined management in constant communication and summary.

In the process of fine-tuning management, educators should constantly explore innovations and keep pace with the times. In the process of management, they should attach importance to details and make every detail a decisive factor in success or failure. We should always use the scientific management idea to carry out the fine management.

3. The Application and Function of Fine Management in Teaching Management of Higher Vocational Education

3.1 Improved performance in day-to-day teaching

The concept of fineness management is to pay attention to fineness and meticulousness, to deal with the complicated daily management in the past, to organize it and make it logical.[3]

3.2 Increased charisma and quality of talent in universities

With the successful practice of fine management in enterprises and higher vocational colleges, fine management has been applied as a teaching idea in colleges and universities, in order to improve the quality of education and endow the need for charm. For example, hunan institute of electromechanical and vocational technology has set up a fine management system for practical teaching of production. Firstly, through the establishment of the organizational structure and post responsibility for fine management, a leading

group for fine management of practical teaching of production has been set up in the institute and department. The responsibilities of the leaders in the group are also defined, and relevant responsibilities are formulated to facilitate compliance and implementation. Secondly, a detailed management document has been formulated, which includes, among other things, curriculum standards, teaching plans, practice guides, practice reports, etc., and, thirdly, in order to strengthen the detailed management and control of the learning process, a detailed leadership group has also formulated "six effective" and "five key points" and "five consciousness".They are effective preparation, effective course selection, effective training, effective guidance, effective self-study, effective improvement of six effective; common points, new techniques, failure points, capability points, support points and safety civilization awareness, quality awareness, efficiency awareness, cost awareness, and efficiency awareness. Finally, a strict evaluation mechanism has been set up, and in the course of production practice teaching, a good teaching ethos has been formed. During the strict evaluation mechanism, the implementation method is clear and timely. Successful construction of a complete production practice teaching fine management system.[4]

3.3 Improved ability of teachers and students to innovate

Innovation is the source of power, and only continuous innovation education work can be continuously developed and keep pace with the times.Teachers constantly innovate to improve the quality of teaching, training good students with both moral and talents; students constantly innovate to master new knowledge, improve their own knowledge structure, better repay teachers and serve the motherland. In a word, fine education teaching is a new kind of education management mode which is created according to the demands of the times and the situation of higher vocational colleges. Fine education management plays an active role in higher vocational education management.

4. Conclusion

In simple terms, the elaborating management application in the colleges and universities has become a trend, is to keep up with the trend of education is the important direction of education management, how to grasp the direction and the cause of education important achievements, not only is education management workers face a problem, it is also the general patriot, the broad masses of people in the society and leaders of the country should attach importance to the problem. Each higher vocational college should start from the basic point of educating talents for the country and from the basic level of teaching and educating talents, and take multiple measures simultaneously. In this way, the fine management concept of higher vocational college can be deeply rooted in the people's mind and achieve steady and long-term development.

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The Second Classroom of "One Festival One Platform" Helps to Cultivate Applied Talents

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Abstract: This paper expounds that relying on the "Mathematics Culture Festival", mathematics culture is integrated into education and teaching to help the growth of young teachers and the cultivation of applied talents, and relying on the "professional association" platform, integrate application innovation into skill training, broaden professional knowledge, improve professional skills, promote the construction of study style and improve the effectiveness of education. This paper summarizes the achievements, and provides a reference for the second classroom to help the cultivation of applied talents.

Keywords: Mathematics Culture Festival; Professional Associations; Second Class; Training of Applied talents

The cultivation of applied talents is an important reform in the development of higher education in the new era. It is an inevitable and rational choice for higher education to adapt to the social development. The second classroom, as an effective extension and supplement of the first classroom, is an effective way to implement applied innovation education and an important support and powerful guarantee for cultivating students' innovative quality [1]. Through the second classroom, colleges and universities can help students absorb a wider range of extracurricular knowledge and broaden their horizons, so that students can gain more [2].Taking the school of mathematics and statistics of Zhaoqing University as an example, this paper expounds that the second classroom helps to cultivate applied talents.

1. Introduction

In recent years, the school of mathematics and statistics of Zhaoqing University has been committed to the cultivation of innovative and applied talents. In order to broaden the second classroom and help the cultivation of applied talents, it has focused on the construction of "one festival and one platform". The "one festival" is the mathematical culture festival, and the "one platform" is the platform of five professional skills associations, which are mathematical modeling association, mathematics competition association, mathematics education association, program and design association, association for financial mathematics and statistics. The main contents include that skill training, discipline competition, innovation and entrepreneurship projects, academic lectures, academic seminars, scientific and technological innovation, professional services, etc. Each association is equipped with professional instructors with high academic qualifications and professional titles. Their professional level is high and their professional skills are strong. They can provide guidance for the professional development of the association and give accurate guidance to the daily training and activities of the professional association. Professional associations provide students with extracurricular learning and practice platforms. Through professional skill training, discipline competition and educational practice, they greatly stimulate students' innovative spirit and cultivate students' comprehensive application ability. They are the innovation and supplement of the education mechanism of colleges and universities [3].

The school of mathematics and statistics has formulated a training program for applied talents around the requirements of quality engineering and the school's school running philosophy. It organizes students to participate in various subject contest every year and has achieved excellent results. The main subject contests include that college students' mathematical modeling contest, mathematical contest, Guangdong Hong Kong Macao Dawan District college students' financial modeling contest, Guangdong normal students' teaching skills contest, and the market survey and analysis contest, etc.

2. Main working practices

2.1 Rely on "one festival" to integrate mathematics culture into education and teaching

In order to promote the implementation of the training of applied talents, carry forward the spirit of mathematical science and culture, further strengthen students' understanding of various fields of mathematics, stimulate students' enthusiasm for learning and loving majors courses, and improve students' professional quality, in 2013, the school of mathematics and statistics held the first mathematical culture festival, which lasted for one academic year, and then held once every academic year. The purpose of the mathematics culture festival is to create a strong atmosphere of mathematics culture on campus, so that students can further understand

mathematics, master mathematics and applied mathematics, improve the mathematical cultural literacy of teachers and students, improve the ability of mathematical application, and promote the formation of good teaching style, study style and school spirit.

2.1.1 Help young teachers grow

From September 2019 to now, there are 16 young teachers are introduced in the school of mathematics and statistics. In order to help young teachers improve their professional quality and quickly stand on the podium, under the overall planning of the school, the mathematical culture festival has innovatively set up mathematical culture discussion, teacher classroom teaching competition, open classes for young teachers, academic reports of tutors of professional associations, etc, It organized and carried out the "tutorial system for young teachers" and "double training" mechanism, carried out a series of discussion activities for young teachers, and organized and supervised lectures, class evaluation, teaching plan selection and other activities, which effectively promoted the growth of young teachers.[1]

2.1.2 Help students edify mathematics culture

Focusing on the fundamental task of Building Morality and cultivating people, and following the laws of Ideological and political work, teaching and educating people and the requirements of students' growth, the school of mathematics and statistics has set up learning experience exchange meetings, postgraduate entrance examination (or civil service examination) mobilization meetings and experience exchange meetings, various professional discipline competitions, normal skill series activities, etc. Through a series of activities in the mathematics culture festival, it effectively strengthens the cultivation of students' practical ability and improves students' employment core competitiveness and practical operation ability.

2.2 Rely on "one platform" to integrate application innovation into education and teaching

The five professional skill associations established by the school of mathematics and statistics radiate to the five major, which are mathematics and applied mathematics, information and computational science, financial mathematics, statistics and applied statistics. The starting point of establishing professional associations is to consolidate students' professional knowledge and strengthen their practical ability, and provide a better practical development platform for future employment. Its purpose is to combine the professional knowledge that students usually learn with subject contests, skill training, experience exchange, academic discussion, etc. through various activities, so as to apply professional knowledge in happy activities and improve the level of professional skills. There are mainly the following aspects.[2]

2.2.1 Extend classroom learning and broaden professional knowledge

Through the platform of professional skills association, students can be exposed to the frontier trends of disciplines, carry out the vertical and horizontal expansion of professional knowledge, feel the integration of multiple disciplines, hold professional academic activities and discussions, deepen the content of classroom learning, broaden the scope of knowledge and deepen the understanding of knowledge.

2.2.2 Stimulate interest in learning and promote the construction of study style

By organizing students to participate in professional activities and professional practice and encouraging students to directly apply what they have learned in class to practice and serve the society, it not only makes up for the lack of strong theoretical and monotonous professional classroom teaching, makes students feel the fun of professional learning, stimulates learning enthusiasm and enhances learning motivation, but also creates a professional cultural atmosphere and promotes the establishment of a good style of study.

2.2.3 Provide practice opportunities and exercise professional skills

Combined with professional characteristics, the school guides students out of the classroom, into the society, participate in professional social practice, cultivate professional skills and improve professional level. For example, students of the skills association regularly go to local communities and cooperative primary and secondary schools for volunteer education. At the same time, they can also learn from in-service primary and secondary school teachers, increase opportunities to contact with the professional environment, and improve their professional level and skills.

2.2.4 Shaping subject ability and improving comprehensive quality

While broadening students' knowledge, improving professional skills and promoting the construction of study style, the professional skills association is also cultivating students' sentiment, tapping students' potential and giving students the opportunity to express themselves and display their talents. Through professional skill training, professional practice and subject contests, students can improve self-care ability, organization and management ability, communication and coordination ability, social activity ability, etc.

3. Work results achieved

3.1 Pay attention to training and achieve results of the training of applied talents

Mathematics pays attention to the cultivation of the spirit of exploration and the pursuit of rationality. With the development of the sequence activities of the mathematical culture festival and the professional skills association, mathematics thinking and cultural literacy have been effectively cultivated, and good results are obtained in subject contests and the construction of study style.

3.1.1 Breakthrough in subject contests

With the mathematical culture festival as the carrier, the professional skills association as the platform, and under the correct guidance of the college, we vigorously promote the in-depth integration of teaching and scientific research. Through actively exploring the "double training" mechanism, we effectively help the growth of young teachers, stimulate the enthusiasm of teachers, and actively guide mathematics students to actively participate in various subject contests, and achieve excellent results in the contests. In the past three years, students have won 29 national awards and 181 provincial awards. Among them, in 2019, students won one first prize in Guangdong financial modeling competition for the first time. In 2021, students participated in the National College Students' mathematics competition and entered the finals for the first time, and won one national second prize in the finals. Also, in 2021,

students' works were promoted to the national finals for the first time in the market research and analysis competition, and won one national first prize and two second prizes in the finals. The achievement of the contests also fully reflects the outstanding achievements of young teachers in teaching, scientific research and education.

3.1.2 The construction of study style has been improved

The study style is the comprehensive embodiment of the school's study spirit, attitude and principle. The school of mathematics and statistics fully mobilizes the enthusiasm of teachers and students, and grasps the key to the construction of study style by strengthening students' ideological and political education, strengthening discipline education, cultivating professional learning interest and building a good class style. The school of mathematics and statistics has been rated as the advanced unit of study style construction for two consecutive years, and the success rate of students' postgraduate entrance examination has increased year by year.[3]

3.2 Pay attention to application and achieve results in innovative training

The cultivation of applied talents also focuses on cultivating students' innovative spirit, entrepreneurial ability and innovative personalized thinking. The ideological and political education team of universities is the leader of college students. It undertakes the important responsibility of doing a good job of ideological and political education. It is an important force for colleges and universities to adhere to building morality, cultivating people, casting soul and educating people. The school of mathematics and statistics has made great efforts to promote the construction of the ideological and political team as a whole, taking the application of ideological and political topics as the starting point, giving full play to the advantages of teamwork, and the work of the ideological and political team has made innovations and breakthroughs. In the past three years, it has obtained 11 ideological and political research projects and published 12 research papers.

In addition, the school of mathematics and statistics makes full use of the platform of five professional skills associations to effectively cultivate students' innovative consciousness. In the past three years, under the guidance of teachers, students have obtained 34 innovation projects for college students at or above the school level, including 5 at the national level and 11 at the provincial level, and students have published 6 academic papers.

4. Conclusion

In the talent training program, the school should pay attention to strengthening ideological guidance and value orientation. According to the training characteristics of professional talents and the requirements of professional ability and quality, there are clear educational requirements from the professional training objectives, the curriculum setting supporting the training objectives to the achievement of graduation objectives, so as to cultivate socialist builders and successors with all-round development of "morality, intelligence, physique, beauty and labor". The school should also pay attention to the infiltration of mathematical culture in the activities of Mathematical Culture Festival and the cultivation of professional skills in the second classroom of professional associations. Secondary college should resolutely implement the requirements of the school and carry out activities with distinctive characteristics in the activities of professional learning, discipline competition, project application, practical research and social services, so as to promote the all-round development of students and help the cultivation of applied talents.

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The Development of Pointing Gestures in Children

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Abstract: Pointing is seen as the cornerstone of human communication, and many researches have provided evidences for the fact that human infant start to point before they can speak. However, these studies have often focused on the motivation and function behind their pointing behaviors. This study investigated children pointing gesture development by administering a referential communication task. Our findings showed that children from five to six do much better than other children as they can successfully use manual pointing to complete the task on the basis of understanding the task requirements.

Keywords: Pointing Gestures; Development; Children

1. Introduction

There is a hypothesis that there are language-independent universal forms of human-specific communication already before language has emerged, i.e., pointing gesture, which is also one of the earliest gestures that babies acquire and use. Many scholars proposed that pointing could be a uniquely human specialization (Butterworth, 2003; Povinelli, Bering, & Giambrone, 2003) [1]and plays a special role in the development of language and are even considered as a foundational building block of human communication (e.g., Tomasello, Carpenter, & Liszkowski, 2007).[2]

In recent years there has been a resurgence of interest in the motivation and function behind and the language learning development of children pointing behaviour (e.g., Begus and Southgate, 2012;[3] Lucca and Wilbourn, 2019).[4] A number of studies agree on the emergence of pointing at an average age of 12 months. However, other studies indicate that the occurrence time ranges from 8 months to 15 months (e.g., Matthews, Behne, Lieven and Tomasello, 2012;[5] Salomo and Liszkowski, 2013).[6]

But beyond infancy, at what age can they use pointing to complete a given task? In order to explore this question, we administered a referential communication task in 19 children between 3 and 6 years old.

2. Method

2.1 Participants

We recruited children in Tianqi Square and a sand pit beside the square in Chongqing. 19 healthy children (11 boys and 8 girls) between 3 and 6 years old participated in pairs in exchange for lollipops. Their average age was 3 years and 7 months. All participants were randomly assigned to a group. In addition, data of four children in the present sample had to be excluded (two pairs, twin girls, four years old; twin boys, three and a half years old). In twin girls group, the younger sister, as the director, is very shy and fuzzing, therefore, our experimenter gave her a lot of hints to complete the task. And in twin boys group, the younger brother, as the builder, were not standing in the right area. Hence, our final sample consisted of 19 children (8 girls, 11 boys).

2.2 The "Stacks and Square" task

In each experiment pair, two participants were to perform the "Stacks and Square" task, which was adapted from Cooperrider et al (2018).[7] According to Cooperrider, "Stacks and Squares" is a referential communication task in which a director tells a builder how to arrange objects ("stacks") on a fixed array of locations ("squares"). We thought it was an effective way to elicit the pointing gesture. Following the instructions described in Cooperrider et al. (2018), each participant was randomly assigned to either the role of "director" or "builder". The "director" was seated before an array of five square-colored papers on the ground, with objects off to one side of the array, then this participant was shown a photo of the objects arranged on the squares and told that the goal was to get the other participant, the "builder," who could not see the photo, to arrange the objects based on the director's description. Gesture was not mentioned in the instructions. Each photo depicted eight objects (of 11 total) arranged on the papers, with every square occupied. The five square paper (one 20 cm×20 cm in red colour, two 10 cm×10 cm in red colour, and two 10 cm×10 cm in purple colour) were arranged on the ground in a symmetrical array (Fig. 1) in front of the director (D). The director's task is to tell the builder (B) how to arrange objects on the squares so that they match a photo presented by the experimenter (E). All 11 objects—two cylindrical drinking cup (one small, one large), three coloured plasticine (orange, red and purple), two bottle top (black and red), four small toys in the shape of rabbit ear. At the start of each trial, all objects were placed on a "staging area" and were returned to it after the trial.

In the original experiment, one member of the pair was seated in a cross-legged fashion behind a rope, with the arms in front of the body and available for gesture. But our participants are children, they are about the same height as an adult sitting on the ground,

therefor we didn't ask them to sit on the ground. Following consent, each pair of participants first completed two practice trials. There are 10 pairs of participants, 5 pairs switched their roles in trials as director and builder and completed one more experimental trial. The other 5 pairs only completed one trial. All other aspects of the array remained fixed. Throughout the task, one experimenter is standing next to the participant, holding an ipad with a full-screen photograph of each target array, one experimenter is standing in front of the director with a camera to record the whole sessions.
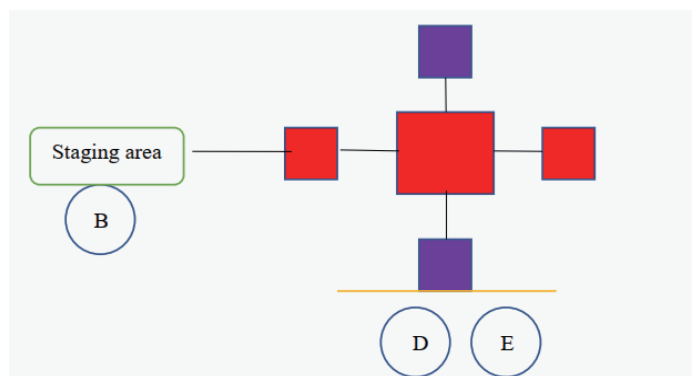
Fig. 1. The layout of the "Stacks and Squares" task.

In order to elicit the pointing gestures, the experimenter did not mention the real purpose of the experiment.

3. Result

First, we conducted five groups of experiments in Tianqi Square, director was shown one of the following two pictures. (see Fig. 2)
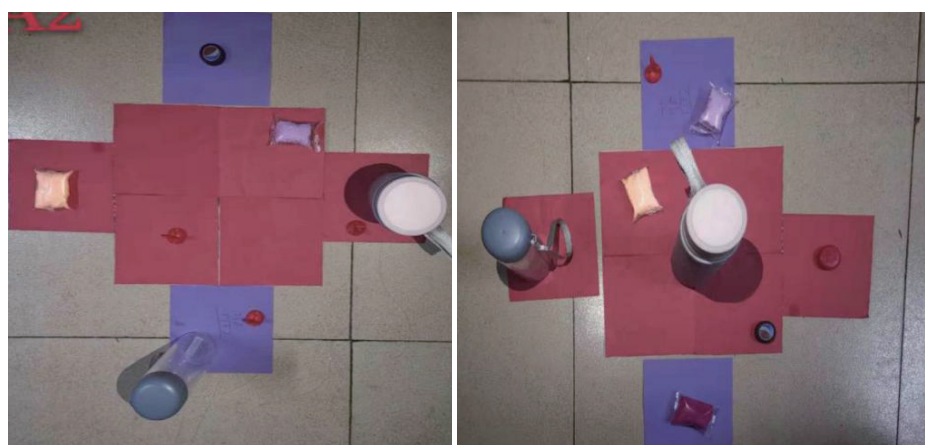
Fig. 2. Pictures used in the Tianqi Square.

After the fifth group, we found that when director gave the builder instructions, they repeatedly confirm the positions of the objects in the picture. It might be because the experimenter placed the objects too complicated. As a result, we simplified the arrangement of the objects and took photos when we carried out experiments in the sand pit beside the square (see Fig. 3).
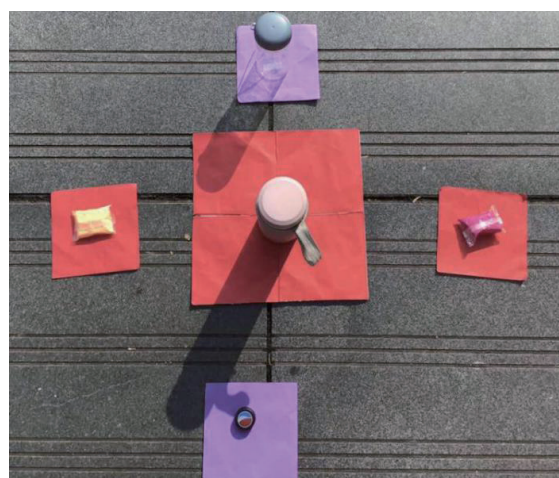
Fig. 3. Simplified arrangement.

We found that after simplifying the target pictures, the efficiency of completing the task was generally improved. Four pairs

completed the experiment in a minute or so, and director used more pointing gestures to tell builder how to place them. And we noticed a phenomenon that directors who used more pointing gestures also used more words, such as "here" and "there".

Fig. 4. Participants in the "Stacks and Squares" task

4. Discussion

The objective of the current study was to investigate the development of pointing gestures in children. Specifically, we examined the performance of 3- to 6-year-old children when dealing with a referential communication task by pointing gestures. In this study, 19 children were observed and two factors are considered: the task duration of each pair and the number of pointings. First, children at the age of 5 and above 5 took less time on guiding their partner. Second, children in two to three can perform only a limited number of pointings successfully. By contrast, five-year old children can perform more pointing gestures. See more details in Table 1.

Table 1 The result of referential communication task

Age	The number of pointings	Task duration
3	2	5:16
3	6	3:02
4	11	2:35
4	10	5:48
5	12	3:07
6	11	3:12
5	15	2:30
5	15	1:23

However, there are differences between children in the same age, and future research is needed to provide significant proof for these differences and to investigate the what factors relate to early gestural development. Furthermore, the findings from the current study may provide new insights into why children may be motivated to produce pointing gestures that is children's pointing gestures may serve as a unique way for them to achieve certain goals (in this study, the goal is to tell their participant to arrange the objects).

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Construction of Structural Equation Model of Career Maturity, Career Commitment and Employment Anxiety of Domestic Nurses

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Abstract: Objective To explore the structural equation model of career maturity, career commitment and employment anxiety of nurses in China To analyze the relationship between career maturity, career commitment and employment anxiety of domestic nurses, and provide positive reference value for the career commitment of domestic nurses.Methods a total of 220 domestic nurses from a third class a hospital were selected as the research objects, and the status of domestic nurses was investigated by using the occupational maturity scale, occupational commitment scale and employment anxiety scale.Results In this study, the score of emotional commitment in nurses' occupational commitment was higher (20.51±4.81), and the employment anxiety of nurses was lower.The vocational maturity of nurses was positively correlated with the total score and dimensions of occupational commitment (P<0.01).The total score and dimensions of occupational commitment of nurses were negatively correlated with employment anxiety (P<0.01).There was a negative correlation between the total score and the dimensions of nurses' occupational commitment and employment anxiety (P<0.01).Domestic nurses' occupational commitment has a partial mediating effect between occupational maturity and employment anxiety, accounting for 32.86% of the total effect.Conclusion The improvement of nurses' occupational commitment is beneficial to enhance their vocational maturity and reduce their employment anxiety.

Keywords: Domestic Nurses; Career Maturity;Occupational Commitment; Employment Anxiety;The Mediation Effect

Preface

Study found that more attention paid to the nurses' career maturi ty, career maturity first put forward by Super (1955) a year, he thou ght that man's career is a lifelong process, and presents the periodi.c characteristics, in different stages of development exist different development goals and tasks, only completed the stage goal is profes sional mature performance[1].Therefore, he defined career maturity as the degree to which an individual completes development tasks corresp onding to its career development stage. Occupational commitment refers to the degree of nurses' reluctance to change occupation due to the r professional input and the internalization of social norms[2].At pre sent, there are few studies on the relationship between nurses' occup ational commitment, vocational maturity and employment anxiety in Chi na, and existing domestic studies have shown that nurses' occupationa l commitment is negatively correlated with employment anxiety.But the current phase.

Career maturity of the research focuses in the general hospital of 3 armour hospital nurses level, therefore, this study investigates the domestic nurse career maturity, career commitment and job anxiety in order to construct a structural equation model, analysis the domestic nurse career maturity, career commitment, the relationship between e mployment anxiety, for the domestic occupational commitment of nurses to provide positive reference value.

1. Objects and methods

1.1 Subjects

A total of 220 domestic nurses from a third-class a hospital were selected as the research object. Among the 220 nurses, 32 were male (14.55%) and 188 were female (85.45%).The mean age of nurses was (22.14 ± 1.39).Among them, 85 nurses (38.64%) had junior college degrees, 92 nurses (41.82%) had bachelor degrees, and 43 nurses (19.55%) had master degrees or above.All nurses gave informed consent[1].

1.2 Research Tools

1.2.1Adopt the occupational commitment questionnaire revised by Pei

The questionnaire was composed of emotional commitment, normative commitment, economic cost commitment, emotional cost commit ment and opportunity commitment, with a total of 24 items, using Likt erGrade 5 points.Affective commitment, normative commitment, economic c ost commitment and affective cost commitment were all scored positive ly, while opportunity commitment was scored negatively.The higher the rating, the higher the level of professional commitment.The question naire had good internal consistency. The Cronbach's α coefficient of the overall scale was 0.91, and the Cronbach's α coefficient of eac h dimension was 0.822 Career maturity: The career maturity scale o f nursing students prepared by Professor Hao Yufang et al, includin g 42 items

in 7 latitudes, professional identity, professional frustr ation coping, professional goals, professional self-regulation, profe ssional reference, professional autonomy, and professional value main ly reflect the process of career choice, including career choice abil ity and attitude, among which occupational cognition is the core.The Likert 5-level scoring method was used to score 1-5 points from very consistent to very inconsistent, and the higher the score, the higher the maturity.

Employment anxiety scale was developed by Zhang Xia oqin et alIs used to measure the employment anxiety level of college students. The reliability of the scale was 0.830 and the internal consistency was 0.91.The s cale is graded from 1(completely inconsistent) to 4(very consistent) with a total o f 30 items, including four dimensions of employment fear, employment insecurity, interview anxiety and job anxiety.The total score is obtained by adding the score s of the four dimensions. The higher the score, the more serious the degree of e mployment anxiety[2].

1.3 Statistical Methods

Statistical software was used for data analysis, and the measureme nt data were described by mean ± standard deviation.Pearson correlation was used, and zhonglin Wen was used for mediating effect[10]P<0.01, indicating t hat the difference was statistically significant.

2. The results

2.1 Scores of nurses' vocational maturity, occupational commitment and employment anxiety

This study found that the score of emotional commitment in nurses' occupational commitment was relatively high (20.51±4.81), and the employment anxiety of nurses was relatively low.

2.2 The correlation between nurses' occupational maturity, occupational commitment and employment anxiety

2.2.1 Correlation between nurses' vocational maturity and occupational commitment

This study found that the vocational maturity of nurses was positively correlated with the total score of occupational commitment and all dimensions (P<0.01).

2.2.2 Correlation analysis between nurses' occupational commitment and employment anxiety

This study found that the total score of nurses' occupational commitment and all dimensions were negatively correlated with employment anxiety (P<0.01).

Table 1　Correlation analysis of nurses' occupational commitment and employment anxiety.

The dimension	Fear of employment	Employment uneasy	The interview anxiety	Job worries
Career commitment Score	0.732 *	0.491 *	0.682	0.671
Emotional commitment	0.631 *	0.610 *	0.591	0.485
Normative commitment	0.693 *	0.529 *	0.463	0.527
Economic cost commitment	0.552 *	0.483 *	0.542	0.481
Emotional cost commitment	0.517 *	0.475 *	0.516	0.518
Chance to promise	0.579 *	0.611 *	0.585	0.549

on behalf of P < 0.01

2.2.3 Correlation analysis between nurses' vocational maturity and employment anxiety

This study found that nurses' vocational maturity was negatively correlated with various dimensions of employment anxiety (P<0.01).

on behalf of P < 0.01

2.2.4 The mediating role of occupational commitment of domestic nurses in the relationship between occupational maturity and employment anxiety

In the first step, career maturity was taken as the independent variable, empl[3]. oyment anxiety as the dependent variable, and career commitment as the intermed iary variable, and the linear regression was carried out. It was found that career maturity had a negative effect on employment anxiety (β=-0.411,P<0.01).Second, occupational commitment was the independent variable, and occupational mat urity was the dependent variable. It was found that occupational commitment had a positive effect on occupational maturity (β =0.396,P<0.01).The third st ep is to control occupational commitment. Occupational maturity has a negative ve effect on employment anxiety (β =0.341,P<0.01). When occupational comm itment is used as a variable, the regression coefficient of occupational maturi ty on employment anxiety decreases from 0.411 to 0.341.Domestic nurses' oc occupational commitment has a partial mediating effect between occupational maturity and employment anxiety, accounting for 0.396×0.341/0.411×100%=3 2.86% of the total effect.

Table 2 Test of the mediating effect between occupational maturity and employment anxiety of domestic nurses' occupational commitment.

steps	The dependent variable	The independent variables	Regression coefficient (t)	Normalized regression coefficient	T value	P values
Step1	Job anxiety (R²=0, F= 0, P=0)	Career maturity	0.411	0.843	21.862	0.000
Step2	Career maturity R²=0.405, F=201.537, P=0.00	Professional commitment to	0.396	0.525	15.637	0.000
Step3	Job anxiety (R²=0, F= 0, P=0)	Career maturity	0.341	0.468	10.425	0.000
		Professional commitment to	0.327	0.415	12.193	0.000

3. Discuss

This study found that the score of emotional commitment in nurses' occupational commitment was higher (20.51±4.81), and the employment anxiety of nurses was lower.This indicates that the higher the occupational commitment of nurses in clinical work, the lower their employment anxiety,Good professional commitment, nurses in clinical work, have a strong professional work enthusiasm, if nurses have a strong sense of value identity for their occupation, nurses will work as a career goal, and through their own efforts to achieve their own value goals.The emotional commitment of clinical nurses is high in the process of work, which also indicates that in clinical work, emotional communication of nurses can enhance the sense of emotional value of nurses, which is conducive to enhancing the professional adaptability of nurses.The vocational maturity of nurses was positively correlated with the total score and dimensions of occupational commitment (P<0.01).The total score and dimensions of occupationa[4] commitment of nurses were negatively correlated with employment anxiety (P<0.01).Domestic nurses' occupational commitment has a partial mediating effect between occupational maturity and employment anxiety, accounting for 32.86% of the total effect. Improving nurses' career commitment is beneficial to enhance their career maturity and reduce their employment anxiety.

Clinical nurses as a special group, along with the social development of medical technology, to the nurse's work and have a high demand on clinical skills, clinical nurses as the health care industry special group, face strong pressure of work every day, the nurse is in a state of exhaustion, often excessive labor intensity, easy to make the nurses have anxiety.This study found that the total score and dimensions of occupational commitment of nurses were negatively correlated with employment anxiety (P<0.01).The results of this study are consistent with the results of domestic studies. Clinical nursing managers should strengthen the research on nurses' occupational commitment and adopt various measures to enhance the sense of value of nurses' occupational commitment.Clinical nursing staff in the process of work, often face a lot of a lot of problems, work with high intensity, high strength work, the nurse will appear the negative emotions such as anxiety, improve nurses' professional commitment and professional maturity, nurse job anxiety will reduce, in the process of clinical work, should not only pay attention to the nurse's occupational commitment, also want to reduce the nurses' job anxiety.This study found that nurses occupational commitment on career maturity and domestic employment has a partial mediation effect between anxiety, this suggests that higher vocational commitment, to nurse career maturity has greater improvement effect, clinical work, should improve the nurses' professional commitment, reduce the nurse job anxiety, improve nurses' career maturity, ultimately improving the quality of clinical nursing.

4. Conclusion

In conclusion, high occupational commitment can make nurses actively meet high job requirements, and their employment anxiety is lower;Therefore, it is necessary to enhance nurses' professional commitment to enhance their sense of responsibility and work enthusiasm, pay attention to the construction of their psychological quality, and reduce their employment anxiety.The limitation of this study is that it did not involve the discussion of intervention means of occupational commitment on employment anxiety. In the future, it will be used as a starting point for further in-depth research and put forward feasibleintervention measures to maintain nurses' mental health.

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Teaching Reform Measures of Power Electronic Technology Course Based on Hybrid Teaching

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Abstract: The teaching mode of "hybrid learning" is introduced into the course of power electronics technology, which combines classroom teaching with network classroom, and uses the teaching video in the existing excellent learning platform to assist theoretical teaching to realize online and offline hybrid teaching. Practice has proved that the "blended learning" teaching model is a very effective and feasible teaching model, which can be extended to other courses.
Keywords: Mixed Teaching; Power Electronic Technology Course; Reform in Education

Introduction

Power electronic technology is the abbreviation of power electronic transformation and control technology. It is a new interdisciplinary subject of comprehensive electronic technology, control technology and power technology. It is an important professional basic course for electrical engineering and automation or related majors. The biggest feature of its classroom teaching is that there are many circuit diagrams and waveform diagrams and strong practicality. With the continuous development of power electronic technology and the increasing content, how to make full and effective use of classroom time, integrate innovative education into traditional classroom teaching, cultivate students' scientific and technological innovation ability and cultivate compound talents in line with the requirements of the times has become an urgent problem to be solved in the current teaching reform.

1. Nature of power electronic technology course

Power electronic technology can control and transform electric energy with the help of power semiconductor switch. It belongs to the abbreviation of control technology and power electronic transformation. Power electronics technology is a very important professional basic course for electrical engineering and its automation, industrial automation and other related majors. After learning this course, students can learn the basic exploration methods, basic concepts and basic theories of power electronic circuits, which lays a foundation for learning other related professional courses in the future[1]. At the same time, students can also analyze and solve some practical problems combined with their own knowledge.

2. Problems existing in the course of "power electronic technology" at the present stage

2.1 Low interest in learning

As the teaching content of "power electronic technology" involves the knowledge integration of multiple courses, the knowledge covers a wide range and has a strong theoretical depth, students need to have a good knowledge reserve. In actual teaching, because many students' learning objectives are not clear, their theoretical knowledge is not solid, and their learning enthusiasm and initiative are not high in the learning process, they are prone to fear of difficulties when they encounter knowledge that is difficult to understand and digest. The fear for a long time will eventually affect the learning effect of the course.

2.2 Single teaching means

At this stage, the course of "power electronic technology" mostly adopts the way of active indoctrination to help students understand more complex electronic knowledge, that is, teachers organize the teaching content into PPT and explain it in the way of PPT demonstration and blackboard writing in class. At the same time, it is supplemented by classroom questions, classroom exercises and other ways of interaction with students. The teaching method is single and the interactive way is old, which can not effectively mobilize students' enthusiasm.

2.3 Obsolete content system

At present, the more general courses of "power electronic technology" are mostly taught according to the introduction of power electronic devices, power electronic conversion circuit and its control technology and power electronic devices[2]. Although books focus on introducing relatively new electronic devices, due to the rapid development of power electronic technology and the increasing updating of electronic devices at home and abroad, the current textbook system has limited introduction to these contents, which makes the practical application divorced from the teaching content and affects the scope of students' knowledge.

2.4 Lack of experimental links

The experimental course of "power electronic technology" is mostly combined with the test bench and relevant instruments and meters. In the process of experiment, teachers mostly make the students carry out the imitation experiment in a programmed and step-by-step manner from the perspective of the presenter, and fail to guide the students to think deeply and diverge about the causes or principles of the phenomena in the process of experiment. Therefore, the existence of various disadvantages in the experimental link fails to make the teaching achieve the ideal teaching effect.

3. Curriculum reform of "power electronic technology" based on Hybrid Teaching

3.1 Teaching philosophy

First of all, in the daily teaching process, add the cultivation of students' innovative consciousness, improve students' innovative ability, and let students find, ask and solve problems in the learning process. Turn "online resources" into rich "sources of innovation", turn "offline teaching process" into open "innovation guidance", turn "classroom + laboratory" into "innovation platform", and turn "teachers" into "enlighteners". By adding the thinking guidance of "why, what is different and" in the process of learning knowledge, we can cultivate students' discovery ability and innovation ability.

3.2 Teaching methods

Combined with the widely used information-based teaching methods, online and offline teaching methods are adopted. The specific method is: online teaching is adopted before class, that is, students conduct pilot understanding of the relevant knowledge, application scope and application cases involved in each teaching content through the school teaching platform, timely adjust the teaching focus, design the teaching content and select the teaching method through students' feedback on the learning effect. Online and offline synchronous teaching is adopted in the course, that is, while offline teaching, the difficulties in students' learning are recorded into micro videos, combined with the graphics, text, cases and PPT designed in the teaching process, and put them on the teaching platform, so that students can learn and download after class, so as to help students eliminate the knowledge points they do not understand in the classroom and improve their interest in learning. Online teaching is adopted after class, that is, the after-class test is released through the school teaching platform to feed back the students' learning situation, supplemented by relevant cases and the latest trends of the industry, so as to synchronize the students with the development of the industry, improve the practical application, and help the students understand its practical application in the fields of industrial production, logistics and transportation, daily household use and so on. Through persistent persistence, students can understand the practical significance of the course "power electronic technology". This course is definitely not an empty and boring theoretical research, but can have a closely related impact on our human daily life. In this process, students can clearly understand the role of power electronic system in daily life, and deepen their understanding and application of the learned knowledge.

At the same time, the project driven method is introduced to improve students' practical ability and teamwork ability. In the course of "power electronic technology", according to the learning content, it is combined with widely used or current hot topics, such as battery charger, switching power supply, high-frequency inverter welding power supply, electric vehicle power battery, uninterruptible power supply, variable frequency speed regulation device, solar power generation, wind power generation, etc. Select some simple cases and use the project driven teaching method. According to the knowledge points and teaching contents of the course, combined with the effects of students' Online Autonomous Learning and offline interactive teaching, teachers inspire, teach, guide and let students master the application occasions and deficiencies in practical application of each device[3]. In addition, students can complete the power electronic technology design in a week in groups. They can complete the curriculum design related to electronic technology through topic selection, design, improvement and expansion. In the process of curriculum design, students cultivate their professional ability of teamwork and problem-solving by assigning tasks, finding relevant materials, designing circuits, purchasing components, testing and adjusting circuits. At the same time, in the process of curriculum design, teachers and students make up for the lack of interaction between teachers and students in traditional teaching by seeking help, putting forward suggestions and checking the integrity of circuit design.

I mainly teach in MOOC and super star learning. Using the existing videos of MOOC, I built my own courses on super star learning, including recording micro videos, courseware PPT, exercise bank, online testing, discussion, etc.

3.3 Teaching content

According to the talent training program and vocational skill requirements of Electrical engineering and automation, combined with the teaching purpose of students' experiment in class and curriculum design, project-based teaching is adopted for students. When teaching, teachers can decompose the teaching content according to the teaching objectives, and increase and expand the relevant content in combination with practical application cases. In the process of theoretical teaching, in the teaching of component related knowledge, light component structure, heavy component control and application development; In the aspect of circuit, it neglects the circuit structure and emphasizes the ideas and principles of circuit analysis, focuses on deepening students' understanding and understanding of the content, and improves students' ability to analyze problems and circuit design. While imparting knowledge, help students cultivate the ability of independent thinking and independent inquiry. (1) First of all, let students understand the teaching purpose, practical application scope and the relationship between the course and subsequent courses of "power electronic technology", so that students can learn purposefully. (2) In the teaching process, introduce more simple and practical relevant application cases, so that students' knowledge can be combined with practical application, so as to stimulate students' interest in learning. (3) After mastering the basic knowledge, we can design progressive cases to improve the depth and breadth of students' learning, and then cultivate their divergent thinking ability and problem-solving ability[4].

3.4 Practical aspect

In the teaching process of "power electronic technology", we must make it clear that students are the main body of teaching and teachers are the guides and enlighteners of teaching. When teaching practical content, teachers should not only provide physical

resources for students to observe and understand, but also guide students to practice. In addition, when students encounter problems in the process of practice, teachers should guide students to find problems. Through continuous knowledge superposition, on the one hand, it can enhance the combination of students' theory and practice, on the other hand, it can cultivate students' ability to find and solve problems. As an auxiliary teaching, the experiment is combined with the teaching platform, and the experimental links are divided into online and offline parts. Online: through the learning platform, learn the steps and specific implementation methods of the experiment, understand the model of applied components, the principle of the experiment and the final phenomenon. Offline: verify the knowledge through experimental equipment. In case of problems, you can ask questions online on the learning platform, initiate discussions on a problem, or seek the help of teachers or classmates. After the experiment, summarize the problems encountered in the experiment, the principle application understood through the experiment and the innovative ideas that can be expanded through the experiment.

3.5 Assessment

The purpose of assessment is to master the learning situation of students in this course. Therefore, the assessment of "power electronic technology" course should increase the proportion of assessment process. The content of the assessment is combined with online and offline learning, discussion, completion of experiment, course design and final examination results, accounting for 20%, 10%, 15%, 15% and 40% respectively[5]. This assessment method increases the score of process learning for online and offline students, which is intended to cultivate students' ability to find problems, raise problems and jointly solve problems in daily learning, and enhance students' awareness of teamwork.

4. Conclusion

The teaching mode of "hybrid learning" is introduced into the course of power electronic technology. Students can make up for the deficiency of theoretical teaching through network teaching, and realize the hybrid teaching of online and offline. Watching video learning makes the learning process easier, the learning interest is naturally improved, and the teaching effect and quality are improved to a great extent. Facts have proved that it is feasible to introduce the teaching mode of "mixed learning" into teaching and can be extended to other courses.

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Curated Portfolio of Teacher Strategies

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Abstract: In the field of early education, more and more teacher strategies need to be combined. This paper comprehensively states seven strategies, with the help of mathematics, letters, graphics and other tools and combined with different teaching skills, in order to achieve better teaching effects. As modern educational means are constantly changing, it is necessary to summarize, explore and share new educational strategies.
Keywords:teacher strategies; model; early childhood; skill

1. Math Verbalizations and Problem-solving interventions

Mathematics is a critical subject to teach in the early childhood classroom, in which students will have the opportunity to acquire basic math skills and the foundation of math for them to build on and use in daily life. Multitier service delivery model should be used in an inclusive setting with general mathematics instruction in tier 1 and supplementary intervention in tier 2 and 3. Strategies of math verbalizations are emphasized in the tier 1 model and problem-solving interventions are emphasized in tier 2 and 3 models.

The strategies can be used in the Pre-Kindergarten, Kindergarten, and first-grade classrooms. Math verbalizations should be delivered to the whole class while problem-solving interventions will be delivered in small groups of approximately less than six students.

"Math verbalizations are opportunities students receive to express their mathematical thinking and understanding" ([1]p. 259), which indicates that students will be able to use math language to speak about their ideas when math verbalizations are encouraged. Teachers should use guided questioning to prompt students in verbalizing math concepts so that students can have a better understanding when they are practicing math language. The first step of math verbalization is for the teacher to model the learning task and explain the new concepts to students. When they have a basic understanding of the new concepts, the teacher should prompt students to verbalize them by using guided questions such as "Does anyone have ideas about why …?", "How many … do you see here?", "What do you notice?", and "How are you going to solve this problem". Students will, then, think about the question and may use the things that teacher had taught them to answer the questions. In this way, students will get a lot of opportunities to practice math while describing their thoughts verbally and comprehending the new concepts through the practices.

2. Encouraging play/social interaction with the use of Ats [2]

Play skills are important in the stage of early childhood because children learn through play. When students play, a range of physical skills like gross and fine motor skills, cognitive skills, and language skills can be practiced.

This instructional strategy is to provide assistive technology to encourage turn talking and share the play materials with friends during playtime for students who have autism or just simply have a hard time communicating and interacting with others. This strategy will be implemented in the Pre-K classroom with mainly three to four-year-olds. Depending on students' needs, the strategy can be used both individually and in small groups.

3. Providing visual cues and modeling

Focusing on children's development of early literacy skills is also a big area for early childhood educators to pay attention to. Students with disabilities like autism require additional support on learning needs and they have unique learning methods to develop their literacy skills. Providing visual cues and modeling can be effective in helping students construct their thinking.

This strategy can be delivered to kindergarten and first/second-grade students who have autism. It can be a whole group instruction that focuses on enhancing students' awareness of letters, vocabularies, and prints in both inclusive settings and separate settings.

"Many children with autism have excellent visual discrimination and visual memory" ([3], as cited in Wagner, 1999), which means that simple visual cues can motivate students to "identify sight words and use them in context" [3]. Visual cues can be hung around the classroom where students can see easily. They should be clearly indicated when designing. Daily schedules, attendance board, weather report board, and mood check-in board are the four main focuses of providing visual cues (for Pre-k kids). For the daily schedules, there should be one picture corresponding to one thing and there should be an arrow pointing to the "current event". Students will be able to look at the picture of the schedule when the teacher asks "what are we going to do next" and process the information of the next activity. All students' names should be nice and big shows on the attendance board. In this way, students will be

aware of the letters of their names every day when they are taking attendance. Weather report boards and mood check-in boards can be similar to the look of the daily schedule, in which students will have a sense of vocabulary when they are reporting the weather and mood. Teachers can guide students to make individual visual cues (like daily schedule only for this child) if needed.

4. Using alphabet books and handwriting practice

Continuing talking about instructional strategies that related to literacy skills. "Alphabet knowledge, the ability to identify letters and sounds, and write letters, is one of the most important skills students need as they begin to learn how to read" ([4] p.31, as cited in McBride-Chang, 1999). Differentiation should be provided based on students' alphabet knowledge such as letter names and sounds.

This strategy of using alphabet books and handwriting practice should be mainly used in a kindergarten classroom with five-year-old kids.

As shown in figure one, teachers can use individual alphabet books to teach the letters one at a time. When reading the book, the first step is to point to the uppercase letter and name the letter out loud for students. Guiding the students to look at the print, for example, "heart", to allow them to try "h-h-h-heart". After teaching all the uppercase letters, lowercase letters will become easier to remember. Based on students' performance, differentiation of learning will be teaching four letters a day for those students who can focus a long period of time and remember the letters easily; teaching only one to two letters a day for those students who cannot focus too long to learn. Other differentiation can be distinguishing alphabet books and designing students' own alphabet books for students who learned the letters fast (figure two and three).; "Research finds that the movement of handwriting helps students learn to visually recognize letters and sounds" ([4], p.33, as cited in Bradley & Jones, 2007), handwriting practice is also an effective way to help students learn alphabets. One of the practices is the daily attendance sheet, which children need to sign in when they come to school.
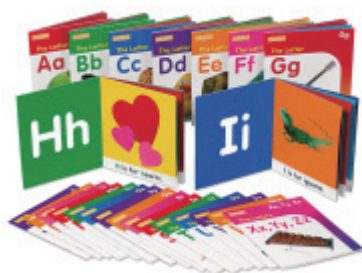
| (Figure one) | (Figure two) | (Figure three) |
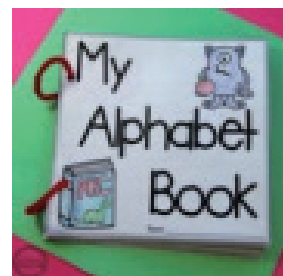
5. Giving students appropriate think time

Children's Thoughts on Spelling: Considering Children's Strategies and Errors to Guide Instructional Remediation. Insights on Learning Disabilities, 171-181. "Spelling is a highly complex process and is often characterized as an area of difficulty for students with learning disabilities (LD)" ([5] p.171, as cited in Carpenter &Miller, 1982), which means that specific instructional strategies need to be implemented when teaching students about vocabulary.

Giving students appropriate thinking time will be a suitable instructional strategy when students need to remember the spelling of words. This can mainly be used in the first/second-grade classrooms when teaching subject-related content but it can also be used in Pre-K classrooms and Kindergarten classrooms in an inclusive setting. Teachers can use this strategy for both large group and small group activities.

Sometimes students will struggle with memorizing words. Especially when they are in the classroom, they will feel stressed when they saw other people memorize the words. Providing enough but not too much thinking time and waiting time will allow students to process the information and prepare a response successfully. Next, leave about two minutes for children to understand the words and process the spelling by themselves. Ask students if they are ready to spell the words or not. Teachers should also say sentences like "pay attention to the spelling of …" and "you have to try really hard to remember the words" to encourage students in the learning process.

6. Elaborating words in the text and connecting them to the life

Language is an important area of development, especially in early childhood. During this stage, children develop their speaking skills, comprehensive ability, vocabulary, and word reading skills. Therefore, educators need to choose the appropriate instructional strategies to facilitate their language proficiency. One of the activities that help the development of language is storytelling/shared book reading. Children can practice speaking skills and comprehensive ability when they are sharing the reading of a book with an adult.

This strategy is counted as "medium-level strategies", which refers to "comments and questions that extended the story, providing additional information that is not visible in the book" [6]. When doing a shared book reading, it will be beneficial for teachers to not only use visual illustrations to simply read the story but also elaborate words in the text that have important meanings. This allows the children to think beyond the text, develop their own way of organizing language to express ideas, and scaffold understandings. Teachers need to prepare for the words that need to be elaborated before reading as the first step. Then, when the reading ends, the teacher should point to the specific words and add details to them so that the children can understand the ideas in deep. It is also important for the teacher to connect the words to real-life situations, which children can have the opportunity to relate the words to themselves and thus, improving comprehensive skills. In addition, more comments can be prepared to add during the storytelling because the data in the research had indicated that "with each additional occurrence of these medium-level comments per minute, children could obtain 1.16 more points in word comprehension and 0.59 more points in word reading" [6].

7. Creating meaningful partnerships

Students are coming from various backgrounds and all have different ways of learning. In order to create an inclusive learning environment for English language learners, creating meaningful partnerships can be one of the differentiating instructional strategies to support their learning.

This strategy can be used in Pre-K classrooms with three to four-year-old students in an inclusive setting. Peer support can be done in small groups of two to three students so that they are able to help each other to learn.

Since English language learners are students who come from a non-English speaking environment, they may be shy or have a hard time expressing their ideas to the whole class. Creating meaningful partnerships allows ELLs to share only with a few friends, who are willing to be patient when having a conversation. The first step for teachers to do is selecting "students with strong interpersonal skills, and easygoing demeanor, and a willingness to be patient in paired learning activities" ([7], p. 24) to pair with ELLs. In this way, ELL students' partners will initiate the conversation while solving a problem together. ELLs are able to learn effectively with a partner and develop their social communication skills.

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Original Research Article

Non-subjective Class Trading Strategy Model Based on Apriori Algorithm

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Abstract: In order to quantify the transactions in investment,this paper establishes a non-subjective transaction strategy model based on Apriori algorithm.The technical analysis index is blurred through the triangular fuzzy device,designing the fuzzy decision system with a non-subjective class fuzzy transaction rule library,a product inference machine with Mamdani meaning,and a central average average fuzzy device.The structural parameters of the system are estimated using a recursive least squares method with forgetting factors,and a neural network trading strategy optimized based on Apriori and genetic algorithm is proposed.
Keywords: Apriori algorithm; Neural network; Dynamic price equation; Fuzzy decision system

1. Introduction

Market traders buy and sell volatile assets frequently,with a goal to maximize their total return.There is usually a commission for each purchase and sale.Two such assets are gold and bitcoin.In order to quantify the transactions in investment,this paper establishes a non-subjective transaction strategy model based on Apriori algorithm.This model can give the best daily trading strategy based only on price data up to that day,so as to help investors maximize returns.

2. Trading strategy model

2.1 Data source and data preprocessing

We will start at\$1,000 on November 9,2016.The five-year trading period running from November 9,2016 to October 9,2021 will be used.On each trading day,traders will have a portfolio consisting of cash,gold,and bitcoin[C,G,B],respectively,in USD,Equity ounce,and Bitcoin.The initial state is[1000,0,0].The commission cost per transaction(sale)is%of the transaction amount.Assumingαgold=1%andαbitcoin=2%.There is no cost to hold the assets.The model data were obtained from both LBMA-GOLD.csv and BCHAIN-MKPRU.csv.At the same time,Bitcoin can be traded daily,but gold deals only on days when the market is open.

Data from both the LBMA-GOLD.csv and BCHAIN-MKPRU.csv tables were preprocessed using Python.Convert the time to the data of the date data type,join the two tables,supplement the price of gold on a nontrading day,and mark whether the current price is a gold trading day.A DealDay of 1 represents a gold trading session and 0 is not gold trading session.Calculate the daily increase of gold and bitcoin(not distinguishing whether it is a gold trading day).

Bitcoin is the average based on the five-day increase,gold is small,can be based on the increase in the first 15 days.And calculate the n-day divergence and departure rate.

$$BIAS = [(\text{Closing day price-N daily average price}) / \text{N daily average price}] * 100\% \quad (1)$$

The metrics that have been calculated are also normalized.

$$\text{Normalization} = (\text{Current Value-Min.}) / (\text{Maximum-Min.}) \quad (2)$$

2.2 Apriori Fuzzy decision system

For the consolidated data on gold,Bitcoin,According to the equation of(4-2),$x_{1,t}^{(m,n)}$ (m=l,n=5)For the corresponding 7 fuzzy sets("P S","P M","P B","N Z","N S","N M","N B"),Get the list of membership $x_{1,t}^{(m,n)}$ at time t,Similarly,e d replaces the membership functions of the corresponding seven fuzzy sets("B S","B M","B B","A N","S S","S M","S B"),respectively,To,to,i,time,engraved,e,d,of,li,genus,degree,column,table.

Table 1 lists the top 5 Shopping List records for the input dataset.The next step is to input 1825 inventory records into the Apriori algorithm model to select the frequent sets we need,we only need to set the minimum support,and we can easily use Python's open source library 4.When we set the minimum support of 0.5,the output of gold is only{4}and the support is 0.56,corresponding to the fuzzy set is"NZ",this result is obviously not needed,because most of the time is low rise,$x_{1,t}^{(m,n)}$ in the frequency of"NZ"fuzzy set is

relatively high,when a smaller support threshold of 30%,which can obtain more frequent item sets.Table 2 shows the frequent item set at 3 threshold levels.

Table 1: The first 5"shopping list"input data of Apriori

Time	$x_{1,t}^{(m,n)}$	Ed (a(t)=0.17)	$\mu\left(x_{1,t}^{(m,n)}\right)$	$\mu(ed)$	Shopping list
2016/9/12	0.00848646	0.0123529	[0.85,0,0,0.15,0,0,0]	[0.76,0.24,0,0,0,0,0]	[1,4,8,9]
2016/9/13	0.0039019	-0.0852941	[0.39,0,0,0.61,0,0,0]	[0,0,0,0,0,0,1]	[1,4,12]
2016/9/14	-0.0020957	0.0252882	[0,0,0,0.79,0.21,0,0]	[0,0.97,0.03,0,0,0,0]	[4,5,9,10]
2016/9/15	-0.00013946	0.0288235	[0,0,0,0.99,0.01,0,0]	[0,0.56,0.44,0,0,0,0]	[4,5,9,10]
2016/9/16	0.0027971	0.0205882	[0.28,0,0,0.72,0,0,0]	[0,0.97,0.03,0,0,0,0]	[1,4,9,10]

Table 2: Frequent itemsets under different support thresholds

Minimum support	L(0)	L(1)	L(2)
0.5	{3}		
0.3	{2}{6}{10}{5}{14}{4}{1}	{3 4}{3 13}{0 3}	
0.2	{2}{6}{13}{12}{11}{10}{5}{14}{9}{8}{4}{1}	{0 1}{4 13}{12 13}{4 5}{3 12}{4 5}{3 12}{0 9} {3 4}{9 3}{8 9}{9 4}{0 13}{3 13}{8 3}	{3 4 13}

For the gold-Bitcoin combination,the association rules derived by the Apriori algorithm are converted into a fuzzy IF-THEN transaction heuristic(6)through natural language,as follows.

Rule 1:If $x_{1,t}^{(m,n)}$ is zero(NZ),ed is sold(SM).   Rule 2:If $x_{1,t}^{(m,n)}$ is positively and small(PS),ed is Buy(BM);

Rule 3:If $x_{1,t}^{(m,n)}$ is CP(PL),ed is Buy(BB).

Therefore,according to the Apriori trading rule,then the rule is converted to an excess requirement function to build a fuzzy sys-

tem: $\quad ed_1\left(x_{1,t}^{(m,n)}\right)=\dfrac{\sum_{i=1}^{3}c_i\mu A_i\left(x_{1,t}^{(m,n)}\right)}{\sum_{i=1}^{3}\mu A_i\left(x_{1,t}^{(m,n)}\right)}$ (3)

Where A1=NZ,A2=PS,A3=PL is the fuzzy set,c_1 and=-0.2,$c_2=c_3$=0.2,is the center of the fuzzy set SM,BM.A modified fuzzy system is constructed for some special datasets according to Equation(3):

$$ed_1\left(x_{1,t}^{(m,n)}\right)=\frac{-0.2\mu_{NZ}\left(x_{1,t}^{(m,n)}\right)+0.2\mu_{PS}\left(x_{1,t}^{(m,n)}\right)+\mu_{PL}\left(x_{1,t}^{(m,n)}\right)}{\mu_{NZ}\left(x_{1,t}^{(m,n)}\right)+\mu_{PS}\left(x_{1,t}^{(m,n)}\right)+\mu_{PL}\left(x_{1,t}^{(m,n)}\right)}\quad(4)$$

2.3 Neural network fuzzy decision-making system

For the consolidated data on gold,Bitcoin,According to the formula of(4-2),substitute $x_{1,t}^{(m,n)}$ (m=l,n=5)For the corresponding 7 fuzzy sets("P S","P M","P B","N Z","N S","N M","N B")into the data.Get the fuzzy input ploid matrix,Similarly,the logarithm of the price to the current price ratio for the following day is calculated as the excess demand ed,Generation them into the corresponding membership functions of 7 fuzzy sets("B S","B M","B B","A N","S S","S M","S B"),Have,to,mold,paste,lose,out,letter,number,moment,array.The input and output signal wealth of each set serves as a training sample for network learning.Table 3 shows the first 5 records in the training set.

Table 3: The first 5"shopping list"input data of Apriori

Time	$\mu\left(x_{1,t}^{(m,n)}\right)$	$\mu(ed)$
2016/9/12	[0.85,0,0,0.15,0,0,0]	[0.76,0.24,0,0,0,0,0]
2016/9/13	[0.39,0,0,0.61,0,0,0]	[0,0,0,0,0,0,1]
2016/9/14	[0,0,0,0.79,0.21,0,0]	[0,0.97,0.03,0,0,0,0]
2016/9/15	[0,0,0,0.99,0.01,0,0]	[0,0.56,0.44,0,0,0,0]
2016/9/16	[0.28,0,0,0.72,0,0,0]	[0,0.97,0.03,0,0,0,0]

The neural network is used to fit it,and the result of MATLAB software is used to predict the time series.The results are as follows.
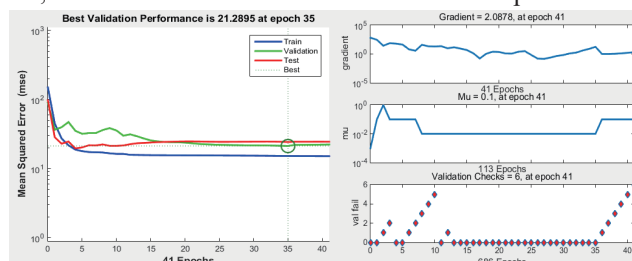
Figure 1: Results of Analysis

After the analysis of the optimal network structure,when the network is subjected to new data input,the corresponding output signal is output,but the output multiplier is a set of fuzzy system,so it is necessary to unblur the signal output by the network at the time.This paper uses the output signal to form the excess demand function:

$$\text{ed}_2\left(x_{1,t}^{(m,n)}\right) = y^* \left| BP\_net\left(x_{1,t}^{(m,n)}\right)\right. \quad (5)$$

y^* is the central average ambigurer, $BP\_net\left(x_{1,t}^{(m,n)}\right)$ is the fuzzy signal output by the fuzzy neural network.

2.4 Decision results

Using the above fuzzy decision system above,we made decisions on daily transactions at$1,000 starting on November 9,2016. The initial state is[1000,0,0].Record changes in daily status,partial decision records(held shares and total assets of each part)shown as follows.

Table 4:holding shares and total assets

Date	Gold holding share	Bitcoin holding share	cash holding share	total assets
2017/11/19	0.017498947	0.188523124	294.8368013	1826.939535
2017/11/20	0.017498947	0.188523124	294.8368013	1834.902309
2017/11/21	0.017498947	0.188523124	294.8368013	1836.751875
2017/11/22	0.017498947	0.188523124	294.8368013	1876.072859
2017/11/23	0.017498947	0.188523124	294.8368013	1870.228754
2017/11/24	0.017498947	0.188523124	294.8368013	1872.919404
2017/11/25	0.017498947	0.238949113	82.55938322	2185.769015
2021/9/1	0.217492962	4.085563555	36815.87771	229868.2353
2021/9/2	0.217492962	4.085563555	36815.87771	236842.006
2021/9/3	0.217492962	4.085563555	36815.87771	238749.3251
2021/9/4	0.217492962	4.085563555	36815.87771	241635.0403
2021/9/5	0.217492962	4.085563555	36815.87771	241275.715
2021/9/6	0.217492962	4.085563555	36815.87771	248717.8477
2021/9/7	0.217492962	4.085563555	36815.87771	252424.6982
2021/9/8	0.217492962	4.085563555	36815.87771	228446.1591

So,on September 10,2021,the initial$1,000 investment value was$2,28,446.1,591.

3. Conclusion

This paper design a fuzzy decision system with a non-subjective-class fuzzy transaction rule library,a product reasoner with a Mandani sense,and a central average deblurring device.The structural parameters of the system are estimated using recursive least squares with forgetting factors,and a prior algorithm-based nonsubjective class-based trading strategy model,optimized neural network trading strategy based on Apriori and genetic algorithm is proposed.

And it is well known that fast estimation methods and estimation accuracy are critical to strategy success due to unpredictable financial markets.Therefore,finding a faster and less error parameter estimation method becomes a key factor in improving the performance of fuzzy decision systems.The above deficiencies will also be the direction of our continued research in the future.

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Research on Optimal Strategy Scheme based on Neural Network Prediction Model

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Abstract: This paper focuses on the investment plan with the maximum return around the fluctuation of the stock market. First of all, this paper is based on the neural network model price trend line, and then uses the reverse Bollinger band strategy (CBB model). We calculate the error of the price forecast, draw the residual diagram, and find that the error level of the prediction is within an acceptable range. The model in this paper has strong expansibility and good robustness. Finally, we summarize the strategies and results of the model.

Keywords: Quantitative Investment; Neural Network Model; CBB Strategy

0. Introduction

Portfolio optimization is one of the origins and motivations of modern financial theory research. In short, its idea is to distribute wealth among different assets in order to achieve the purpose of spreading risks and ensuring returns. In 1952, Markowitz proposed the mean-variance model, which is the basis of modern investment theory. The theory studies and discusses the theories and methods of investment portfolio from a static point of view. However, the actual portfolio problem has dynamic characteristics. Because the return rate of assets is different in different periods and investors' preference for risk and return will change[1], investors will consider establishing a multi-stage portfolio strategy to maximize terminal wealth and periodically balance the proportion of asset investment.

Combined with the CBB strategy, this paper establishes a dynamic goal programming model, uses particle swarm optimization algorithm to solve the new multi-stage portfolio optimization model, and puts bitcoin and gold asset data into the model to conduct empirical analysis and verify its effectiveness.

1. Neural Network Model Establishment

The connection structure between neurons constitutes the neural network structure. In this paper, a four-layer fully connected neural network is constructed to predict the price of gold and Bitcoin[2]. The structure is "1-3-2-1", and the graph is as follows:
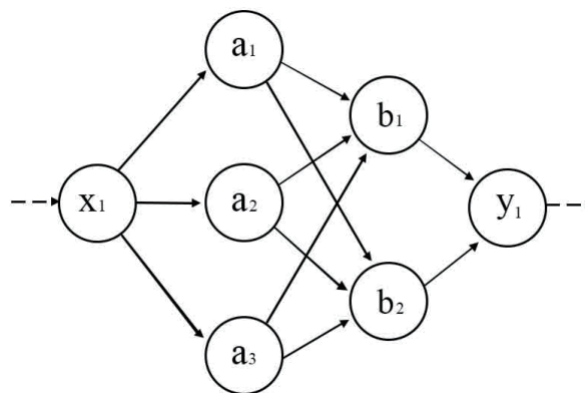
Fig.1 Four-layer fully connected neural network

The prediction accuracy is improved by optimizing the loss function. In order to judge the loss size[3-5], it is necessary to define a function to describe the corresponding loss value quantitatively, namely, the loss function.

$$MSE(y_i, y_i') = \frac{1}{n}\sum_{i=1}^{n}(y_i - y_i')^2 \qquad (1)$$

y_i is the correct answer to the ith data in a batch (i.e. a small part of training data),y_i' and is the predicted value of the neural network.

Forecasting principle are generally as follows: First of all, according to the x_t moment price data and historical data to predict x_{t+1} moment, secondly according to the actual moment of x_{t+1} data reverse revision x_{t+1} data, then the historical data update iteration, continue to predict the x_{t+2} moment data, repeat the above steps, eventually get the price of gold and Bitcoin forecast figure.
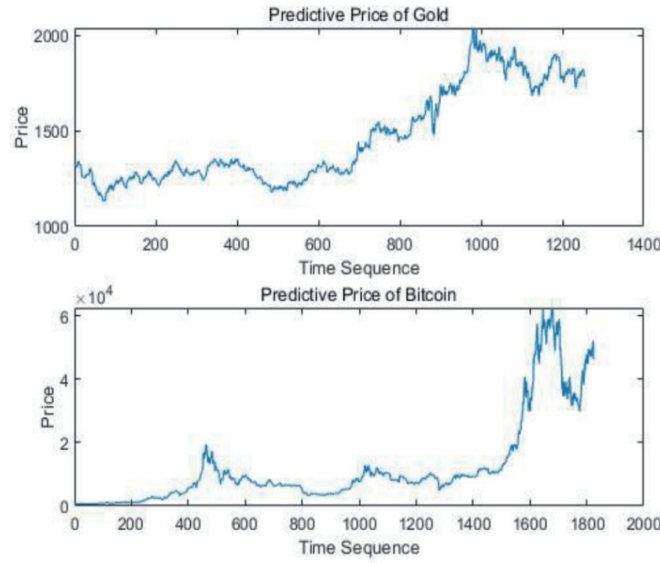
Fig.2 Predictive Price of Gold and Bitcoin

2. CBB Model

BOLL index is a very practical and intuitive technical analysis index[6]. The calculation method of BOLL index introduces the standard deviation in statistics, including the calculation of MA(middle rail),UP(upper rail) and DN(lower rail). BOLL indexes include daily BOLL index, weekly BOLL index and annual BOLL index due to different calculation cycles. Here, daily BOLL index is selected. Calculation formula of daily BOLL index is as follows: The value of MA is 20-day average daily closing price.

The value of MA at time t:

$$MA_t = \frac{\sum_{i=0}^{N-1} P_{t-i}}{N} \qquad (2)$$

(N=20)

The value of MD at time t:

$$MD_t = \sqrt{\frac{\sum_{i=0}^{N-1} (P_{t-i} - MA_t)^2}{N-1}} \qquad (3)$$

UP = MA+2MD, DN = MA−2MD

When the price line breaks the upper rail,the buying point arises. When the price line breaks the lower rail, the selling point arises.
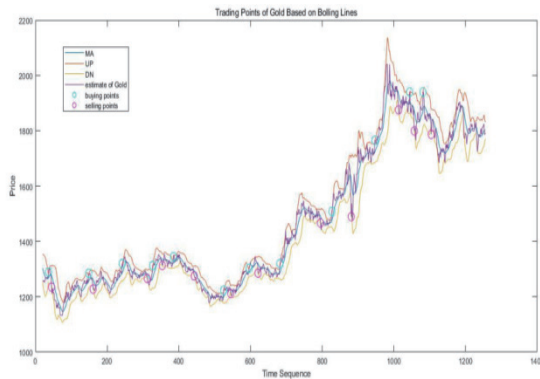
Fig.3   Trading Points of Gold
Based on Bollinger band
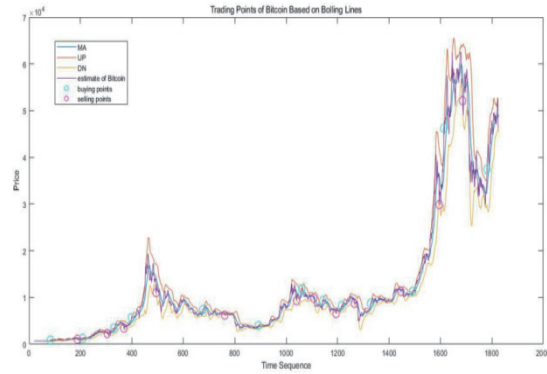
Fig.4 Trading Points of Bitcoin
Based on Bollinger band

According to the CBB strategy, we can get the cumulative return of gold and Bitcoin over time.
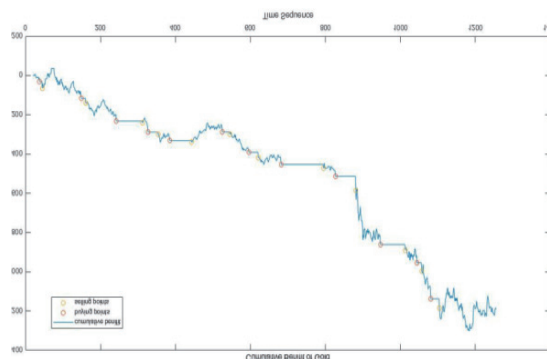
Fig.5 Cumulative benifit of Gold
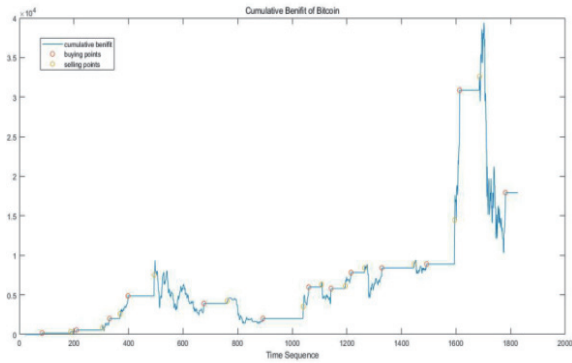
Fig.6 Cumulative benifit of Bitcoin

3. M-V Model

Now the existing assets are divided into risky assets and risk-free assets. In this paper, the risk-free assets can be viewed directly as cash. It is assumed that the investment ratio of risky assets is γ, then the investment ratio of cash is $1-\gamma$. The expected return on the risky asset is $E(r_p)$, the expected return on cash is r_f. The risk of the risky asset is σ_p, and the risk of cash is σ_f ($\sigma_f=0$)[4]. The correlation coefficient of the two assets is ρ, and now assuming that $\rho=0$. Then we can easily get the combined expected return between risky assets and cash:

$$E(r_c) = r_f + \gamma[E(r_p) - r_f] \qquad (4)$$

The variance between risky assets and cash is:

$$\sigma_c^2 = \gamma^2 \sigma_P^2 + (1-\gamma)^2 \sigma_f^2 + 2\rho\sigma_p\sigma_f \qquad (5)$$

We plug $\sigma f= 0, \rho = 0$ into equation, and then simplify this equation to

$$\sigma_c^{\,2} = \gamma^2 \sigma_p^{\,2} \qquad (6)$$

According to the equation(6), the transformation of this equation is obtained:

$$\gamma = \frac{\sigma_c}{\sigma_p} \qquad (7)$$

We plug equation(7) into equation (4), and then simplify this equation to:

$$E(r_c) = r_f + \frac{\sigma_c}{\sigma_p}[E(r_p - r_f)] \qquad (8)$$

This equation can be viewed as a function of σ_c. In addition, we need to build the combined effect function:

$$U(\sigma_c) = r_f + \frac{\sigma_c}{\sigma_p}[E(r_p) - r_f] - \frac{A}{2}\sigma_c^{\,2} \qquad (9)$$

Now assuming that there are two risky assets, they are gold and Bitcoin. It is assumed that the investment ratio of gold is w1, then the investment ratio of Bitcoin is w_2. The expected return on the gold is $E(r_1)$, the expected return on Bitcoin is $E(r_2)$. The risk of the gold is $\sigma1$, and the risk of Bitcoin is σ_2. Then we can easily get the combined expected return between gold and Bitcoin:

$$E(r_p) = w_1 E(r_1) + w_2 E(r_2) \qquad (10)$$

According to the calculation, the proportion of each asset at the time of initial transaction is shown in the table below.

Tab.1 Proportion of assets at the time of initial transaction

Category	Type	Date	Percentage of cash	Percentage of gold	Percentage of Bitcoin
Gold	buy	2016/10/5	0	75.65%	24.35%

4. Conclusion

Due to the great volatility of the stock market, good trading strategies determine that investors get higher net returns. Therefore, in order to maximize the investment return after five years, this paper first quantifies the investment model, and uses the neural network model to predict the price trend line of the two. Secondly, the adverse Bollinger band strategy (CBB model) is adopted. Similarly, the intersection of the predicted price line and the lower rail line is the selling point to determine the trading time and the corresponding transaction type of gold and bitcoin respectively. Finally, the accuracy of the model is analyzed, and it is found that the prediction error level is within an acceptable range, and the model is good.

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Reforming the Teaching Methods of International Marketing Courses in the Context of Belt and Road

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Abstract: International Marketing is a professional course for Economics major. The teaching of this course can help students master the basic knowledge of modern international marketing courses, develop students' marketing skills, so that they can plan international marketing activities, and make decisions on products, pricing and distribution in international markets, marketing and decision-making; at the same time, improve students' ability to analyze and solve international marketing-related problems. In the new era, combined with the national "One Belt, One Road" strategy and the strategic layout and promotion of the "National Brand Plan", Chinese enterprises have become scarce international talents, international marketing talents are an important part of the internationalization of talents, and promoting the reform of international marketing training curriculum has become an important way to improve and train international marketing talents. This paper discusses in detail this paper on the basis of the analysis of the international marketing course teaching plan and practice reform, systematically analyze the classroom teaching effect and the main problems, and finally put forward targeted measures and suggestions to improve the teaching reform effect, to provide reference for further teaching reform and practice teaching methods.

Keywords: Belt and Road; International marketing; Teaching methods; Reform strategies

Preface

With the advent of globalization, there is an urgent need for the cultivation of international marketing talents, and international marketing is the core course of marketing, which is fully in line with the background of "Internet+" and "Belt and Road". The article analyzes the necessity of international marketing teaching reform and points out the problems of insufficient teaching potential and students' learning difficulties, and discusses several aspects such as accurate positioning, improving teachers' quality, enriching teaching tools and improving teaching methods.

1．The necessity of reforming the teaching methods of international marketing courses in the context of Belt and Road

1.1 Changing students' negative attitudes

At present, some college students generally have negative learning attitudes, fatigue, poor learning ability and learning difficulties. There are many reasons to explain this problem: Firstly, the temptation of cell phones and internet makes many students unable to concentrate on studying in class, thus affecting the effectiveness of teaching and learning; secondly, students' learning attitudes are not uniform. Some of them think that they can just muddle through to graduation and get their diploma, and refuse to study hard. To change this situation, it is necessary to adopt a way to adhere to strict teaching methods, but also to carry out teaching reform, strengthen the attractiveness of the teaching content, so that students from "want me to learn" into "I want to learn".

1.2 Meet the needs of social work positions

Higher education institutions have the responsibility to train human resources for the country and society. We must improve the efficiency and quality of teaching to meet the demand of society for new types of talents. From this point of view, school teaching should not be limited to theoretical issues, but should cultivate students' practical and creative abilities. In the case of international marketing, for example, teachers should pay attention to students' global awareness, the concept of cross-cultural management and practical mechanisms while developing their theoretical skills. This requires schools and teachers to take the initiative to reform teaching and learning, to understand the needs of enterprises, to update teaching contents, to enrich teaching materials, to enrich subject libraries, to build task libraries, to share information between teachers and students, to interact with teachers and students, and to share resources.

1.3 Strengthen school-enterprise cooperation

In practice, there is an urgent need to solve the problem of how well one after another practice bases, incubation centers and other institutions operate, whether they can cooperate with formal schools in teaching and learning, and whether they can really work. International marketing courses focus on the combination of comprehensive, theoretical and practical, which requires teachers to be able to practice their coursework with the help of school-enterprise combination and incubation centers, so that students can have the

opportunity to experience the real marketing aspects by participating in corporate marketing activities, such as short-term practical activities in their spare time, weekends and holidays, and organizing students to participate in practical entrepreneurial activities, which will not only enable them to give full play to the theoretical knowledge they have learned but also improve their practical ability.

2. Problems of reforming teaching methods of international marketing courses in the context of Belt and Road

2.1 There is a bias in the orientation of the curriculum

In the traditional university teaching system, international marketing courses are mostly taught in the upper grades only, with limited learning time and not in the basic curriculum system. Therefore, in the context of "One Belt, One Road" planning, it is urgent to improve the positioning of international marketing courses.

2.2 Inadequate teacher qualifications

The content of international marketing is extensive, involving basic knowledge, theoretical knowledge and basic skills, and with the promotion of "One Belt, One Road" and the development of the international market economy, more and more knowledge is needed in the teaching of international marketing courses, and the requirements for teachers are getting higher and higher. At the same time, this course is generally offered by teachers of marketing majors, which leads to insufficient understanding of international economic theories, laws and international political theories covered in this course, and in the context of "One Belt, One Road", the requirements for international marketing talents in China are higher, and the engineering background and language skills of international marketing talents are required more, which puts forward higher requirements for teaching [1].

2.3 Student learning problems

Since such courses are usually conducted in the upper grades, students tend to lose interest in learning theoretical courses at this stage; at the same time, due to the large number of courses covered, knowledge of many relevant countries is covered. As a result, the learning process often gives the impression of being too extensive and large, which makes students lose interest in learning. At the same time, the fact that the course is a comprehensive one, involving both theory and practice and taking into account the knowledge acquired, can cause learning difficulties and lead to psychological results of aversion to learning.

3. Strategies for reforming the teaching methods of international marketing courses in the context of Belt and Road

3.1 Accurate course orientation

The international marketing course is a comprehensive course with equal emphasis on theory and practice. The course is aimed at senior students with good theoretical knowledge and learning ability, so the focus of the course should be on practical knowledge, that is: according to China's "One Belt, One Road" development needs to practice education, focusing on improving students' international marketing skills.

3.2 Change of teaching ideas

The main contents of the international marketing course include: the concept and development of the international marketing course; elements of the international marketing course environment; the main research methods of the international marketing course; the teaching strategy of the international marketing course, teachers should pay attention to the transfer of knowledge to the cultivation of ability, and the role of teachers to reconceptualize. The teacher can not just be a classroom instructor, but to become a builder and organizer of education, it should give full play to the teacher's guidance and guidance role, so that the teaching content and links are reasonably arranged, from teaching to independent learning, so that the students' autonomy and initiative to the greatest extent.

3.3 Diversity of teaching methods

In the traditional international marketing course, the teacher's teaching style is generally passively accepted by students, which causes students' enthusiasm for learning to decrease and the teaching effect to be poor. In the process of implementing international marketing course teaching, teachers can change the traditional teaching mode by diversifying and adopting an interactive form, so that students can truly integrate into the classroom, thus achieving improved interest and effectiveness of learning. In combination with the actual teaching, teachers use a variety of teaching methods, such as cooperation, research and experience, to change the traditional "teaching-oriented" teaching method. On the basis of this, group learning is mainly done by students themselves, such as case study, case study, PPT production, etc. Practical teaching refers to individual students' participation in marketing activities, so that students can experience marketing in the actual market environment, thus deepening their understanding of marketing and mastering and applying the knowledge they have learned. Based on theoretical and thematic learning, the interactive learning approach is introduced into the International Marketing Program, focusing on exploring small cases, topical issues or relevant intellectual paradoxes to achieve interaction and discussion between students and faculty, and to improve students' ability to understand and apply their knowledge. Through interactive teaching, students will be able to better understand theoretical knowledge, discover the deficiencies in teacher-student communication, and enrich the theoretical knowledge system [2].

3.3.1 Adhere to the traditional theoretical teaching methods

The international marketing course is based on the study of management, economics, marketing and consumer behavior of marketing students and aims to expand the content of marketing management at the regional level. In order to promote a better development of the theoretical knowledge system of the international marketing course, theoretical classroom teaching method is used in the teaching process, and the relevant theoretical knowledge is systematically studied through pictures and multimedia presentations. Theoretical teaching method is a traditional way of teaching, but it has a great role in practice. To break through the tediousness of theoretical teaching, teachers should avoid overly advanced theoretical education and link the theory to students' practical life and work. For some professional concepts and terms, an in-depth explanation of them is needed to make students understand them. Teachers

must understand them in the context of society and real-life situations so that students can clearly understand the terms and definitions.

3.3.2 Using flipped classroom teaching methods

The "flipped classroom" aims to change the traditional way of learning. In the information age, teachers use instructional videos as their primary teaching resource. Prior to the lesson, teachers and students work in a flipped classroom with digital teaching resources such as videos, which are combined with out-of-class research and other new teaching methods. Whereas in traditional teaching, the teacher begins with a lecture, followed by intensive reading, and ends with review and consolidation, in the flipped classroom, students first study the video, followed by a discussion of questions on the topic, reflection, and analysis and answers. The use of on-line resources for classroom teaching allows participants to become more familiar with the content of the videos and to interact with the platform in real time, providing them with a variety of solutions, resulting in a significant improvement in the quality of classroom instruction for teachers and a significant increase in student autonomy and motivation.

3.3.3 Implementation of case teaching method

In teaching international marketing courses, it is important to combine key knowledge with actual cases and use case studies to motivate students and thus improve their communication skills. The case study method is an important teaching tool for international marketing majors: first, by including thematic discussions, students can better understand the difficulties and key points of what they are learning; second, through thematic seminars, students can better understand what they are learning. Thematic seminars are divided into after-class group and class discussions. On the one hand, teachers can conduct various forms of teaching activities such as thematic discussions, group discussions and debates according to the syllabus; through the study of this topic, students can better use marketing methods to conduct comprehensive knowledge analysis, thus achieving a good interaction between teaching and research. Through specific case studies, the communication between teachers, students and peers can be promoted in the international marketing course, thus forming a common value topic.

3.4 Reform the assessment method

In the new curriculum reform, attention should be paid to the diversity and effectiveness of assessment tools. Only through the real ability assessment can we arouse students' interest, mobilize their initiative, overcome difficulties in the learning process, improve the training effect and achieve the purpose of "promoting learning through examinations". According to the practicality and applicability of the international marketing course, it is possible to take regular and final exams, combine theory and practice, and combine individual and collective checks. Currently, many universities are using the Internet and various online teaching platforms for teaching. The development of the Internet medium has made the teaching content more enriched and the teaching cycle longer. Teachers can collect the latest teaching materials, materials, knowledge base and examples online to enrich the teaching content and accelerate its practical integration with industry. In addition, teachers can also put the teaching materials on discussion platforms, which can ensure the circulation and sharing of teaching resources, as well as break the limitations of space and time of traditional classroom teaching [3].

4. Concluding remarks

In summary, with the development of China's "One Belt, One Road", the increasing demand for international marketing talents, teachers should accurately position the curriculum, change teaching ideas, optimize teaching distribution and reform assessment methods and other strategies to effectively reform the teaching methods of international marketing courses, in order to send high-quality international marketing for the country We hope to send high quality international marketing talents to our country.

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Research on the Legal Education Content of College Students in the New Era

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Abstract: Strengthening the legal education for college students in the new era is the requirement of The Times and the realistic demand.The content of legal education for college students is not stagnant and invariable. With the development and change of society, it should also keep pace with The Times and constantly update.The key is to clarify the content of legal education for college students, so as to carry out the work in a more targeted and effective way.
Keywords: The New Era; College students; Legal education

Under the background of the modernization of national governance, strengthening the legal education of college students is conducive to firming their belief in the rule of law in the new era, is conducive to promoting college students to become the backbone of promoting the comprehensive rule of law in the new era. The establishment of educational content is the foundation and the key to strengthen the legal education of college students in the new era.The rule of law is a social and historical category,determining that the content of law education for college students in the new era should adhere to the unity of history and reality, theory and practice, and instrumentality and value.The three aspects of Marxist thought on law, constitution education and basic legal knowledge education constitute the main contents of law education for college students in the new era.

1. Current situation of legal education for college students

With the rapid advance of the comprehensive rule of law and the call of the era of the construction of the rule of law in China, the education of the rule of law for college students has also been pushed to the forefront of The Times.On the whole, the content arrangement of law education for efficient college students is reasonable and comprehensive, but there are still many common problems.There are three main problems in the legal education for college students:First of all, lack of Marxist ideological system education on law.The thought of law scattered in Marxist philosophy, political economy and scientific socialism needs to be systematized and integrated, otherwise we can't really grasp the Marxist thought of law.Secondly, insufficient attention is paid to constitutional education.Some effective understanding of the status of the constitution is an important reason for the lack of attention to constitutional education. The important position of constitution, the implementation and supervision of constitution, the foundation of constitution and the significant advantages of constitution are the important contents of constitution theory, which should be mastered and understood by college students in the new era.Finally, legal basic knowledge education is not comprehensive enough to advance with The Times. Some colleges only set up a few elective courses for the rule of law because of the problem of faculty strength and faculty structure, which reduces the choice space of students and is not conducive to the comprehensive grasp of basic legal knowledge.In addition, the society is developing and the reality is updating, so is the law-based legislation.If the newly promulgated laws and regulations, especially those concerning the vital interests of college students, have been in effect for many years before they are set up as elective courses, it will be impossible to realize the advance of law education for college students.

2. Legal education for college students in the new era
2.1 System education of Marxist thought on law

Marxist thought on law is rich in content, containing the contents of the rule of law ontology, theory of value and methodology. First of all, law does not always exist, but is the product of social development to a certain historical stage."At a very early stage of social development there arose the need to bind the daily repetition of production, distribution and exchange to a common rule, in order to subject individuals to the common conditions of production and exchange. The rule first manifested itself as habit and soon became law." This argument not only points out the origin of law, but also points out that law has not always existed.Law is not accompanied by human society, but just like the country, is the outcome of human society to a certain historical stage of development. Secondly, the economic inevitability of law.Marx pointed out in the Preface to The Critique of Political Economy:"The relations of law, like the forms of the state, are understood neither in themselves, nor in the general development of the so-called human spirit, but, on the contrary, are rooted in the relations of material life."The logical relationship between the superstructure of law and the foundation of social economy is the fundamental to distinguish the materialist and idealist thoughts of rule of law.The restriction and decisive function of social economic foundation to legal superstructure.The social economic foundation is the first, the legal superstructure is

the second, is subordinate;Finally, the nature of law.Marx and Engels' classic observation in the Communist Manifesto of 1848:"Your ideas are themselves the product of bourgeois relations of production and ownership, just as your law is but the will of your class, enshrined as law, and the content of this will is determined by the material conditions of your class."⬜This judgment makes clear the essence of law and establishes the class attribute of law.However, in the current socialist rule of law construction, we should treat the class attribute of law in a developing and changing way.

Marxist ideological education about law is the theoretical foundation of the legal education content of college students.Through carrying out Marxist law ideological education to college students, it is beneficial to fully understand what "law" is, to understand the history of law development, to understand the essence of law.The ideological education of Marxist law is mainly carried out through curriculum education.Efficient course of Marxism at present basically has An Introduction to the Basic Principles of Marxism, An Introduction to MAO Zedong Thought and the Theoretical System of Socialism with Chinese Characteristics, Situation and Policy and Contemporary World Economy and Politics,Outline of Modern and Contemporary Chinese History, etc.Refine the content of the thought about law in Marxist courses, and gradually master the essence of The thought about law by systemizing the scattered knowledge.

2.2 Constitution education

The Constitution is the fundamental law of the state, the overall basis for the people's rights and obligations.It has the highest legal status, legal authority and legal effect.The Constitution of the People's Republic of China, promulgated in 1954, is China's first real constitution, which fundamentally confirms the state system and polity of the country, the leading position of the Party and the dominant position of the people.There were more ups and downs before the current constitution was finally established in 1982.On March 11, 2018, the third plenary session of the first Session of the 13th National People's Congress (NPC) adopted amendments to the Constitution. This is the fifth amendment to the Constitution since it came into force in 1982. The previous amendments were made in 1988, 1993, 1999 and 2007.

Constitution education is the primary and important content of law education for college students.Through constitutional education, college students can understand the state system and polity of the country, understand the rights and obligations given to them by the constitution.The constitution education of college students can be carried out not only through curriculum education in the first field, but also through legal education activities in the second field.The curriculum education of the first position includes compulsory courses and elective courses, and Marxist theory courses and special constitutional education courses.At present, the compulsory courses of colleges and universities are generally ideological and moral cultivation and Legal Basis, An Introduction to MAO Zedong Thought and the Theoretical System of Socialism with Chinese Characteristics, and an Outline of China's Modern and Contemporary History.For special constitutional education courses, it is not unified.Colleges and universities generally set up corresponding elective courses for students to choose according to the specific situation.The legal education activities in the second front are relatively extensive and easily accepted by students.In general, there are various forms such as the pledge to join the Party, the Constitution Day activities, and the visit to the National Constitution Publicity and education Center.The combination of theoretical education and practical activities can make college students deeply feel the sanctity of the Constitution, fully understand the spirit, principles and significance of the Constitution, and fully grasp the major system and major issues stipulated by the Constitution.As the key object of constitutional education, whether college students do well or not directly affects the level of constitutional education in the whole society.Therefore, we should attach great importance to the implementation and improvement of special constitutional education courses, and gradually integrate constitutional education and constitutional spirit into the daily study and life of college students.

2.3 Basic legal knowledge education.

For students majoring in illegal science, they do not need to master all legal knowledge, but only basic legal knowledge and basic knowledge.Basic legal knowledge involves a wide range of complex content.College students focus on learning and mastering laws and regulations closely related to their own study, life and work, so as to gradually cultivate their own concept and spirit of the rule of law.Through carrying out basic legal knowledge education to college students，is beneficial to strengthen college students' concept of rule of law，is beneficial to cultivate college students' consciousness of rule of law，is beneficial to exercise college students' legal thinking and legal ability.

There are three ways to strengthen the basic legal knowledge education of college students.Firstly,The efficient set of compulsory course "Ideological and moral cultivation and legal Basis", on the constitution and the basic content of the department of law are introduced, you can learn the basic knowledge of the law from the whole;Secondly, basic law courses are offered through electives. For example, the study of Civil Code is the most important and urgent task.The Civil Code of the People's Republic of China, adopted at the third Session of the 13th National People's Congress on May 28, 2020, is known as the "encyclopedia of social life". It is the first law named after the Code in New China and plays a fundamental role in the legal system as well as the basic law of the market economy.Also study the laws and regulations of national security, criminal law, road traffic, commercial economic law and other laws and regulations.In addition, the newly promulgated or revised laws and regulations closely related to college students should become elective courses as soon as possible, so that students can master familiar with them as soon as possible.

Thirdly,strengthen the construction of extra-curricular legal practice activities.We can visit the public security organs, attend the court audit, attend the school's legal lectures, attend the school's mock court activities, attend the school's legal publicity and so on.By participating in these extracurricular legal practice activities, we can not only learn basic legal knowledge, but also better realize the combination of legal knowledge and reality.

In practice, college students are the reserve army and talent guarantee for the construction of the rule of law in the future;at the ideological level, college students are the forerunners of the formation of the concept and spirit of the rule of law.Strengthening

the education of the rule of law for college students is an inevitable requirement of China's rule of law construction and an important link in building China's rule of law.Clarifying the educational content is one aspect of promoting and improving the legal education of college students.At the same time, we should constantly change the concept of legal education, constantly strengthen the construction of legal education team, constantly innovate the carrier of legal education, and constantly optimize the legal education environment.Strengthening the legal education for college students in the new era is the requirement of The Times and the realistic demand.With clear education content as the starting point, as the focus, gradually promote the overall improvement of the education of the rule of law.

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Clinical Analysis of Cochlear Implantation

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Abstract: Objective: To analyze the clinical ability of cochlear (CI). Methods: 100 sensorineural deaf patients with CI implantation from January 2020 to January 2022 and 100 were included in the two groups, and then the 100 patients were divided into unilateral implantation group (n=45) and bilateral implantation group (n=55), to compare the Chinese rhyme recognition accuracy between the two groups. Results:> 80% were less than the healthy group (P 80% between 50-80% was slightly higher than the unilateral implantation group, and slightly lower at 0.05). Conclusion: The Chinese voice rhyme recognition ability has recovered after CI implantation, but there is still a gap with the recognition ability of healthy listeners, and the implantation side has little impact on the Chinese voice rhyme recognition ability.

Keywords: Cochlear implantation; Chinese; Rhyme; Recognition ability

Sensorineural deafness is a disease caused by cochlear spiral lesion, the central cortex lesion, resulting in hearing impairment, acquired, congenital factors, pathogenesis, [1] with fluctuating deafness, seizure vertigo and other symptoms. And cochlear implant (CI) is currently used in clinical to help severe and severe sensorineural deaf patients restore hearing electronic device, it can convert the external speech and voice through the processor into electrical signal, the electrical signal has a special coding form, can be implanted electrode system to stimulate auditory nerve excitation, so as to realize the reconstruction of auditory function of.[2] However, in a large number of clinical studies, the feedback that CI implantation is not suitable for everyone, and the effect remains to be confirmed. And the recovery of language perception and recognition ability is one of the important indicators to measure the effect of implanted CI. To understand the clinical effect of CI implantation, master the patient rhyme recognition ability, the monosyllabic recognition speech test for Chinese rhyme recognition ability, the method is easy to implement and patients to accept, can intuitive feedback after CI implantation speech recognition ability, in order to correctly judge the clinical effect of CI implantation.[3] Detailed report is as follows:

1. Data and methods

1.1 General Information

A total of 100 sensorineural deaf patients from January 2020 to January 2022 and 100 patients were included, forming the CI implantation group and listening group. Among them, 51 men and 49 women in CI implantation, 5-74 / (25.56 ± 11.45), 55 men and 45 women, 4.5 to 78 / (25.41 ± 11.71); and general data were comparable (P> 0.05). Further 100 patients with CI were classified into unilateral implantation (n=45) and bilateral implantation (n=55), including 23 men and 22 women aged 7 to 74 / (26.17 ± 9.35), 28 men and 27 women aged 5 to 70 / (26.35 ± 9.88); and general data were comparable (P> 0.05). Among the 100 patients with CI implantation, 31 were congenital inner ear, 15 infectious, 5,8 elderly, 4,2 Meniere, 3 autoimmune sensorineural deafness, 3 sudden deafness, and 29 auditory neurosis.

Inclusion criteria: ① daily communication for Chinese patients; ② patients with no intellectual disabilities; the hearing threshold fell in the normal speech spectrum after CI implantation on the ③ side.

Exclusion criteria: patients with ①; ② with previous language dysfunction.

1.2 Methods

1.2.1 Surgical method

Giving patients general anesthesia, Preoperative transintravenous infusion of antibiotics; The electrodes were implanted first, After electrode impedance and neural response telemetry, the next step, If the case of inner ear malformation and other special cases should be passed through the facial nerve and EBAR monitoring; Select surface surface approach, Set the incision before, The incision consists of two layers, The skin and subcutaneous tissue are superficial, Temporal fascia and periosteal valves are for deep layers; Open the flap just back on it, Full exposure of the bone in the mastoid region, Bbed bed for receiver / stimulator, Location on the skull surface above the retromastoid process; Custovil short feet are fully exposed after mastoid resection, And open the surface recess, open the cochlear drum steps, Install the receiver / stimulator and insert into the electrodes, Finally, the electrodes were placed on the skull surface of the inferior temporal muscle.

1.2.2 Experimental Methods

The test is completed in the free sound field of the sound insulation room (conforming to national GB / T 16296.2-2016), control the background noise below 30dB (A); and set speakers for the Chinese Mandarin monosyllabic test list (Xi Xin), with 22 equivalent

lists, each lasting about 2min.Each tester chooses 2 monosyllabic equivalent lists as the test, each table has 15 test items; explain the listening method before the test, the test rhyme restatement is correct; the test order is random.

The test process is as follows: The tester remains seated for the speaker, The incident angle between the speaker remains 0, The interval is 1m; Head integrity was maintained during the testing period, The level height of the speaker center point should be consistent with both ears, Equipment calibration shall be performed before each test, Avoid causing testing interruptions; The materials used are in accordance with the relevant regulations of the national GB/T16296.3-2017, With sufficient numbers of listeners (each frequency threshold above 10dB), The speech recognition benchmark curve is the speech level required to achieve the 50% speech recognition rate; For the speaker playback, To ensure the auditory comfort of the tester, Therefore, the sound intensity of the speech listening level, At the same time, the 60-d B H L; Practice before officially starting the test, Familiar with the word table content, New words should be solved for young sters, Avoid affecting the accuracy; Control the interword interval within 4s, Statistical monosyllables are the accuracy.

1.3 Observation indicators

Accuracy of Chinese rhyme recognition in ① CI implantation group and healthy listening group.Identification accuracy of Chinese sound rhyme tuning in ② unilateral and bilateral implantation groups.Identification accuracy = correct number / 100% total word number.

1.4 Statistical Methods

The data was analyzed using SPSS26.0 software, Student's test tool was used for measurement data inspection; χ^2 test tool was used for count data inspection.P

2. Bear fruit

2.1 Comparison of Chinese rhyme recognition accuracy in C I implantation and listening groups

The CI implantation group had> 80% less patients than the healthy listening group (P<0.05).See table 1

Table 1 Comparison of accuracy of Chinese rhyme recognition between C I implantation and listening groups [n (%)]

group	Example number	>80%	50~80%	<50%
CI implantation group	100	43（43.00）	39（39.00）	18（18.00）
Jian listen to the group	100	95（95.00）	5（5.00）	0（0.00）
χ^2		63.2071	33.6830	19.7802
P		0.0000	0.0000	0.0000

2.2 Comparison of identification accuracy of Chinese rhyme tone in single and bilateral implantation groups.

The proportion of patients were> 80% and 80% between 50 to 80% than the unilateral implantation group, and slightly lower than the unilateral implantation group at (P>0.05).See Table 2.

Table 2 Comparison of Chinese sound and rhyme recognition accuracy [n (%)]

group	Example number	>80%	50~80%	<50%
One-sided implantation group	45	20（44.44）	18（40.00）	10（22.22）
Bilateral implantation group	55	23（41.82）	21（38.18）	9（16.36）
χ^2		0.0696	0.0344	0.5520
P		0.7919	0.8529	0.4575

3. Discuss

The tone of Chinese Putonghua has the important function of distinguishing language meaning. Different from other languages, correctly identifying Chinese rhyme tone is one of the prerequisites for understanding Chinese language.But for many sensorineural deaf patients, Transinnate or acquired factors lead to impaired hearing impairment, The auditory nerve, the cochlea, and the central function were significantly decreased, The ability to recognize language rhyme is also in decline, The main reason is that some patients of the cochlear fine institutions were destroyed; For some patients with hearing impairment caused by auditory nerve damage, The accuracy of monosyllables and tone recognition is low, It is reported that this situation is due to auditory nerve involvement or poor firing synchronization, Thus, we cannot accurately identify the Chinese sound and rhyme tone, Chronic loss of rhyme stimulation will lead to further decline in hearing and language function, Especially for younger patients, The situation is even more serious.[4] Therefore, the recognition ability of sensorhonural deaf patients is important in the analysis of CI implantation.

From the acoustic point of view, the amplitude and phase are usually used to describe the sound waveform, so as to determine that the time domain envelope information and fine structure information are the two important acoustic signals of speech, which play an irreplaceable role in language perception.In addition, it has been found that using the "sound chimerism" technology, more than 90% of the monosyllabic tone recognition is closely related to the fine structural information.In addition, the clinical reports also points out that sensorineural deaf patients cannot speech correct recognition is mainly related to fine structure is destroyed,

because not complete perception of tone frequency recognition ability gradually decline, many patients will use the domain envelope information as an auxiliary, the lack of sound rhyme perception factors to make up.All the above studies can confirm that the Chinese sonology recognition ability also decreases, which reflects a close connection between hearing and speech recognition. The evaluation of patients' speech rhyme recognition ability can be used as an indicator to measure hearing recovery and related treatment effects.

After CI implantation, the skull surface above the posterior mastoid was treated as the receiving / stimulator bone bed. Simple mastoidectomy was performed. After opening the open surface crypt and cochlear drum steps and the receiving / stimulator was installed, the stimulation electrode was inserted, and electrodes were set on the surface of the subtemporal muscle skull.After 3~5 weeks electrode stable can be boot, affected by the patient physiological, psychological and other factors, boot hearing recovery needs a period of time, usually within 1~4 weeks electrode parameters will have significant changes, need to be debugging, the first three months after surgery need debugging once a month, then can be changed to half a year or a year debugging.With the gradual recovery of hearing in patients with stable electrode sensorineural deafness, the sound rhyme recognition ability has also been significantly improved. At present, CI implantation is known as the best way in the process of hearing recovery, and can prevent the decline of speech ability caused by hearing impairment, and reduce the impact on patients' daily life of .[5]

From the above content, CI implantation effect validation, rhyme recognition ability test and evaluation is crucial, therefore, the study included 100 cases of listeners and 100 cases of sensorineural deaf patients in clinical control trial, after CI implantation of Chinese rhyme recognition ability is more ideal, recognition accuracy of more than 80%, 43%, 39%, but 19%, compared with listener recognition accuracy has a big gap.The research results are basically consistent with the existing clinical, a large number of reports put forward some patients after CI rhyme recognition recovery effect is not ideal, mainly because CI can help patients more accurately identify monosyllables, namely more accurate perception tone, but many patients with impaired perception of phonemic, tone recovery to improve the positive effect of phonemic perception ability is not big, therefore, some patients Chinese rhyme recognition accuracy is less than 50% within the acceptable range.At the same time, in the analysis of this study, the effect of patients. According to the statistical results, the identification rate of patients in the bilateral implantation group was> 80% and between 50 to 80% was slightly higher than that of the unilateral implantation group, and slightly lower than that of the unilateral implantation group at (P>0.05).Thus it also suggests that the rhyme perception of monosyllables is not affected by binaural hearing.

Can be seen from the results of CI implantation, in help sensorhonic deaf patients recover sound rhyme recognition ability has obvious effect, but now for many patients, especially in childhood by congenital or acquired factors caused by sensorhonic deafness, CI implantation is an early intervention, subsequent need to cooperate with rehabilitation training.However, the implantation of CI is necessary, and the brain plasticity is strong in childhood. If the sound cannot be received to stimulate the brain center for a long time, it will be difficult to distinguish speech sound, which will induce language or speech disorders, and eventually become deaf and mute. Therefore, it is recommended that the earlier the diagnosis, the better.

In conclusion, the recognition ability of Chinese rhyme in patients has recovered after cochlear implantation, but there is still a gap with the recognition ability of healthy listeners, and the implantation side has little impact on the recognition ability.

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Original Research Article

Information Shift in E-C Translation of Science and Technology

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Abstract: The essence of translation is to convert the information of one language into another. In this process, there exist great difficulties because of language differences. Therefore, translators should consider the readability of translation and various compensatory measures should be taken to shift the information of source text to better convey its information to the readers. This paper mainly discusses information shift in E-C translation of science and technology.

Keywords: Information shift; Cultural differences; English for science and technology

1. Introduction

The translation strategy of information shift refers to that in the process of translation, translators can replace words, convert the word class or phrase collocation, and adjust the sentence structure to adapt to the expression of the target language. Information shift can make the TT faithful and expressive, rather than making a simple combination causing the loss of the internal logic of the ST. This paper attempts to discusses the ways to achieve preciseness, fluency and clearness in E-C science and technology translation from word class shift, semantic shift, structural shift, logical shift and punctuation shift.

2. Word class shift

In E-C translation, in order to achieve the harmonious transformation of semantics and style on the premise of accurately reproducing the information of the ST, word class shift, the translation strategy should be valued seriously. If translators does not handle the ST properly, it will lead to two results: first, the content of the translation conforms to the English expression, but does not conform to the Chinese expression; second, the translation seems to conform to the Chinese expression habits and rules, but its content does not conform to the original English content. Word class shift is a very common translation strategy in E-C translation, such as shifting nouns into verbs, adverbs or other parts of speech, as well as verbs into adverbs, nouns, prepositions and other parts of speech.

【Example 1】

【ST】These physical risks from climate change will translate into increased socioeconomic risk, presenting policy makers and business leaders with a range of questions that may challenge existing assumptions about supply-chain resilience, risk models, and more.

【TT】这些气候变化造成的实质性影响可能会进一步加剧对社会经济的负面影响，给政策制定者和商业领袖留下一系列问题，并可能会质疑有关供应链弹性、风险模型等现有假设的真实性。

【Analysis】Word class shift is one of the most common translation strategies used in E-C translation. It can be conducted between almost all word class. Ye(2008) points out that although it is targeted at words, its role is not limited to words. Due to the stylistic differences between English and Chinese, adjectives and nominalization often appear in science and technology English, while verbs are more common in Chinese. In the source text, the adjective "increased" means "增加的", and the literal translation of "increased socioeconomic risk" is "增加的社会经济风险", but it doesn't conform to the writing styles of Chinese text. And even it can lead to the problems of "Chinglish" as well as produces lots of under-qualified translated texts that is out of context. In fact, the adjective "increased" can be shifted into a verb and then translated this phrase into "加剧对社会经济的负面影响" to make the translation more specific and coherent.

【Example 2】

【ST】This acceleration may well entail rising costs and tough choices, as well as coordinated action across multiple stakeholders.

【TT】这一加速过程可能会增加成本，加大选择难度，促使利益相关者采取协调行动。

【Analysis】In this sentence, adjectives can be converted into verbs for translation. The literal translation of "rising costs" is "增加的成本", which can be converted into the translation of "增加成本". The literal translation of "tough choices" is "艰难的选择", which can be converted into the translation of "加大选择难度". The literal translation of "coordinated action" is "协调的行动", which can be converted into the translation of "采取协调行动". The translation strategy of word class shift can make the TT more consistent with the characteristics of multi-verb writing in Chinese text, which fully conveys the meaning of the ST and reduces the reading load of readers.

3. Semantic shift

Because of the different cultures, there are ubiquitous differences between English and Chinese texts so that their ways of expressing information are also different. Reiss and Vermeer(1984) points out that each text is produced for a given purpose and should serve this purpose. So in the process of English-Chinese translation, although translators has understood the meaning of the ST, if their translation doesn't follow the purpose because of the differences there are often some problems in the TT, such as incomplete information, unauthentic expression and lengthy language. Therefore, translators should recombine the semantics of the ST and use the method of addition or omission according to different translation purpose to make the translation more concise and accurate.

【Example 3】

【ST】For example, long-accepted engineering parameters for infrastructure design may need to be rethought; homeowners and banks may need to adjust assumptions about long-term mortgages.

【TT】例如，长期以来为人们所接受的基础设施工程设计参数可能需要重新考虑; 房主和银行可能需要调整有关长期抵押贷款的计划。

【Analysis】The phrase of "long-accepted" literally means "长期接受的", but in this sentence, the translation method of addition can be adopted to achieve semantic shift and the phrase can be translated into "长期以来为人们所接受的". The semantic shift makes the expression of the text clearer and more accurate, and also reduces the reading load of readers. The so-called addition refers to the addition of words omitted from the original in the translation, or words which have their meanings without their own words in the original. According to Zhao and Zheng(2006), the purpose of additional translation is to make the translation accurately express the meaning of the original text, and conform to the expressive habits and grammatical rules of Chinese

【Example 4】

【ST】As of 2017, some 380 million of India's heat-exposed outdoor workers (75 percent of the labor force) produced about 50 percent of the country's GDP.

【TT】截至2017年，印度高温下的户外工作人员约有3.8亿（占印度劳动力总量的75%），为该国提供了约50%的GDP。

【Analysis】The literal translation of "heat-exposed outdoor workers" is "暴露在高温下的户外工作者". However, if the meaning of "exposed" is deleted, it will not change the meaning of the ST. So it can be translated as "高温下的户外工作者". In fact, the translation strategy is called omission, and it can make translation more concise and clear. Liu(2006) also points out that translation should strive to be concise, smooth, clear and avoid any redundant words and sentences.

4. Structural shift

Due to the differences in the means and habits of expression between Chinese and English, their word order is also different to some extent. English is generally to point out the topic first and then spread out, while Chinese is generally from foreshadowing first to focusing on the topic then. Therefore, when translating from English to Chinese, translators can break the sentence pattern, structure and word order of the source language, shift information and then translate, which can not only ensure the more accurate expression of sentences, but also improve the fluency of sentences.

【Example 5】

【ST】The changing climate is poised to create a wide array of economic, business, and social risks over the next three decades.

【TT】未来30年，气候变化随时会给经济、商业和社会带来一系列的风险。

【Analysis】Temporal adverbials are very common in English, and their positions are not fixed. However, Liao(2006) points out that in Chinese, most adverbials are placed before the main sentence, and only a few adverbials, such as those expressing results and comparisons, are placed after the main sentence. Therefore, when translating adverbial clauses into Chinese, translators should clarify their positions to make the translated sentences more smooth, clear and specific. The phrase of "over the next three decades" can be translated as "未来30年", and although it is placed in the end of the sentence, the sentence structure can be broken and shifted to put it on the top of the sentence when translating to make the translation more coherent and consistent with the styles of Chinese text.

【Example 6】

【ST】The direct effects of physical climate risk must be understood in the context of a geographically defined area.

【TT】必须在区域地理¹的背景下，才能理解气候变化自然风险的直接影响。

【Analysis】The form of the verb in this sentence is passive voice, which is often used in English text to express an objective, indirect and impersonal tone to meet the needs of certain expressions. In Chinese, the same tone is often expressed in more active forms than passive ones. Lian(1993) points out that the use of active voice rather than passive voice is more common in China than it in English, which is closely related to Chinese people's subjective thinking. Translators should also pay attention to this feature to shift sentence structure and transform passivity into initiative when translating. So the structure of the sentence can be roughly translated as "在. . 的背景下，才能理解..." , which is more in line with Chinese logic.

【Example 7】

【ST】As there are no ample and competitive substitutes for oil at present and will be no in the near future, consumers have to afford the rising price of this major resource.

【TT】因为目前和近期都没有充足而且具有竞争力的石油替代品，所以石油价格不断上涨，而消费者不得不为之买单。

【Analysis】In fact, in the E-C translation, the form of source text mustn't totally be conformed to. For example, the phrase of "the rising price of this major resource" can be shifted into a single sentence and translated as "石油价格不断上涨", instead of sticking to the form of source text and translated as "石油这一主要资源不断上涨的价格". The translation of structural shift can not only make the original text be divided into two short sentences, which is more in line with the Chinese expression form and reduce the reading

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load of readers, but also make the translated text more coherent and clear in expression. Just as Li(2014) says, in the process of translation, if the form of the source text is not used and then the translation is more smooth, the form of the original text can be abandoned.

5. Logical shift

English is a language of hypotaxis, which usually has clear logical relations in English sentences, while Chinese is a language of parataxis, which usually implies logical relations. Therefore, in the process of translation, it is often necessary to hide the logical relations of Chinese in the translation. Especially, in Chinese of science and technology, intertextuality is often used to express logical relations. Li and Zhang(2021) points out that in the process of E-C translation, there are many cases in which the English connectives expressing logical relations can be translated by the characteristics of intertextuality to omit conjunctions.

【Example 8】【ST】Hurricanes can damage global supply chains, and biome shifts can affect ecosystem services.

【TT】飓风会破坏全球供应链，生物群落的变化可以影响生态系统服务。

【Analysis】According to English grammar, if there are two sentences, logical connective words such as "and" need to be added to conform to grammatical rules. For the sake of natural semantic connection, such conjunctions need not be translated into Chinese, but should be processed by the characteristics of intertextuality in Chinese text to omit conjunctions. In fact, the word of "and" in this sentence just plays a grammatically connected role. If translators translate it as "和" or "并且", the translation will be redundant, so in E-C translation, translators can omit conjunctions according to the characteristics of parataxis of Chinese to make TT more concise and powerful .

6. Summary

In the process of E-C translation, translators can use various translation strategies flexibly and reasonably to achieve semantic coherence, and integrity of the target language, and information shift is the most basic and commonly used strategy, which can make translation faithful, expressive and elegant. In E-C translation, it is necessary to make comprehensive use of the shift of word class, semantics, logic, structure and punctuation to realize the organic combination of translation information. Translators should also summarize in continuous practice to master and flexibly use this translation strategy, so as to improve their translation ability and overall quality of translation, and avoid rigid and false translation.

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Enterprise Financial Risk Control

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Abstract: In recent years, my country's enterprises have developed rapidly and have become an important force in my country's national economic and social development. However, many star companies have only been in decline for 10 years. Among the reasons for the decline of these companies, the poor control of corporate financial risks is one of the most important factors. Since the financial risks faced by the enterprise are closely related to the sustainable survival and healthy development of the enterprise, it is necessary to carefully study the subjective and objective causes of financial risks, and explore a set of effective risk management strategies, which are of great significance to the sustainable survival and healthy development of the enterprise. special meaning.

Keywords: Enterprise; Financial risk; Direct Financing; Indirect Financing; Corporate Governance

Preface

Foreign scholars have also achieved rich results in the research on this topic. The research field involves the judgment of whether the enterprise is in financial distress, the cost measurement and calculation of financial distress, the financial early warning management system, and the research on the behavior interaction between distressed enterprises and the market. And based on the research results of financial distress, the future research direction is to establish a financial early warning management system.

1. Introduction

Historical review of the research field. With the continuous development of my country's capital market, Chinese scholars have made a lot of theoretical discussions and empirical studies on the financial risks that Chinese enterprises may face, and have achieved rich research results. It mainly includes the judgment of whether the enterprise is in financial distress, the external and internal reasons of the enterprise facing financial risks, the financial early warning management system, corporate governance, risk control, etc. And the research results are summarized and commented, and the future development direction of this research field is proposed, that is, how to strengthen risk management, enhance the competitiveness of enterprises, and achieve sustainable development of enterprises[1].

2. The current situation of Chinese enterprises

In the past 30 years, Chinese enterprises have sprung up and developed rapidly. Information on registered capital, sales amount, corporate taxation, employment and other aspects shows that enterprises have become an important force in national economic and social development. However, many companies often begin to decline sharply after a period of rapid development. Even some star-leve l[2]companies cannot maintain sustained and stable development after the prosperous period. The background reasons for these embarrassing facts may be manifold. However, they jointly explained to people the truth that in a competitive environment, there is a lack of risk awareness and weak risk management. This leads to the lack of financial flexibility and the lack of adaptability of the enterprise, which will endanger the survival of the enterprise at any time, and the development of the enterprise built without financial security will be "embarrassed" at any time. Therefore, for enterprises, it is of special significance for the continuous survival and healthy development of enterprises to have a clear understanding of the financial environment of enterprises, fully understand the subjective and objective reasons that lead to financial risks, and implement effective risk management.

3. Causes of corporate financial risk

3.1 External factors

The complex and changeable external environment is an important external cause of corporate financial risks. Chinese enterprises are still subject to many restrictions in terms of industry access. They still encounter unequal treatment in terms of land acquisition, talent introduction, and information acquisition, and are not optimistic in terms of technical environment and social service environment. For a long time, few enterprises have their own research and development institutions, the information services provided for enterprises are not smooth, the reference role for enterprises to make decisions is not obvious, the development of education and training services is not balanced, and the reemployment of employees is not clear, the development of enterprises' technological competitiveness and the adjustment of industrial structure have not had a profound impact,[3] and the relevant legislation is not sufficient, and it is difficult for enterprises to use legal weapons to win a good, fair and healthy development environment for themselves.

3.2 Internal factors

Most enterprises adopt individualized management and family-style management, and the management level is not high. Most

of the enterprises in our country adopt personal management and family management, and the accounting institutions are not perfect. The family-style management method will inevitably lead to many problems such as backward enterprise management, ambiguous internal division of labor, and unclear functions. There are two situations in the setup of accounting institutions: one is to set up an accounting institution, but the division of labor is not clear, and there are many part-time jobs; the other is that some small enterprises do not set up accounting positions at all, only when they have to submit reports and pay taxes, they will make sudden reports to deal[4] with them. Especially private enterprises, their particularity determines that the accounting organization is relatively simple, but economic activities of various natures will occur, which determines that the accounting personnel of enterprises must have comprehensive business skills and strong comprehensive ability. However, at present, the investors and operators of many enterprises lack basic accounting knowledge, few enterprises design their own rules and regulations, and accountants rely more on experience and intuition. The function of financial management cannot be played, which directly affects the quality of accounting information.

4. The control of enterprise financial risk

Risk control in specific financial management practices. Study how to establish an accounting normative system to ensure the accuracy of financial original data and the improvement of accounting work efficiency. Secondly, establish and improve the financial management system of the enterprise. In terms of finance, the first is to set up a special financial management agency to be in charge of the enterprise's capital financing, cash register, accounting management, payroll accounting,[5] fixed assets, budget preparation, and final accounts implementation; the second is to formulate corresponding financial management systems, Such as cash, procurement, reimbursement, audit and other systems, implement the standardization and institutionalization of financial management; the third is to improve the financial processing process, standardize accounting behavior. Any major financial and business decision-making of an enterprise should have scientific financial processing procedures; account, payment, and material should be assigned special personnel in charge; financial personnel should participate in the formulation of the enterprise's production and operation plan, and properly check the payment of funds. The fourth is to establish an internal control system and strengthen the financial supervision of enterprises. Implement the financial [6]management model of "pre-planning, in-process control, and post-event analysis" in the enterprise, and establish a sound internal audit system. The internal audit should develop from the subsequent financial revenue and expenditure audit to the economic benefit audit, management audit, internal control system evaluation, special audit and other fields, so as to improve the financial management level of the entire enterprise.[7]

5. Conclusion

The core of enterprise management is financial management, so the control and prevention of financial risks must be carried out in specific financial management practices in the final analysis. First of all, it is necessary to update the management concept, establish the strategic core position of financial management, and promote the transformation of financial management from passive bookkeeping to active management. It is necessary to fully recognize the strategic core position of financial management in enterprise management, so that the financial management of enterprises is no longer passively obeying the reproduction process, but actively dominates and manages the reproduction process to meet the needs of capital appreciation. Active financial management should not only do a good job in the recording and processing of financial data, but also seriously

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North American Indian Ecological Traditions Reflected in Animal Dreams

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Abstract: Keeping harmony with nature is the essence of the native American Indian culture. This analysis underscores the North American Indian ecological traditions and mainly focuses on how the North American Indian people maintain a harmonious and balanced relationship with nature by efforts as reflected in Animal Dreams, Kingsolver's novel.
Keywords: North American Indian; Ecological tradition; Animal Dreams

Preface

Kingsolver is faithful to North American Indians' ecological ideas，so in her novel Animal Dreams, wise ecological traditions are reflected and shown extremely. Balance and harmony are North American Indian keys to the state of getting along well with nature. Followed by the introduction to North American Indians' ecological ideas, the paper mainly analyzes the harmonious relations between the North American Indians and nature.

1. North American Indians' ecological ideas

In Animal Dreams, people in Grace and other surrounding reservations try to obey the rule and keep a harmonious relationship with nature. They know well their position in whole nature community. In North American Indians' eyes, human is the guests of God, people should be polite enough, just behave well. If people can not cherish what have the nature give them, the nature will draw back what she had given.

First, North American Indians think they are permanent guests of nature. "We are on our own. The spirits have been good enough to let us live, here and use the utilities, and we're saying: we know how nice you are being. We appreciate the rain, we appreciate the sun, we appreciate the deer we took. Sorry if we messed up anything. You've gone to a lot of trouble, and we'll try to be good guests". Second, towards nature, North American Indian keeps a heartfelt gratitude. "Exactly like that. 'Thanks for letting me sleep on your coach. I took some beer out of the refrigerator, and I broke a coffee cup. Sorry, I hope it wasn't your favorite one'". Third, their traditional ecological ideas are intelligent. Loyd is a North American Indian who grew up on the nearby Reservation, he teaches Codi about North American Indian Cultures. With the explanation of Loyd, the readers can understand the traditional thoughts on nature of North American Indian. "I laughed because I understood 'in balance.' I would have called it 'keeping the peace,' or maybe 'remembering your place'"[1].

2. Harmony with the nature

From the North American Indians' point of view, the world is fashioned from the chaos of nature ─ from nothingness，confusion，imbalance，and disarray. Traditional North American Indian sorties dramatize the movement from chaos to harmony, and in which，nature plays an important role in establishing the order and harmonious order and balance can be maintained only when one is very close to the nature.

2.1 Harmony with land and river

First, North American Indians viewed land as an essential part of the interrelated universe. The land is the source of all substance, including human beings and other creatures. Therefore, the maintenance of the harmonious relationship with the landscape is of essential importance to the Grace people in Animal Dreams. Kingsolver addresses her readers that the Native people consider themselves as an inseparable part or from ancestral land. Consequently，when home no longer exists，the self is incomplete. While in North American Indian's point of view, land is an important thing that is worth to die for, the reason is only that they have to live on land, they have to raise their family and make their community last go on. Land is not the symbol of property. In Animal Dreams, Loyd is a typical North American Indian, he nodded when Codi said that "people can't live without crops." We know that crops can not grow without the land, that it to say, the native people think the land is very important. People can plant all kinds of plants for their living. They know how to make the land environment recycle well: they love land, for land can provide them with crops, while crops provide nutrition for land after death.

Second, The setting of Animal Dreams is a rural and agricultural area, Grace. The ecological concerns come easily for the readers. The people of Grace depend on the land to live. The effects of river pollution are devastatingly visible in the fruit dropping, un-ripened, from the branches. The Grace women paid so many efforts just for one thing: to stop the river pollutions of Black Mine Company, so they can live. A river to a piece of land, it is just like the blood of one's body. Kingsolver states in Animal Dreams "The freckled ground was threaded with thin, branches lines of creeks, like veins in the back of a hand".

2.2 Harmony with animals

Barbara Kingsolver tells her readers the traditional ecological thoughts of North American Indians in Animal Dreams. People in Grace have a very harmonious relationship with animals. North American Indians never observe themselves as superior being，and pose animals under the yoke of subjugation. Moreover，they respect animals to such an extent that North American Indian idealize animals as their gods.

First, in Animal Dreams, the North American Indians' attitudes towards dogs can illustrate their respect and friendliness to animals. They think dogs have the same position with people. Kingsolver shows us this by the main character in his novel, Loyd, who is a typical North American Indian. When Codi has the doubt that if a dog could have an imagination, like a person or not, Loyd said: "it's the same with people. There's nothing sad about it. People dream about what they do when they're awake. God, when I used to work for Tia sorting the pecans I'd go to bed and dream about pecans, pecans, pecans." Here Loyd made a comparison between dog and himself, it shows dogs has the same position with human in this North American Indian's mind. Human and animals are equal, they have no any difference.

Second, peacock's role in North American Indian Indian's world is important. According to the story, the Gracela sisters brought their peacocks with them from Spain when they first came to the valley that was eventually named after them. Like the Gracela sisters, the peacocks thrived in Grace. They stand as the symbolic reminders of the Gracela sisters, the uniqueness of Grace, and the connections between its inhabitants. Also, thanks to the peacocks, the Stitch and Bitch Club succeeds in publicizing the plight of Grace. It is the feather of peacock that the grace women use to make some handicrafts decorations to sell for money, at the same time, to advertise in them. The peacocks also symbolize the importance of making use of the past in order to preserve the future. A dust-colored peafowl hopped onto the courtyard wall and then into the fig, rustling the leaves and warning off with a throaty, chirruping sound. She was awkward and heavy-bodied, no more flight-worthy than a helicopter. The inhabitants in Grace even have a holy eye towards peacock… for peacocks is pavo real, 'royal turkey' ….

2.3 Harmony with plants

Kingsolver uses her writing to draw the readers' attention to the plants. "I stood at the window looking out at the grove of trees that ran the length of the canyon. Plum, pear, apple. And quince, …. "The sky had faded from orange to pale pink, and the courtyard was dusky under the fig trees. Every night as it got dark, the vegetation around the house seemed to draw itself in closer, hugging the whitewashed walls, growing dense as a jungle." Readers can know that plants are rich. Not only the kinds of plants in Grace are various and rich, the people's love for plants is also well shown in this novel. They love plants so much to a extent that they think there are some plants seeds are kissed by God. It's also one kind of respect to nature, the same with human, pants are the parts of nature.

North American Indians hold a belief that plants are the source of food chain. While animals，lives depend on plants，humans depend on both animals and plants. After animals die, their bodies buried in earth become nutrition of plants. In North American Indian ecosphere, plants have an invisible power with natural surroundings. An ultimate democracy is operated in some North American Indians' villages in the southern part of American Continent. In those villages plants are treated as human where they even have right to speak and vote while villages are discussing human issues. Plants in those villages express their wills through ceremonies of dancing and religious rituals[2].

3. Conclusion

Animal Dreams is a novel which contains description of nature beauty, ecological thoughts of North American Indians, harmonious relationship between people and nature, which is highly praised in North American Indian's ecosophy. By considering the present environmental crisis and frequent natural disasters, the author uses a real place named Grace in Arizona as an illustration. What we can learn from Animal Dreams is that people should keep a close and harmonious relation to nature, be polite to nature, although most people live in cities now. Actually cities are part of nature, too. As long as humans share their lofty conscience and concern to other living creatures, natural equality would not beyond reach. "Knowledge was inherent in all things. The world was a library and its books were the stones, leaves, grass, brooks, and the birds and animals that shared, alike with us, the storms and blessings of earth"

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Exploration and Practice of International Talent Training Mode in Local Colleges Universities-Taking Local Colleges and Universities in Liaoning Province as an Example

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Abstract: The internationalization of higher education is an important part of the "double first-class" construction of colleges and universities in China. How to promote the construction of first-class disciplines and develop the connotation construction of internationalization of colleges and universities is the mission and focus of local colleges and universities in the new era. This paper explores the international talent training mode of local colleges and universities from the aspects of the development of the internationalization of China's higher education, the analysis of the problems of international talent training of local colleges and universities, and the exploration and practice of talent training mode of local colleges and universities. Taking Liaoning colleges and universities as an example, from shallow to deep, from point to surface, this paper straightens out the characteristics and key points of international running of local colleges and universities, tamps the connotation of international running of colleges and universities, and constantly develops its own international running characteristics.

Keywords: Internationalization of Higher education; Talents Cultivation; Local Universities

Preface

With the deepening of economic globalization, it brings new opportunities, puts forward higher requirements and faces more challenges for the internationalization of higher education. The internationalization of higher education no longer exists as the innovative content and innovation of colleges and universities. In the process of implementing the internationalization construction, colleges and universities and institutions should be based on the global vision, give full play to local and regional advantages, and make continuous efforts to cultivate innovative and applied talents.

1. The development of internationalization of higher education in China

The internationalization of China's higher education started late, which can be started from various new industrial schools after the Opium War, or it can be considered that China's higher education has gradually developed under the promotion of the wave of internationalization .

In recent years, in order to cope with economic globalization and educational globalization, China has put forward various coping strategies and important measures. In 2018, the guiding opinions on accelerating the construction of "double first-class" in colleges and universities raised the standards and requirements of the internationalization of China's higher education to a new height; At the beginning of 2019, the state clearly put forward in "China's educational modernization 2035": "create a new pattern of opening up education to the outside world. Promote the construction of high-level people to people and cultural exchanges between China and foreign countries, expand the field of people to people exchanges, and promote people to people and civilization exchanges and mutual learning between China and foreign countries" [1].

2. Analysis of international talent training in local colleges and universities

2.1 Weak sense of internationalization

At present, the comprehensive evaluation indicators of higher education internationalization are roughly divided into: whether the policies and ideas are internationalized, the internationalization of management methods and standards, the proportion of internationalized teachers, the internationalization of courses, the internationalization of campus construction, the cooperation of international scientific research platforms, the number of cooperative schools, etc. .

Due to the limitations of their own conditions, some colleges and universities have few international exchanges, and teachers lack opportunities and experience to study and exchange abroad, so they lose the connotation construction. International running a school has become a "talk on paper", and the internationalization construction of the school has not been carried out from the root .

2.2 International vision education is not comprehensive

For some local colleges and universities in Liaoning, "behind closed doors" international exchanges still exist. Some colleges and universities have signed "zombie agreements", but there is still a distance to substantially promote international exchanges and cooperation, and there is a lack of high-level scientific research platform construction; Even some universities do not emphasize the sense of internationalization, and the channels of internationalization are not smooth; Some colleges and universities only participate in various international academic conferences, but do not really build an international scientific research exchange platform to jointly complete international scientific research cooperation projects. These are the manifestations that the concept of internationalization has not been deeply rooted in the hearts of the people [2].

3. Exploration and practice of international talent training mode in local colleges and universities

China's one belt, one road comprehensive pilot area, China Eastern Europe "17+1" economic and Trade Cooperation Demonstration Zone and Northeast Asia economic cooperation first zone were built in 2020, in the Liaoning provincial government's work report, which is aimed at building a new opening pattern of "one body and two wings". This has also brought new opportunities and challenges to local colleges and universities. How to integrate national and local policies into discipline personnel training, how to consolidate the macro and micro foundation of international exchanges and cooperation, and how to expand the breadth and depth of international exchanges and cooperation are all worth thinking about. Next, we will discuss from the following five points:

3.1 Adhere to the concept and ideas of international school running

"One belt, one road" policy has provided new opportunities and directions for local universities, and has also brought new ideas and opportunities. Local universities in Liaoning should closely follow national and regional policies, and improve their quality and efficiency based on discipline construction.

3.2 Adhere to the guidance of serving the national and regional strategy

In carrying out international exchanges, local colleges and universities in Liaoning Province should be guided by the strategy of serving the country and the northeast region, give full play to their geographical advantages and international high-quality resources, closely combine with the national innovation driven needs, and cultivate talents in urgent need in the Northeast [3].

China Russia China Expo (one belt, one road), China International Equipment Manufacturing Exposition (Harbin), China Northeast Asia Exposition (Changchun) and Davos summer Forum (Dalian) will also serve as a carrier to enhance the awareness and ability of revitalizing northeast China, and to play a bridge role in developing high-level scientific and technological activities between the northeast and Northeast Asian countries and the "one belt" along the line of Changchun.

3.3 Adhere to promoting local people to people and cultural exchanges through educational cooperation

At present, the internationalization of China's higher education has shifted from mainly learning advanced school running concepts from foreign universities and grasping the academic frontier to actively sharing the development concept and successful experience of China's higher education to the world and continuously improving the international voice in the field of Education .Make use of the international exchange channels of various schools to show overseas China's excellent traditional culture, tell Chinese stories and spread Chinese voice, so as to improve the country's soft power, strengthen the business card of "urban diplomacy" and promote the world's understanding and love for Northeast China and Liaoning.

4. Prospect of international talent training in local colleges and universities

COVID-19 brings the innovation of internationalization rather than a fundamental change. Online education and the establishment of overseas branches have already started before the outbreak. However, with the advent of the post epidemic era, we need to re-examine the diversity of the internationalization of higher education and how local colleges and universities use their advantages to participate in global governance and construction.

5. Conclusion

The internationalization of local colleges and universities in Liaoning has a long way to go. Local colleges and universities need to carry out multi-level and multi-form international exchanges and cooperation in combination with their own actual school conditions and local conditions, and in view of the advantages of different disciplines, so as to avoid excessive Westernization. They should combine internationalization and localization, combine international high-quality educational resources with their own disciplinary advantages, fully understand Liaoning local policies and serve the local economy, fully improve the internationalization construction of local colleges and universities.

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Innovation and Entrepreneurship Education in Higher Vocational Colleges Based on School Enterprise Cooperation Mode

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Abstract: School enterprise cooperation is not only an important way for the development of higher vocational colleges, but also an effective method for vocational schools to cultivate high-quality technical and skilled talents for the society. In order to better realize the sustainable development of higher vocational colleges and promote the quality and efficiency of vocational education, it is necessary to carry out innovation and entrepreneurship education based on the school enterprise cooperation mode. On the one hand, under the mode of school enterprise cooperation, strengthen the construction of "double qualified" teachers and cultivate innovative high-quality teachers. On the other hand, under the school enterprise cooperation mode, realize the scientific setting and adjustment of disciplines and majors, and deepen the teaching method reform of innovation and entrepreneurship education. Under the mode of school enterprise cooperation, reform the innovation and entrepreneurship education, improve the teaching level, close the relationship between schools and enterprises, transport innovation and entrepreneurship talents for the society, and promote the high-quality development of Vocational Education in higher vocational colleges.
Keywords: School Enterprise Cooperation; Innovation and Entrepreneurship Education; Higher Vocational College

Preface

With the rapid development of the times, science and technology are changing with each passing day, and social needs are constantly changing. As a higher vocational college that provides a large number of technical and skilled talents for the society, it is very important to adapt to the needs of the times, closely link enterprise development, explore the cooperative development mode between schools and enterprises, and realize its own innovation and entrepreneurship education reform. With the continuous reform of vocational education in China, the state has given more policy support and institutional guarantee to vocational education. How to grasp the policy dividend, meet the social needs and realize the innovation and entrepreneurship education under the mode of school enterprise cooperation, higher vocational colleges need to constantly explore and practice.

1. The importance of innovation and entrepreneurship education in higher vocational colleges

1.1 Social development requires the cultivation of innovative talents

With the development of the times and the progress of science and technology, the traditional development model can no longer meet the needs of social development. All walks of life need more and more innovative talents to promote social progress and development. Vocational education in higher vocational colleges is an important part of the national education system and human resources development. As one of the main positions for cultivating talents, higher vocational colleges shoulder the important responsibility of cultivating diversified talents, inheriting technical skills and promoting employment and entrepreneurship. Therefore, the innovation and entrepreneurship education in higher vocational colleges is particularly important.

1.2 Innovation and entrepreneurship education is the inevitable choice for higher vocational colleges to achieve sustainable development

"Survival of the fittest" is the inevitable law of social development. Similarly, it is also applicable to the development of higher vocational colleges. Higher vocational colleges must clearly realize that in the era of rapid development, vocational education with distinct social service ability must come out of the traditional talent training mode, open up a new road in line with social development and social change, and improve the adaptability of vocational education to social, economic and cultural life. Therefore, innovation and entrepreneurship education has become an inevitable choice on the road of sustainable development of higher vocational colleges.

1.3 All-round reform measures provide development possibilities for innovation and entrepreneurship education

To promote the high-quality development of vocational education, innovation is an important driving force to lead its development. To achieve development, without the support of policies and systems, innovation and entrepreneurship education will be difficult. In recent years, with the adjustment of China's economic structure, vocational education is also carrying out all-round social adaptability

adjustment in order to better meet the development of social needs. In terms of policy, we should give better support to innovation and entrepreneurship education. In 2015, the opinions on deepening the reform of innovation and entrepreneurship education in colleges and universities issued by the general office of the State Council clearly put forward the overall objectives, main tasks and specific measures of innovation and entrepreneurship education, so that innovation and entrepreneurship education can get better policy support and institutional guarantee; In 2019, it was clearly put forward in the national vocational education reform implementation plan that "vocational education and general education are two different types of education with equal importance"[1].

2. The development path of innovation and entrepreneurship education in higher vocational colleges under the mode of school enterprise cooperation

2.1 Strengthening the construction of "double qualified" teachers

"Double qualified" refers to "double certificate" teachers or "double title" teachers, i.e., "teachers plus teachers with technical positions (or professional qualifications) above the intermediate level. Without an innovative and high-quality" double qualified "teacher team, it is difficult to cultivate technical and skilled talents with innovative ability. Teachers' theoretical teaching divorced from practice is undoubtedly on paper and teachers should have the ability of practical teaching. Only when they go into the enterprise, know and learn the latest technology of the enterprise, can they dig out new theoretical and practical knowledge points under the original knowledge framework, so as to transform them into practical innovative education ideas. Higher vocational colleges should take whether teachers participate in enterprise practice and whether they have enterprise practice ability as an important standard to measure teachers' level.

2.2 Specialty adjustment, teaching method reform and innovation under the mode of school enterprise cooperation

The purpose of cultivating innovative and entrepreneurial talents in higher vocational colleges is to enable students to keep up with the needs of social development, so as to find a suitable development platform after going out of the campus. Therefore, what students think and learn should be a curriculum system that meets the needs of social development and can meet students' adaptation to the changing social environment. To achieve this goal, higher vocational colleges need to actively integrate into society and enterprises, carry out investigation and research, understand the trends and development needs of enterprises, and take this as the starting point to constantly improve and update the curriculum system and teaching methods.

In recent years, higher vocational colleges are constantly exploring the collaborative education mechanism under the school enterprise cooperation mode. The order class and apprenticeship collaborative education mode are constantly improving quality and efficiency. They are also learning and exploring foreign advanced talent training modes, such as the "dual system" vocational education in Germany. These talent training models are inseparable from the joint participation of schools and enterprises. On the one hand, higher vocational colleges need to eliminate majors that lag behind the market development in a timely manner in the form of big data, market research and mutual visits between enterprises and schools. In terms of discipline and specialty adjustment, we should closely connect with economic and social development. In the face of key areas, we should increase the setting of relevant disciplines and specialties in scarce areas. Schools solve the shortage of human resources for enterprises, and enterprises provide practice platforms for schools to improve the practical innovation level of teachers and students, so as to finally achieve the integration of schools and enterprises and cooperate in educating people. [2]

3. Conclusion

To sum up, innovation and entrepreneurship education plays an important role in promoting the high-quality development of vocational education in higher vocational colleges. To improve the quality and efficiency of innovation and entrepreneurship education is inseparable from the win-win cooperation between higher vocational colleges and enterprises. Innovation and entrepreneurship education needs to rely on the school enterprise cooperation mode in order to better understand the changes of social needs and improve the adaptability and foresight of higher vocational colleges to social development.

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On the Economic Development of China's Football Industry From the Perspective of News Media

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Abstract: With the rapid development of the Internet, the influence of news media on people is becoming stronger and stronger, and has become the first pillar affecting the development of football industry. The introduction of professional football by news media can promote the prosperity of China's football market, stimulate people's sports enthusiasm, and make an important contribution to the professional development of China's football. On the other hand, the football industry can achieve extensive publicity through the news media, which can also attract more and more audiences for the news media and increase the ratings.
Keywords: News Media; Football Industry; Economic Development Sane Proposal

1. The role of news media in promoting football industry

1.1 News media is an important intermediary for the development of football industry

The news media plays an important role in promoting the football industry. If the football industry does not rely on the news media, its audience is always limited . However, the use of news media can realize the expanded publicity of football events, attract more sponsors and audiences through packaging, so as to provide a certain audience for the holding of football events, enhance the influence of football industry in the audience, and realize the development and improvement of football market.

1.2 News media promote the healthy development of sports competition market

News media has promoted the healthy development of sports competitions. Due to the diversity of news media, people are no longer limited by time and space when watching sports events. They can use the Internet, mobile phones and so on to watch major sports events in real time. In this way, the audience can enjoy the healthy development of the football game according to the different scale of the football industry and their preferences, so as to enhance the audience's sense of healthy participation in the football game.

1.3 The news media has given the football industry market more room for development

The development of science and technology has brought greater development space for the football industry. With the development and evolution of media, people's ways of watching sports events have become diversified, from traditional media such as radio to mobile phones at any time. The transformation of media has promoted the development of the football industry and its profit mode has become more diversified, It can not only realize the actual benefits through offline ticket sales, but also realize the publicity and marketing of football players through the media, and improve the economic benefits through the design of football peripheral products.

2. The positive influence of football industry on news media

2.1 The development of football industry promotes the specialization of sports news media

The development of football industry will also actively promote the development of sports media. With the continuous improvement of people's material living standards, their spiritual needs have also been enhanced to a certain extent [1]. When watching the football competition, only real-time broadcasting on the scene of the game can not meet people's spiritual needs. Omni-directional and multi angle broadcasting of the game has become the key for sports news media to win the competition. In the current football competition, in addition to the objective broadcast of the scene, professional football players will be configured to explain, so as to help more amateur audiences understand the relevant rules of football. Therefore, to a certain extent, the development of football industry has also promoted the in-depth development of news media towards serving the public, and won the trust of more audiences through the upgrading of technology and means, so as to improve its own benefits.

2.2 The development of football industry promotes the diversification of sports news media

The rapid development of the football industry is promoting the diversified development of the communication mode of the news media. The development of major football sports events has created new requirements and conditions for the renewal and innovation of the media. The traditional news media only pay attention to timeliness and quickness in the communication, which can no longer meet people's diversified needs for football events, The way people watch the game has also changed from radio, television to mobile phones. With the further development of the football industry in China, it will promote the development of sports news media. In order to meet people's diversified needs, it must constantly change itself, so that the communication mode of sports news media will

be more and more diversified, People will have more and more space to choose from.

2.3 Football industry brings huge economic benefits to sports news media

How to attract more audiences by the media such as sports sponsors and advertisers depends on their economic benefits. When people's interest in football is increasing, more people will devote themselves to watching the football competition. Similarly, the news media can not only improve their ratings, but also attract more advertisers to invest in its broad audience base, so as to realize the effective improvement of economic interests.

3. Reasonable suggestions on the economic development of football industry from the perspective of news media

3.1 Promoting the development of China's football industry by means of news media

Football is not only a competitive sport. In order to realize the long-term and stable development of the sport in China, we must promote the development of football industry. This must be achieved with the help of news media. In the development of modern society, news media are increasingly relied on by people. As an important source for people to receive news, the publicity of football competitions through news media can attract more and more sponsors and audiences for the football industry, and make use of the timeliness and wide dissemination of news media, Strengthen the publicity of various football sports, so as to change people's sports concept, so that people of different ages can be keen on football, so as to drive and promote the industry and improve the economic strength of the industry [2].

3.2 Take the news media as the supervision to promote the improvement of China's football industry policies and regulations

If the football industry wants to achieve considerable development in China, it must establish a system of laws and regulations in line with its development trend according to China's market economic system, and promote the development and prosperity of China's football industry through the improvement of system and policy. However, from the actual development of China's football industry, there is no clear system of laws and regulations, which leads to the loss of talents in the development of football industry, and the lack of talents will lead to the long-term lack of development of China's football industry and the loss of sports industry. In order to effectively deal with this situation, the news media need to play its guiding role, give full play to the resource potential, realize the relevant advocacy to the country, so that the country can formulate a system of laws and regulations in line with China's development requirements according to the actual situation of the football industry, strengthen the awareness of self-protection, and avoid the loss and waste of resources.

3.3 Strengthen the brand of football industry with news media as publicity

The news media is very important to the development of the football industry. We should make full use of it to maximize the value of the football industry, strengthen the positive publicity of the media to the football industry, and attract more funds to the football industry through publicity, so as to further optimize and upgrade the industry. Moreover, by strengthening the positive publicity of the brand image, the investment enthusiasm of the sponsors and the participation enthusiasm of the audience can also be increased, which is of great significance to the linkage development of the football industry. With the development of the times and the deepening of market-oriented construction, we must realize the modern development of the football industry.

4. Conclusion

Under the influence and function of news media, the development of football industry is facing new opportunities and adjustments. In order to realize the healthy and stable development of the industry, we must make use of the role of the news media, strengthen its publicity function, realize the popularity in the society through the broadcasting of competitions and events, and expand its influence, so as to attract more and more resources to invest in the football industry, so as to form a benign interaction mechanism. At the same time, the long-term development of the football industry can also attract more sponsors for the sports news media, so as to achieve a win-win situation.

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How do COFCO Effectively Manage Their Operations and Co-Ordinate Production Across Borders?

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Abstract: In today's increasingly developed cross-border business model, multinational enterprises are facing great opportunities as well as great challenges among industries. This essay focuses on how COFCO, as the largest food industry chain enterprise in China and even Asia, can realize the coordinated operation of cross-border industry chain through VRIO theoretical framework, hoping to bring some research value to such industries.

Keywords: Multinational Enterprises;Operation;Coordination of Industrial Chain.

1. Introduction

As a world-class comprehensive import and export supply chain enterprise and a famous food producer, China oil and foodstuffs Corporation (Hereinafter referred to as COFCO), committed to becoming the leader of the global agricultural industry cluster, the COFCO has trade relations with over 50 countries all over the world, mainly in America, Europe and Asia-Pacific (COFCO 2020). As the oldest and largest Chinese state-owned enterprise, COFCO has nearly 11,000 employees worldwide (COFCO 2020). COFCO is developing steadily in the global agricultural industry with its successful sustainable strategy.

Based on the analysis of COFCO case production and operation, this essay mainly analyzes the internal conditions and external environment of COFCO to analyze how the company can effectively manage its operations and coordinate production. The theoretical framework used in this essay includes VRIO framework analysis and Pentagonal analysis. These analyses help to determine feasible strategic positioning and solutions for COFCO case studies.

2. Method

Based on the question to be studied in this essay, how multinational companies can effectively manage their operations and coordinate production, so the author mainly focuses on mature multinational companies established over ten years in the selection of companies, which is conducive to the analysis of the company's development process and past encounters bottlenecks or barriers. Founded in 1949, COFCO has entered the Fortune Global 500 more than 20 times[1]. As a diversified group company, COFCO Group has expanded from "planting-purchasing-storing-processing" to "trade-brand-distribution", this industrial chain strategy has obvious industry characteristics. The combination of products and services of many brands under the company has obtained a good market response from the global market. Therefore, this is a state-owned enterprise with great research value. The main content of the essay is obtained through second-hand data, such as Google scholar and the company's official website annual report. Due to the firm's outstanding representation in the industry, the available reference materials are large and valuable. However, due to the lag of literature and the limitation of company data, the author will mainly conduct an objective and critical secondary analysis of effective information.

3. Findings

With the implementation of global integrated trade and the vigorous development of the E-commerce industry, COFCO's financial indicators for the past three years show that the average annual sales exceed 30 billion US dollars (COFCO 2020). This essay will focus on the analysis of COFCO's main business--agricultural product import and export trade. The main production and operation mode of COFCO can be summarized as the whole industry chain mode. COFCO's raw material suppliers come from major production regions such as the South America, Europe, Australia and Asia Pacific, but the marketing network is spread all over the world (COFCO 2020), which is an obvious feature of the global industrial chain. In terms of the whole industry chain is that starts from the source of the industry chain, through the cultivation and procurement of agricultural products to logistics and transportation, and then from deep processing of food to product sales and brand promotion, to ensure that every link of the industry chain can achieve quality traceability, so as to achieve the business philosophy of product safety, health and nutrition (Bell 2016). This operating model of the whole industry chain must be based on the firm's strong capital, because it requires considerable cost and technical support[2].

According to the data of the company's official annual report, COFCO's competitive advantage is unique and obvious, because the firm is based on the steady growth of food consumption demand in the Asian and global markets, from production to sales. With a

unique industrial chain model and logistics system, the COFCO has reshaped the traditional model of the global agricultural industry, and is one of the few in the same industry. This cross-regional strategic model just confirms the "Belt and Road" policy advocated by the Chinese government in recent years.

4. Discussion

This essay will focus on analyzing the company's internal environment and industry environment, so the main theoretical frameworks used are VRIO analysis.

4.1 VRIO

4.1.1 Valuable

The COFCO's most valuable capabilities are its product quality and marketing strategy, which is beneficial to COFCO achieving brand promotion and market penetration. From 2009 to the present, it is the fastest development of COFCO in the past ten years, the COFCO has successively merged and acquired the farms and factories in Australia and other countries as its exclusive raw material production base (Bell 2016), and then with the rise of the Chinese E-commerce era, COFCO has achieved a change from B2B to B2C marketing model (COFCO 2020), rapid scale expansion and increasing market share have made the COFCO's resources and capabilities increasingly strong, which constitute the company's core competitiveness and absolute advantage, which can make COFCO resist the threat of potential competitors[3].

4.1.2 Rare

In terms of rarity, the COFCO has been using unique production mode and advanced production technology. In the production process, artificial intelligence technology is used to replace the original production of workers (COFCO 2020), which not only saves costs but also improves the production efficiency of products. In the sales stage, the company has a diversified product portfolio strategy to suit the consumer preferences of different consumer groups (Hudson 2017). In the after-sales phase, the COFCO has strict market research to adapt to the rapidly changing market situation (Hudson 2017).

4.1.3 Inimitable

COFCO's strategic concept of the whole industry chain is the company's unique advantage. COFCO insists on strict control of planting and land selection among upstream stages; and achieves full tracking of product quality during processing to ensure food safety; In the downstream link, through technology research and development and innovation, provide consumers with healthy products (Bell 2016). In addition, the COFCO encourages internal entrepreneurship and research and development of new products (COFCO 2020), so that the R&D team of COFCO can always provide innovative products and suggestions for improvement. Continuous innovation enables the company to stay ahead of the industry, this unique production and operation model is difficult for other competitors in the same industry to replicate.

4.1.4 Organized

Any mature and successful company cannot do without an excellent human resources team within the organization. During the seventy-year development process, COFCO has always paid attention to employee training and welfare policies (Bell 2016), thus making employees' job satisfaction and working ability very high. As a state-owned enterprise, COFCO Group's correct and progressive corporate strategy at the leadership level is also a prerequisite for the company's growing capital.

4.2 Threats and opportunities

As COFCO has many competitors in the same industry in the domestic market and the international market, the oversaturated current market status makes it more difficult for COFCO to maintain a higher market share, and the company's cost in the process of developing new products is also increasing (Hudson 2017). Against this complex and potentially threatening background, exploring emerging markets is the main opportunity companies should seek. For example, the COFCO should consider reverse innovation such as spreading market targets to developing countries, which will further increase product market share.

5. Conclusion

COFCO's strong resources and capabilities prove that the company has good development prospects. Even so, in such an era of intensified competition and economic downturn, it is necessary to maintain development strategies and innovations that keep pace with the times. As shown and emphasized by the pentagon analysis, important core capabilities depend on relevant proprietary product features or relevant technical support. Although COFCO is close to a semi-monopoly situation in the Chinese domestic market, this may stimulate competitors to be more aggressive from the global markets, and such potential threats will bring the company's future trade barriers.

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Influencing Factors of Mobile Autonomous Learning and Mobile Self-Efficacy Among Law Atudents in Xi'an

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Abstract: Although abundant literature can be found on autonomous learning, there is limited literature available for law major undergraduates' autonomous learning in Chinese context. The main purpose of this study is to examine factors influencing university law undergraduates' autonomous learning in mobile learning environment in Xi'an, China, taking into consideration of mobile self-efficacy. The data collected from the survey is put into SPSS 23.0, which is used to calculate descriptive as well as inferential statistical measures. The results denote that the four independent variables, namely Motivation, Learning Strategy, Goal Orientation, Teacher Support all have positive impacts of Autonomous Learning. The mediating test of Mobile Self-efficacy proves that Mobile Self-efficacy acts as a mediator in the relationships between Learning Strategy and Autonomous Learning, Goal Orientation and Autonomous Learning, Teacher Support and Autonomous Learning.
Keywords: Mediating effects; Autonomous learning; Influencing factors; Self-efficacy

1. Introduction

In the context of higher education, autonomous learning is applied since it promises unlimited participation and open access for anyone, which increasingly engaged Internet-based learning. However, very little was found on autonomous learning applied in other domains except for the discipline of English language learning. Therefore, it is necessary to investigate autonomous learning in other fields. It is also widely believed that university level education enables students to develop their post-university learning autonomously or independently (Fazey & Fazey, 2001). In addition, the characteristics of law major students are distinguished from other disciplines. Therefore, this study chiefly focus on Chinese university undergraduates majoring in law[1].

Besides, Chinese scholars draw little attention to influencing factors of learner autonomy. Only a few studies investigate the mediating role of learners' mobile self-efficacy towards academic autonomous ability. Thereby, it is necessary to take account of the factor of mobile self-efficacy when discussing the influencing factors of students' autonomous learning. In general, this paper planned to examine university law undergraduates' mobile autonomous learning in the context of China, taking into consideration of mobile self-efficacy.[2]

2. Methodology

The target population of individuals are law major undergraduates in Xi'an, Shaanxi Province. The present study designed that the sample size would be 459 with cluster sampling method. This study uses a questionnaire survey as its tool. The questionnaire was mainly adapted and adopted from the questionnaires employed in many researches (Macaskill & Taylor, 2010; Liu, 2013; Chi, 2017; Wang, 2018) with modifications to adapt it to the context of Chinese higher education. The first part of the questionnaire is participants' background information and the second part includes six sections with 33 items, each belonging to one of the following sections: motivation (M), learning strategy (LS), goal orientation (GO), teacher support (TS), mobile self-efficacy (MS) and autonomous learning (AL). There are 33 items in these six sections. All items were in the Likert five-point agreeability scale format, ranging from 1 (strongly disagree) to 5 (strongly agree). After modification for the questionnaires in the pilot test, a formal survey was developed and conducted through the online survey platform Questionnaire Star.

3. Data Analysis Techniques

Descriptive statistics compass the number of participants, number of items, mean, standard deviation, minimum and maximum, median and mode. It described the status quo of university students' autonomous learning, the effect of autonomous learning and the correlation matrix between the dimensions of the factors. SPSS 23.0 and AMOS 24.0 was utilized to implement correlation analysis, Structural Equation Modeling and mediating effect analysis on the obtained data.

4. Test Results
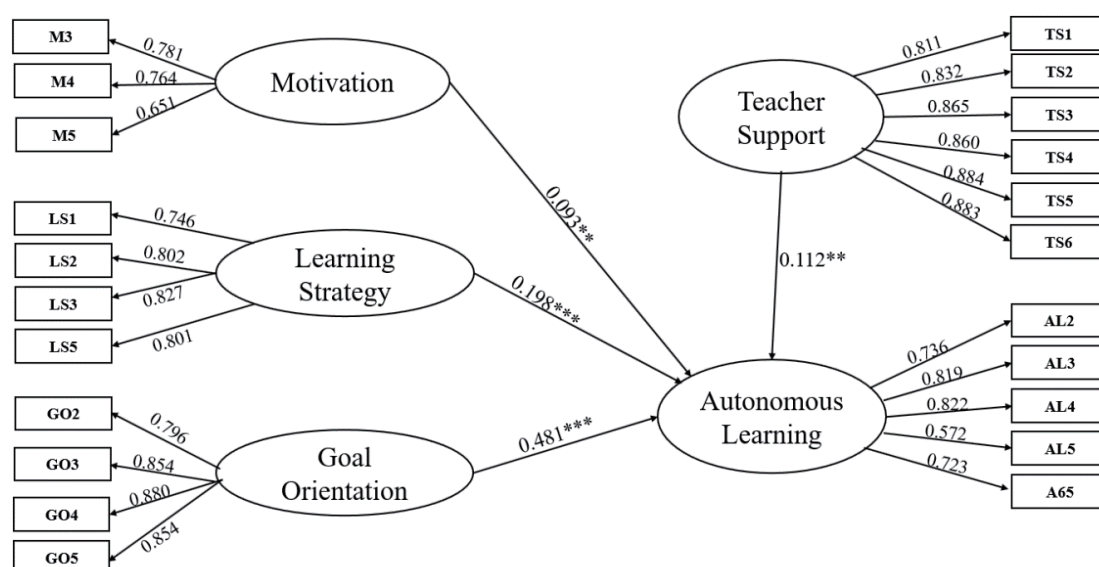
Figure: Direct influence model of four variables on Autonomous Learning (the arrow shows the standardized path coefficient; **= P<0.05, ***= P<0.01)

The Figure above indicates that Motivation has a slightly significant positive impact on Autonomy Learning; Learning Strategy has a significant positive impact on Autonomy Learning; Goal Orientation has a significant positive impact on Autonomy Learning; Teacher Support has a significant positive impact on Autonomy Learning, among which Goal Orientation has the greatest impact on Autonomy Learning, followed by Learning Strategy and Teacher Support, Motivation is the least.

Table: 1 Indirect effect analysis

Mediating Paths	a*b	c	Boot SE	BootLLCI	BootULCI	Proportion of Effects
M ⇒ MS ⇒ AL	0.003	0.096**	0	-0.011	0.018	0%
LS ⇒ MS ⇒ AL	0.034	0.097**	0.001	0.010	0.062	17.16%
GO ⇒ MS⇒ AL	0.022	0.098**	0.001	0.001	0.048	4.49%
TS ⇒ MS ⇒ AL	0.05	0.099**	0.001	0.025	0.083	87.6%

Note: ** p<0.01; BootLLCI refers to the lower limit of 95% interval of bootstrap sampling, and BootULCI refers to the upper limit of 95% interval of bootstrap sampling.

The Table above shows that Mobile Self-efficacy acts as a mediator in the relationships between Learning Strategy and Autonomous Learning, Goal Orientation and Autonomous Learning, Teacher Support and Autonomous Learning.

5. Discussion

Utilizing SEM analysis, this study discovered that Motivation, Learning Strategy, Goal Orientation, Teacher Support all have significant positive effects on Autonomous Learning. In terms of standardized path coefficients, Goal Orientation has the greatest impact on Autonomous Learning, followed by Learning Strategy and Teacher Support, and Motivation is relatively small.

First, Motivation has positive influence on Autonomous Learning in mobile environment. Nevertheless, the influence Motivation have on Autonomous Learning is relatively small compared with other three independent variables. In Chinese context, compared with middle school students who make endeavor to prepare for the college entrance examination, college students have reached adulthood. The majority of the respondents in this research are first and second grade undergraduates, they may feel freer and more relaxed than high school student. They are less likely to consider their further education or employment after graduation than three and four grade undergraduates, hence the degree of impact of Motivation on Autonomous Learning is slightly weaker

Second, Learning Strategy has positive influence on Autonomous Learning in mobile environment. This finding confirms the research conclusions of previous scholars (Magogwe & Oliver, 2007). In Autonomous Learning, students who have a high degree of Learning Strategy can actively construct their brains' knowledge and core cognitive activities. Therefore, Learning Strategy has positive influence on Autonomous Learning.

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Research on the Problems and Countermeasures in the Review of Constitutionality about Normative Documents in China

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Abstract: There are still some problems hindering the development of the "constitutionality review" system. First, whether the objects of the constitutionality review include laws enacted by the National People's Congress and its Standing Committee (NPCSC);Second, when reviewing normative documents, legality review is often superior to constitutionality review. Third, the single use of "Internal communication mode" to deal with the consequences of constitutional review will hinder the implementation of constitutional responsibility. In view of the above problems, the analysis and countermeasures should be suggested:first, the laws enacted by the NPCSC are not within the scope of constitutional review and must be cleared; Secondly, the establishment of the standard of "constitutionality review" is helpful to make the constitutionality review superior to the legality review in specific cases.[1] Finally, reference constitutional cases should be developed to help review authorities strictly enforce unconstitutional responsibilities, rather than just using "internal communication models".
Keywords: Constitution; Constitutionality review; Normative document

1. Existing problems

1.1 Whether a law can be the object of constitutional review

According to the basic theory of jurisprudence, normative documents are legal documents that can be repeatedly applied to one kind of people and one kind of things, such as constitution, laws and regulations.[2] Since constitutional review is a powerful safeguard of constitutional authority, it is necessary to carry out constitutional review on all normative documents, including laws, in order to ensure that the Constitution is not contradicted and can override all normative documents. However, whether in theory or in practice, it is difficult to review the constitutionality of the law. Theoretically, according to the relevant provisions of the Legislation Law of the People's Republic of China, the normative documents applicable to the constitutionality review are very limited, only "administrative regulations, local regulations, autonomous regulations, special regulations and rules", without the words of law. In practice, the National People's Congress and its Standing Committee (NPCSC), which are responsible for the constitutional review, are also responsible for the legislative work, which leads to the paradox that the constitutional review of laws has become "self-review".[3] Therefore, whether the object of constitutionality review should include law has become an urgent proposition.

1.2 "Legality review" is superior to "constitutionality review"

Whatever the normative documents, the face of constitutionality in practice review, review the main body, and the constitution and the law committee of the NPC Standing Committee, is often preferred to find the law, based on which the normative documents because the part is review of regulatory documents, such as administrative or local rules and regulations, is usually directly according to the law and not according to the constitution, the direct basis of its review will directly point to the law rather than the constitution, so the nature of its review will become legality review rather than constitutionality review. Only in the absence of laws, administrative regulations and local regulations can be directly formulated in accordance with the Constitution and may violate the constitution, thus triggering the constitutional review system. To some extent, the review of the courts in the incidental review of administrative normative documents is generally based on laws and regulations, which overlap with the constitutionality review conducted by the NPCSC, so it is difficult to play its unique function. Therefore, how to solve the problem that the legality review generally precedes the constitutionality review in practice is the key to exclude the constitutionality review system from exerting all its functions.

1.3 The handling method of "internal communication mode" in constitutionality review is relatively simple

The purpose of constitutional supervision is to correct the normative documents that conflict with the provisions, spirit and principles of the Constitution, so as to protect the authority of the Constitution. However, under the constitutionality review system, the review results tend to be single. Constitutionality review as one of the few, can be unconstitutional normative documents of the dial

back to the radiation range of feasible way in practice seem to be more towards the harmonious and gentle one side, the review results compared with the traditional unconstitutional censorship, by "cancellation, recall, change is" strict processing form to "internal communication to solve. Li Peng, the former Chairman of the NPCSC, once said that the NPCSC believes that "prior consultation is very important".[4] This is a signal and also a Chinese tradition that "peace is most valuable". However, the Constitution is not only the fundamental law of a country, but also falls within the scope of the broad law itself, so it must contain the elements of legal sanction and liability. Only using the way of "friendly consultation" to solve the problem of the formulation of normative documents that conflict with the Constitution seems to tarry the dignity of the Constitution.

2. Solutions to the problem

2.1 Clear boundaries - Laws should not be subject to constitutional review

First, starting from existing legislation, laws enacted by the NPCSC are not within the scope of review. This is a deliberate design of the legislature and a deliberate arrangement of the highest organ of power. Second, if the laws enacted by the NPCSC are included in the scope of the object of constitutional review, it will be infinitely close to the "unconstitutional review" system commonly used in western countries. However, the constitutional review and the unconstitutional review are completely different systems, and there are obvious differences between them. Third, the review of laws enacted by the legislature is the review in the legislative process, which is a part of the legislative system. The essence of constitutionality review belongs to the supervision link or the post-legislation link, and the two are parallel rather than subordinate. If the review of law is brought into the system of constitutional review, it will cause the confusion of supervision and legislation, which will not only disturb the legislative order, but also reduce the value of the existence of constitutional review. Therefore, the review of law should never be the task of constitutional review.

2.2 Establish the criterion of priority of "constitutionality review"

Constitutionality review and legality review are two main mechanisms to establish the supremacy of constitution and law, to realize good law and good governance and to realize the unity of legal system.[5] However, in practice, the legality review often takes precedence over the constitutionality review, which makes it difficult for the constitutionality review to play a wide role. First of all, it must be confirmed that legitimacy review and constitutionality review must exist at the same time, in the case of no need of constitutionality review, legitimacy review plays a crucial role, the most ideal design is "God to God, Caesar to Caesar" type of each role. In order to ensure that the review of constitutionality can work in its proper place, this paper suggests that the NPCSC, which has the power to interpret the Constitution, should set a standard for the scope of the review of constitutionality through the method of constitutional interpretation. Relevant normative documents within this standard must be reviewed for their constitutionality first, not their legality. Normative documents beyond this standard are not subject to the limitation of priority, and according to the usual practice, only in the absence of relevant legal provisions for constitutional review.

2.3 Form constitutional interpretation based on cases or events, and promote the application of other review methods

Most of the results of the constitutionality review mentioned above are handled by "internal communication", which is in line with the traditional cultural background and current situation formed in Chinese society for a long time. Moreover, the constitutional review itself has the political function of "dialogue and consultation".[6] Facts have proved that the mode of "internal communication" is not only effective, but also will become the main way of constitutional review for a long time in the future. Is the use of a single "internal communication" way of dealing with the unconstitutional normative documents, can make the system of review of constitutionality is too thin and constitutional responsibility to reflect, therefore, this article suggested, should is reference significance to the existing, to "undo" "abolished" and dealing with the "internal communication model", the constitution of constitutionality review case event or constitutional case as the guidance, appropriating for the constitutionality review body to release its political pressure.

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An Analysis on the Metaphor of English and Chinese Kinship Terms——a Comparative Study Based on Corpus

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Abstract: Kinship terms has both similarities and differences in English and Chinese cultures, which is also same with the metaphorical use of kinship terms. This paper applies the Conceptual Metaphor Theory to analyze the metaphorical use of kinship terms in English and Chinese. The reasons cause these similarities and differences will also be explored This paper aims to help the English and Chinese learners better use the kinship terms in communication in order to reduce the misunderstanding.

Keywords: Kinship terms; Metaphor; Comparative study; Corpus

1. Introduction

Kinship terms are used to addressing the family members with blood relation or relation by marriage. The metaphorical use of kinship terms is also quite common. Based on the corpora, this paper will focus on the metaphorical use of kinship terms in English and Chinese cultures with the Conceptual Metaphor Theory. In addition, the author will also explore the social cultural factors behind this usage. The corpora are Corpus of Contemporary American English (COCA) and Center for Chinese Linguistics PKU (CCL). Through this research, people could have a better understanding of the metaphorical use of kinship terms and reduce the misunderstanding between these two cultures.

2. Research design

This paper employs the combination of quantitative and qualitative analysis. This paper uses the large-scale corpora. These two corpora have the similar material resources and capacity of the corpus. Besides, they are all native speaker corpora. So these two corpora are comparable considering the sources and content.

3. Quantitative analysis

After retrieving some key words of kinship terms, the author summarizes the results as in chart 1. The first column of data is the direct result of the query, the original frequency. The second column of data indicates the frequency in per million words, which means to standardize the frequency.

Chart 1:

English key words							
Key words	mother	Father	Son	Daughter	grandfather	grandson	Mother-in-law	Daughter-in-law
frequency	173239	154126	77559	56883	11965	2957	1492	685
Per Million	373.09	331.93	167.03	122.50	25.77	6.37	3.21	1.48
Chinese key words							
Key words	母	父	儿子	女儿	爷	孙子	婆婆	媳妇
frequency	65543	58960	25455	19689	22310	2610	2415	4152
Per Million	213.27	191.85	82.83	64.07	72.60	8.49	7.86	13.51

From the collected data, the kinship terms can be seen as high frequency words, especially mother and father. Mother and daughter-in-law appear relatively less than others. In addition, the frequencies of each word in English corpus are higher than that of Chinese.

4. Qualitative analysis

4.1 Similarities

This part will focus on the similarities of this kinship term. After retrieving in the corpora, the author summarizes the following kinds of metaphors.

（1）What derives something is its parent. Generally speaking, the root is mother while the founder is father. Children are born

by parent so it can be said that parent is the root or causation of something.

（2）The whole is the mother of the parts. People always regard the kids in mothers' womb as one part of the mother. Additionally, the whole consists of parts. The entity or the whole is called mother while one part is called the offspring

The following illustration is selected from COCA and CCLPKU corpora randomly.

Entry 1：需求是创新之母，没有需求就没有市场，就没有产品生产价值。

Entry 2：" Haste is the mother of failure, " Herodotus warned the Persian King

From the above entries, it can be seen clearly that there are some similar metaphors in English and Chinese. Because there is "需求", "haste" it produces "创新", "failure".

4.2 Social factors analysis

Because of the commonalities of human cognition and the similarities of the human condition, there are many similar metaphors in all cultures. Moreover, the family relationship is the inherent relationship of human being. As family is the cell of the society, family relationship is regarded as the basis of the world order. Therefore, it is an inevitable phenomenon that different languages share some same metaphors of the kinship terms.

4.3 Differences

In this part, the author would focus on the differences between the metaphor of English and Chinese kinship terms.

From chart 1, it can be found that some Chinese kinship terms exceed that of English to a large extent, like grandfather and daughter-in-law. In Chinese, one kinship term can be used by different family members, such as 媳妇，which can not only be addressed by her husband but also by her mother-in-law.

4.3.1 English kinship terms

Entry 1：While the ordinance's grandfather clause safeguarded the buildings' owners from the nominal cost of installing sprinklers

Entry 2：Its large lobby is appointed much like a traditional Yankee living room, with muted carpeting, upholstered wing chairs, and an antique grandfather clock.

"Grandfather clause" and "grandfather clock" are considered as set phrases. Stereotypically, grandfather is kind and old-fashioned. Hence, the clock and clause can be understood as out of date but not valueless in terms of the source domain, grandfather.

4.3.2 Chinese kinship terms

As language changes over time, the meaning also changes. The following Chinese kinship terms are widely used in people's daily life. Their metaphorical usages are even more common than their original meaning.

Entry 1：所有的人都尽了全力，不惜动用所能动用的关系，求爷爷告奶奶的，厚着脸皮向亲戚朋友借钱

Entry 2：简佳也不想想，就算她顾小西能做到知情不报，按照丑媳妇终要见公婆的原理，他们又怎么瞒得过去？

Entry 3：把自己当外国人，指手划脚，而在外国人面前，则自觉地把自己当孙子，总想靠着巴结外国人得到点什么。

"爷爷""孙子"in the above chart do not mean there is exact relationship between them. Grandfather, in Chinese, is often used to express arrogance or special treatment. On the contrary, grandson means the totally opposite meaning, humbling and low-down. "婆婆""媳妇" in Chinese relationship is the most conflicting one. In traditional Chinese family, mother-in-law is on the top of pyramid of the family power while daughter-in-law locates in the lowest level. In English culture, mother–in-law seldomly intervene the things of daughter-in-law.

4.3.3 Social factors analysis

In this part, two main reasons will be probed into to explain the differences in the metaphors of English and Chinese kinship terms.

On one hand, these two cultures have different family types. In China, the dominant type is extended family while in the West the nuclear family. In an extended family, the relationships among family members are complex. In order to distinguish from each other, specific kinship terms are used, such as 姨, 姑, 舅母. So, the Chinese kinship terms are more abundant than that of English. In western countries, the relationship is much simpler and looser. So the focus of metaphors in two languages is not absolutely equivalent.

On the other hand, different social systems also influence the use of language. In ancient China, the social system is feudalism, which lasted for more than 2000 years in China. Under the feudalism, blood and marriage is main bond between people. In addition, patriarchal system, with a strict hierarchy, restricts people's behavior in all aspects. For instance, in the relationship between mother-in-law and daughter-in-law, grandfather and grandson, mother and grandfather are on the superordinate level while the daughter and grandson are on the subordinate level. So the metaphors of grandfather and mother-in-law always express the meaning of arrogance. Oppositely, the metaphors of grandson and daughter-in-law convey the humble meaning. In English, the social system is capitalism, which stresses individual independence. They emphasize the equal status between each other.

5. Conclusion

This paper mainly explores the metaphorical use of kinship terms in English and Chinese with the Conceptual Metaphor Theory. Through retrieving in the corpora COCA and CCLPKU, the author summarizes the similarities and differences of the metaphorical use of kinship terms in English and Chinese. This paper limits to the most common or most frequently used kinship terms. Some other kinship terms need to be explored as well. As is known to all, 闺女,女儿 and even 丫头 in Chinese can be equivalent to daughter in English. This point should arouse people's attention.

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Research on How to Apply Language Expression Skills in News Interview

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Abstract: At this stage, the development and application of information technology has brought the whole society into the new media era, which also makes the competition in the media industry more and more fierce. At the same time, the society also puts forward higher requirements for news reporters. In the specific news interview work, interviewers should combine the actual situation, apply appropriate interview skills, use the correct language expression, obtain more news information and ensure the quality of news interview content, so as to attract more audiences and promote the development of the media platform.

Keywords: News interview; Language expression; Application skills

1. Language expression requirements in news interview in the new media era

1.1 The interview language should be standardized and accurate

In the context of the new media era, people have more diversified channels to obtain all kinds of news information. If they want to attract more audiences, the media platform should ensure the quality of news information content and make it meet the needs of the majority of audiences, which requires relevant news interviewers to do a good job in interview editing and obtain more valuable news information in the interview, Extract the information that the audience is interested in, process and edit it, so as to realize the effective dissemination of news information. In the specific news interview work, if the relevant interviewers want to obtain the corresponding news information, they should make rational use of the relevant language expression skills. First, they should standardize their interview language to avoid causing discomfort to the interviewees and affecting the interview effect. In the interview work, relevant news interviewers should focus on the interviewees, and make full preparations before the interview, clarify the interviewees and the news events involved, formulate a scientific interview plan, standardize their interview language, ensure the accuracy of their interview language, and prohibit the use of inductive language, tone Words with strong perceptual color to prevent adverse effects on the authenticity and effectiveness of the interview content.

In addition, in the process of the continuous emergence of news media platforms, the quality of all kinds of news information is uneven, which makes the majority of audiences put forward higher requirements for the content and quality of news information. In the face of this situation, relevant news interviewers should also keep pace with the times and according to the actual needs, The traditional language expression mode of news interview should be scientifically improved, and appropriate language expression skills should be selected according to the types and attributes of different news events. For example, when conducting interviews on news events related to social issues, relevant interviewers should be based on the policy background and the perspective of relevant interest groups, use standardized and accurate language, ask questions to the interviewees, and guide them to rationally explain the relevant news events, which can not only form a benign communication, It can also help interviewers obtain real and valuable information, so as to achieve the corresponding purpose of news interview.

1.2 Interview language should be concise and concise

From an objective point of view, in the new media era, "new" is still the focus of news information, which is also the basis of news information dissemination. However, in the process of the continuous emergence and development of a variety of new media platforms such as wechat, microblog and short video, the traditional news media has been greatly impacted in its operation and development, especially its own timeliness, authority and other related advantages have been gradually weakened. In the process of the development of the network economy, some media groups are being criticized in the direction of vulgar operation. In order to attract more new news content and enhance its authenticity in the long run, the news media should pay more attention to the development of news content. In this process, news interviewers need to play an important role. In news interview, they should quickly obtain real and effective news information and spread it at the first time .

Based on this, in the specific interview process, interviewers need to pay attention to their interview language, avoid too much interview nonsense, and ask the interviewees efficiently to ensure the simplicity and conciseness of their language, so that the interviewees can understand the meaning of the interviewer at the first time, which can also improve the interview efficiency and shorten the interview time, Improve the timeliness of information acquisition. In addition, interviewing the interviewees through

concise and clear language can also reduce the pressure of the interviewees in thought and psychology to a certain extent and ensure the interview effect. Moreover, with the help of concise language, interviewers need to directly hit the key points of news events, which is also conducive to guiding interviewees to fully express their true views and views, so that interviewers can obtain corresponding expected answers and information in a short time, so as to improve the value and freshness of news processing content and enhance the influence of news, Promote the development of the news media platform.

2. Analysis on the application of language expression skills in news interview

2.1 Make sufficient preliminary preparations

Fully understand the basic information of the respondents. Usually, the interviewer and the interviewee meet for the first time. Therefore, there will be a sense of strangeness and distance more or less. Moreover, the interviewee will have a certain sense of wariness and resistance when facing the interviewer. If this situation is not handled properly, it will hinder the smooth development of the interview work. Therefore, before conducting news interviews, relevant interviewers should have a comprehensive understanding of the background, preferences and other information of the respondents, as well as a detailed understanding of the relevant news events experienced by the respondents, and extract the common points with the respondents from the relevant information, or find out the topic points that are easy to cut into, In order to shorten the distance between interviewers and interviewees, and then carry out good communication, so that the interview can be carried out in an orderly manner;

2.2 Interview language expression skills

First, apply standard Mandarin. In the interview process, if the relevant interviewers want to enable the interviewees to accurately receive the information they convey, they should try to use standard Mandarin, and in the communication process, they should be clear and standard in pronunciation, which is also the necessary basic professional quality of relevant news interviewers. In addition, when using Mandarin to communicate with respondents, they should also accurately express their own meaning and reflect their true feelings. In news reports, they should also clarify the time, place and task of news events, so as to present a clear news context for the majority of audiences.

Second, the pause, stress and rhythm of interview language should be controlled. When interviewing the interviewees, the relevant interviewers should strictly control the rhythm of the whole interview process, pause at the appropriate time, and reserve sufficient thinking time for the interviewees. For example, when interviewing the interviewees, the interviewers should pause appropriately, so that the interviewees can get a certain buffer to make them think after thinking, Organize the language to answer. In addition, when asking respondents some questions, they should stress the key words in the questions, so as to let the respondents understand the key points in the questions, avoid deviation from the theme when answering questions, and then ensure the accuracy of the information provided by the respondents.

Third, pay attention to the interview tone. During the interview, the interviewer's tone will have a great impact on the respondents' psychology, emotion and other aspects. Therefore, the interviewer should pay more attention to his tone and control his tone scientifically in the interview process, so as to avoid adverse effects on the respondents. In the actual interview, the interviewer should look at the interviewee from an objective point of view, maintain the stability of the tone and avoid mixing personal subjective emotions. Otherwise, it will cause certain stimulation to the interviewee, make him lose control of his emotions, and then affect the whole interview work. Interviewers should use appropriate tone according to news events and interviewees, and pay attention to the emotional changes of interviewees at any time, and constantly adjust their tone according to their emotions, so as to create a comfortable environmental atmosphere for interviewees. For example, if the interviewee is seriously traumatized, the interviewee should pay attention to the calmness of his tone and avoid sympathizing or sad tone when interviewing the interviewee, so as not to lead to the unstable mood of the interviewee. When the interviewee is out of control due to recall, the interviewer should comfort him with a soft tone, So that their emotions can gradually ease down, so that they can carry out follow-up interviews.

3. Conclusion

If you want to improve the effectiveness of news interview, relevant interviewers should fully consider the interview environment, interview objects and other aspects, use appropriate language, obtain more information through skilled language expression, realize the in-depth excavation of news and improve the depth and breadth of news interview. Based on this, relevant news interviewers should pay attention to improving their interview ability, enhance their language expression ability and further ensure the interview quality.

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How to Enhance the Practical Teaching of Student Finance and Accounting Under the New Curriculum Reform

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Abstract: At the current stage, the new curriculum reform concept is deeply rooted in the hearts of the people. Under the influence of this, finance and accounting teachers begin to pay more and more attention to the subject status of students in teaching, pay more and more attention to meet the financial learning needs of students in teaching, pay attention to the training of students' financial application ability in teaching. This paper discusses how to further optimize the teaching of finance and accounting from the perspective of the importance and diversity of practical teaching.
Keywords: New curriculum reform; Accounting teaching; Practical

Since the implementation of the new curriculum reform, the teaching structure and teaching mode of finance and accounting in higher vocational colleges have been changing and improving, which has a great impact on the traditional teaching concepts and teaching methods. The traditional accounting teaching has the limitation of more theoretical teaching and less practical teaching, leading to the students' full of theory after graduation, but not the corresponding practical skills, unable to quickly adapt to the job. In the new era, we try to make the teaching structure more scientific and reasonable, make the teaching content more up-to-date with The Times, and make the teaching form more colorful, in order to promote the overall growth of students and help them improve their competitiveness for employment.

First, teachers and students should realize the importance of practical teaching

Thought is to promote teachers change the teaching method, promote the students to improve learning methods with the premise of guidance, in the process of higher vocational accounting teaching, teachers must keep the teaching idea of keeping pace with The Times, the students also need to under the new era of teaching ideas have a certain understanding, thus in the process of classroom learning to follow teachers teaching rhythm gives a high degree of coordination, To achieve the purpose of improving the effectiveness of teaching.

1. Break the exam-oriented thought and set up the thought of quality education

At the beginning of the education enterprise in our country, we lack a large school experience, therefore in the teaching system and teaching ideas, and so on to copy the teaching mode of the former Soviet union, today, we found that the old pattern already can not adapt to the new society, teachers and students should break the past test concept, to establish its core literacy teaching concept associated with the new era. In general, accounting for the enterprises and institutions to develop accounting personnel, in terms of unit of choose and employ persons, naturally want to staff a mount guard will be able to complete the responsibility, only the literacy education concept to meet the demand of talents cultivation, so the teachers and students should keep the teaching idea of keeping pace with The Times, common the concept of quality education, Promote finance and accounting to benefit students.

2. Change the simplicity into diversity in teaching

Under the traditional mode, the teaching methods of finance and accounting teachers are relatively simple, which leads to the lack of students' interest in learning and is not conducive to the growth of students' comprehensive ability. Accounting major needs to learn a lot of professional theoretical knowledge, but also need to theoretical guidance and practical operation closely linked, the traditional single teaching mode is not conducive to the connection between theoretical teaching and practical teaching.

Under the traditional teaching mode of accounting, not only teachers have formed fixed teaching ideas, but also students have formed fixed learning ideas and methods. Single learning mode limits the development of students' innovation ability, thinking ability and creative ability, and is not conducive to students' long-term learning and development. At the same time, there is a phenomenon that the traditional accounting teaching pays attention to practical teaching and neglects practical teaching, which is not conducive to the improvement of students' accounting application ability and lacks certain practicability.

Second, carry out diversified teaching to enhance the practicality of accounting teaching

2.1 Carry out group exploratory teaching

Accounting is the basis of the accounting personnel have to learn knowledge, and all money and work is inseparable from the support of basic accounting knowledge, teachers can take in the accounting curriculum teaching team to explore ways to carry

out the teaching, such as, teachers can take advantage of the problems encountered in the accounting field questions, guide the students into groups to discuss on this question. This teaching method can not only activate the classroom atmosphere, attract students' interest in learning, but also improve students' thinking ability and financial practical problem handling ability through discussion and communication.

Taking "accounting of payables" as an example, the main content of this chapter is to explain clearly the concept and meaning of other payables, the financial items contained in other payables, how to carry out accounting of payables and how to complete double-entry bookkeeping of payables. Payables this concept is not easy to understand in a short time, adopts the traditional teaching method of teaching is not easy to achieve the ideal teaching effect, so the teacher can use in the process of teaching team to explore ways to carry out the teaching, make student to teacher put forward the problems were analyzed and discussed, in the process to deepen the understanding and application of the accounts payable. In order to promote the student's accounting and accounting practical operation ability, the teacher can enterprise actual management can happen in the problem as a guide, such as: some enterprise bought a batch of raw materials, a total of 8000 yuan, has received materials, and has opened an invoice, but the money has not settled accounts, right now how should undertake accounting entries? Only, the teacher can guide students to have group discussion, in the discussion process some groups think that accounting entries should be recorded as: borrow raw materials, loan bank deposits. But analysis by other groups found that this was not consistent with the actual situation, because the money had not been paid to the other party, so the lender should not be a bank deposit, but should be a payables; Another group thinks that the money should be paid sooner or later and can be directly credited to the bank deposit. We find that these students' thinking is a typical "non-accounting" thinking. At this time, the teacher will start from a professional point of view, to learn to explain the principle of accounting accounting is to keep an account in accordance with the actual financial business, because the money has not been paid to the other side, the bank deposit did not reduce so the lender can not be recorded as a bank deposit. Accounts payable refers to the amount payable by an enterprise for purchasing materials, goods or accepting labor supply. We find that the unpaid items in the example fit the concept of accounts payable, so the accounting entry in this case should be recorded as: We borrowed raw materials 8000 (indicating the increase of raw materials) and borrowed accounts payable 8000 (indicating the increase of accounts payable under accounts payable item, indicating the increase of accounts payable 8000). This accounting entry is completely consistent with the actual situation. In this process, students improve their thinking ability through discussion and communication; After the teacher's correction and teaching, understand their own mistakes or shortcomings, can be targeted to strengthen, is conducive to students learning practicability.

2.2 Create a situation for teaching

Context creation teaching method has been widely used in the new curriculum reform. This teaching method can help students immerse themselves in a real situation, and help students learn from the perspective of solving problems, learning knowledge and increasing skills. Under the new curriculum reform, which requires teachers in the teaching of accounting practical teaching, more consciously and purposefully enhance students' ability in accounting field, help his career competitiveness and help it enter the society can quickly into the work, after complete the job, less learning time again after induction, decrease the cost of enterprise management. Based on this, teachers can properly carry out situational accounting teaching.

For example, teachers can arrange teachers into a financial office environment before class, and then play a clip of financial work processing in a multimedia way. Students are required to treat themselves as the accounting personnel in the video and deal with the accounting work in the video. The video scenario is: an enterprise borrowings 200,000 yuan from the bank, the loan term is two years, the annual interest is 8%, the interest is paid every month, and the principal is repaid once when it is due. This brushstroke loan applies and build workshop, when loan pays off, workshop is checked and accepted with completion, how ought to make accounting entry?

After the video is played, the teacher guides the students to solve the problems mentioned above. Many students are immersed in the situation, which is helpful for them to analyze and record the business in accordance with the actual occurrence: the accounting entries when borrowing money are: borrowed bank deposit 200,000 yuan and borrowed long-term loan 200,000 yuan; When building the plant: borrowed 200,000 yuan from the construction project under construction to deposit 200,000 yuan in the bank; When drawing monthly interest: 1333 yuan is borrowed from the construction project and the interest payable is 1333 yuan; Monthly interest payment: Borrow payable interest 1333 yuan to the bank deposit 1333 yuan; When the plant is completed and the principal and interest are paid back, the long-term loan is 200,000 yuan and the bank deposit is 200,000 yuan. In this process, students become more and more proficient in the application of accounting entries, which is conducive to the improvement of teaching practicability.

Conclusion: under the new curriculum reform, accounting major in higher vocational colleges should enhance the practicability of teaching, the teachers and students should transform their teaching idea, teacher must have the courage to try new teaching model, students will actively cooperate with the teacher to carry out the teaching reform and innovation, such as situational teaching, group teaching mode to promote the effectiveness of the accounting teaching.

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Teaching Reform Thinking and Practice Based on Enterprises' Demand for Accounting Skills

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Abstract: The basic idea of the new curriculum reform education is to promote the development of students and cultivate innovative talents in line with the needs of The Times. [1] Therefore, the teaching reform thinking and practice based on enterprises' demand for accounting skills should truly reflect the goal of promoting students' development, promoting the growth and development of the majority of students and meeting the social needs of the new era. But at present, there are some phenomena such as poor teaching quality and insufficient attention to professional skills teaching in some colleges and universities. Based on the demand of accounting talents in modern enterprises, this paper aims to cultivate professional talents with information skills, craftsman spirit and innovation ability.

Keywords: Enterprise; Accounting skills need; The teaching reform

Preface: Enterprise of accounting skills based on the needs of teaching reform thinking and practice requires timely college teachers change the traditional teaching concept, improve the innovative thinking, from both at home and abroad about the talents training mode reform, and combined with social development and the actual situation of universities and colleges to explore their own reform and development of roads, Let our students deeply understand and familiar with their own content, with social development ability and basic innovation ability, in line with the needs of social development. At the same time, colleges and universities should constantly explore and innovate the education system of accounting specialty, perfect the vocational qualification certification system, and constantly strengthen the students' job training and vocational education, so as to improve the students' professional quality and professional skills.

First, the skills of modern enterprises for accounting talents demand

1. Artisan spirit of excellence

With the continuous development of market economy, the work of enterprise development tends to be more diversified. Therefore, enterprises are increasingly demanding the skills of employees. Colleges and universities should seize the characteristics of this era, strengthen the ideological education of students, cultivate "great country craftsmen" in line with the requirements of the new era, and naturally integrate the elements of craftsman spirit and ideological and political education into accounting courses.

First of all, courses should be endowed with a higher level of significance. Under the background of craftsman spirit in the new era, ideological and political elements of professional courses should be explored to show the connotation of craftsman spirit. For example, art courses can be explored from the aspects of Chinese aesthetic education spirit, Excellent Traditional Chinese culture and humanistic quality, medical courses can be explored from the aspects of cherishing life, curing diseases and saving people, benevolence and benevolence, and science and technology courses can be explored from the aspects of scientific thinking, science and technology to serve the country, craftsman spirit and so on. After finding ideological and political points, we can integrate them into the class through setting scenarios, practical experience and hot spot guidance. Curriculum ideology and politics is a long-term process, which needs constant exploration and practice.

Second, the demand for accounting skills to achieve the teaching reform thinking and practice, to break the inherent in the teaching of basic theory and knowledge as the leading thought, on the original knowledge system to carry on the innovation and development, and actively use the advanced information technology will enrich interesting teaching content better reflect teaching video online and offline classroom teaching. Teachers' guidance and training should also include the making and improvement of courses, which reflect the unique cultural content and knowledge system of craftsman spirit, improve students' independent learning ability and enhance their unique social value system and cultural awareness. When exploring ideological and political content in professional courses and integrating it with the craftsman spirit of the new era, we guide students to build a positive and correct social value system, enhance their initiative and enthusiasm in learning, enable them to have a deeper understanding of the world and China, and enhance their national self-confidence and social responsibility.

2. Innovative thinking ability

Students' independent learning is an important extension to realize the cultivation of craftsman spirit and innovative thinking

ability. CAI Yuanpei once said, "To have a good society, we must have a good individual. To have a good individual, we must have a good education." Teachers can make use of modern educational technology to organize more beneficial teaching activities to enhance students' innovation ability, on which students can continue to learn and summarize experience. For example, in the classroom teaching of Advanced Mathematics, teachers can use the network to present the change curve of mathematical functions for students, which reflects the rationality and beauty. In such a teaching form, teachers should actively seize the opportunity to listen to the opinions and thinking of each student, take the stories of Chinese mathematicians as the main line to enrich their knowledge, and "draw inferences from one another" to integrate this learning method and ideas into the learning process of other subjects.

Second, the teaching reform of accounting skills thinking and practice

3. Strengthen the integrated development of modern technology and accounting teaching

Opening up is the call of The Times and the only way to national prosperity and development. China is gradually moving towards a higher level of open economy. Modern information technology provides students with more opportunities to participate in academic exchanges, expand the teaching space of professional teachers, enrich students' experience, enhance students' fun for professional learning, and lay a solid foundation for providing more talents in line with the needs of The Times to the society. Similarly, with the continuous development of modern science and technology, not only enterprises need to use advanced information technology when dealing with business, but also countries need to rely on network information technology when dealing with various management work and information processing work. [2] Therefore, accounting teachers need to constantly update their teaching concepts and provide students with richer teaching experience. Through, for example, "please come in and go out" of the joint training mode, strengthening the joint with enterprises, colleges and universities, professional training institutions and the cooperation, so that the students can further study the advanced computer technology, to grasp the method of operation of all kinds of financial management software, speed up the training a batch of professional, modernization and internationalization of professional talents.

4. Strengthen the integration of accounting skills and professional quality

Under the background of integration and opening in the new era, we explore the spiritual elements of professional courses, endue them with important value of The Times, and enhance students' sense of responsibility and mission. After the professional teaching is adapted to the development of The Times and the value of professional courses is found, it can be integrated into the classroom through setting scenarios, practical experience and hot spot guidance. For example, with the continuous development of 5G, artificial intelligence, big data, cloud computing, Internet of Things and other underlying technologies, colleges and universities should also constantly pay attention to students' understanding of automation, digitalization and intelligent decision-making in the training process of accounting professionals, and strengthen students' learning and training of intelligent technologies.

The cultivation of professional talents is a long-term process, which needs constant exploration and practice. First of all, teachers should break the inherent teaching ideas based on basic theories and knowledge, innovate and develop on the original knowledge system, and actively use advanced information technology to better reflect the rich and interesting teaching content in online teaching videos and offline classroom teaching. Teachers' guidance and training should also include the making and improvement of courses, which reflect the unique cultural content and knowledge system of logistics major, improve students' independent learning ability and enhance their unique social value system and cultural awareness. At the same time, we will actively guide students to build a positive and correct social value system in class, enhance their initiative and enthusiasm in learning, enable them to have a deeper understanding of the world and China, and enhance their national confidence and social responsibility.

Conclusion: With the continuous development of science and technology, colleges and universities should actively strengthen the research on personnel training, training high-quality skilled personnel in line with the requirements of The Times and development. [3] In order to meet the national demand for high-quality innovative talents training in the new era and improve the skills training of accounting professionals, colleges and universities should combine their own practice, promote teaching reform and form unique disciplinary characteristics. At the same time, professional teaching as an important part of school teaching, its teaching value orientation should be changed with the needs of The Times, to realize students' personal value and meet the needs of the country.

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Thoughts on Financial Accounting Management and Teaching Reform in Colleges and Universities

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Abstract: With the development of society, the Internet era is gradually coming, its arrival to the traditional field of education has brought new opportunities and challenges. Educators have the obligation to understand the development trend and talent demand of this era. From the perspective of financial accounting management and teaching in colleges and universities, Internet technology should be applied more, so as to improve the quality of financial accounting management and teaching in colleges and universities. The main content of this paper is how to use new technology to improve financial accounting management and teaching efficiency in colleges and universities.

Keywords: Internet of Things era; Financial accounting; The teaching reform

With the development of society and education, colleges and universities have put forward higher requirements for financial accounting workers and teachers, hoping that teachers can have more excellent professional quality, so as to cultivate more excellent accounting talents for the country. Under the guidance of this goal, higher vocational colleges have carried out innovation and optimization of the whole education system. Financial workers and teachers of financial specialty should also carry out innovation and optimization of financial management and teaching work.

First, the impact of the Internet era on financial management in colleges and universities

The emergence of Internet technology has led to the change of social structure. In this context, the working mode of financial workers and teachers in colleges and universities has changed, and efficient management and efficient teaching need to rely on Internet technology. For school financial managers, under the traditional financial mode, financial personnel need to rely on "cash journal", "bank journal" and other books for manual bookkeeping, accounting speed is slow, inconvenient inspection, error when finding and correcting inconvenience; Traditional accounting also requires financial personnel to manually report to relevant departments on a regular basis, which consumes manpower and material resources and improves the management cost of higher vocational colleges. Generally speaking, it is not conducive to the improvement of financial management efficiency; Under the background of new era, the Internet technology mature, all kinds of financial, tax application software development, financial management personnel can rely on computers and related software to complete accounting, accounting work, greatly improved the work efficiency and save working time, lowering the cost management of higher vocational colleges of financial management work in higher vocational colleges is a big step forward.

From the perspective of financial teachers, in the traditional mode, due to the lack of teaching AIDS, it is difficult to carry out more practical financial teaching for students in the classroom. As a result, the teaching structure at that time is not scientific enough, with too much theoretical teaching and too little practical teaching, which is not conducive to the improvement of students' financial application ability. The application of Internet technology in the teaching, greatly promoted the development of the teaching quality of financial, today, the teacher can make use of the Internet technology in the classroom teaching by example, field teaching improve the financial practical application ability of students, help to improve their employment competitiveness, will help the students after entering jobs quickly using financial work, reduce the secondary study and practice time.

Second, the reform of financial accounting management

1. Problems existing in financial management

Under the background of the new era, some changes have taken place in the financial management system of colleges and universities. Through the improvement of the leadership policy of the management of higher vocational colleges and the efforts of the financial staff, the financial management of colleges and universities has made great progress compared with the past, but there are still some problems that need to be solved urgently. From the point of the present actual situation, the first problem is the lack of innovation consciousness in the process of financial personnel in the work, in the process of performing tasks too conform, on the application of Internet technology is not enough, some could technology solve the problem through the network, still rely on manpower to solve, is not conducive to promote the efficiency of work.

2. Financial management solutions

In order to further improve the efficiency of financial management, higher vocational colleges should consciously train financial management personnel and establish a stronger financial management team. For example, colleges and universities can organize financial skills training activities regularly and irregularly to improve the Internet skills of financial personnel, enhance their ability to deal with financial problems and strengthen the professionalism of the financial team. Secondly, colleges and universities can also invite relevant experts or excellent financial workers from other colleges to share experience with the financial team of our school, teach magic tricks and improve the professional ability of financial workers. Secondly, financial workers should also maintain an aspirant heart, constantly enrich their financial talents, and strengthen communication with colleagues, learn to use the strength of the team to solve problems.

Third, financial accounting teaching reform strategy in colleges and universities

3. Problems existing in financial accounting teaching in colleges and universities

For many years, financial teaching in higher vocational colleges in China has generally existed the situation of excess theoretical teaching and insufficient practical teaching. Under this teaching mode, students will directly lead to excess theoretical knowledge and insufficient practical ability. After entering enterprises, they still need to conduct secondary study and practical exercise, which is not conducive to the improvement of work efficiency. In addition, there is a single teaching form in the teaching process of financial accounting in higher vocational colleges. Financial accounting course has very strong conscientiousness, all financial teaching should be based on the real financial knowledge and the latest financial policy to expand, so will make students feel boring, if the teaching form is too single, can let students produce learning fatigue, and even produce school-weary psychology, is not conducive to promote the efficiency of teaching.

4. Financial accounting teaching reform strategies in colleges and universities

4.1 Enrich the teaching mode

Financial accounting teachers should make more use of Internet technology to enrich teaching forms, enhance teaching interest and attract students to learn fun. For example, on the basis of micro-classroom teaching, teachers can attract students' interest by telling stories in a relaxed and artistic way, which can promote students' professional knowledge and skills of finance and accounting in a pleasant classroom atmosphere. To He Zong teachers in teaching process, should hit the scene, guiding, interactive experience, try to avoid using daunted type teaching, using the story form the interpretation of heuristic and inferential questions of communication teaching method in teaching, to expand training of students' logic thinking analysis induction ability and can active classroom atmosphere, stimulate their learning autonomy at the same time.

4.2 Strengthen the proportion of practical teaching

Practical operation teaching is an important part of financial accounting teaching. Teachers should pay attention to scientific planning of theoretical teaching and practical teaching in teaching, strengthen the proportion of practical teaching in the whole accounting teaching, so as to connect theory with practice and help students form systematic financial accounting knowledge and skills. For example, teachers can properly carry out case-based classroom teaching, leading and guiding students in the teaching process. When a unit of accounting teaching, teachers can according to the teaching material content by my network channel search related practical cases, through case teaching to attract students' learning interest, and help students to build the relevant practice learning situations, guides the student to immersion, guide the study of these other practical problems a multi-angle deep observation and thinking. And summed up the comprehensive, correct way to solve the problem. After that, teachers can use classroom discussion teaching to further strengthen and enrich the basic knowledge points lacking in the original teaching design, and constantly train students to strengthen the understanding and application of basic accounting knowledge, and train students to use financial knowledge to solve practical financial problems. Help students to systematically summarize, analyze and process the accounting information knowledge they have mastered, and improve their ability to solve practical problems with production and operation process management technology and modern accounting knowledge.

5. Conclusion

The basic Accounting Practice course, as the core course of all major financial accounting majors in the university, actively and orderly promotes the optimization of teaching objectives and teaching content of this course, and promotes the systematic reform of financial accounting teaching. At the same time, due to the continuous improvement and improvement of the teaching system and the continuous optimization and progress of the teaching quality, students also benefit a lot. Their practical application ability of financial accounting has been continuously developed and improved in the learning practice teaching, which is conducive to the common progress and growth of teachers and students.

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Problems and Countermeasures of Accounting Practice Teaching in China

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Abstract: In the current educational environment, accounting is loved by students and their parents, and has become one of the popular majors for examination. However, accounting is a subject that not only requires students to fully learn theoretical knowledge, but also requires students to have strong practical operation ability, so it is very important to actively introduce practical teaching in accounting teaching. In the process of practical teaching, students can have a more comprehensive and broader understanding of the accounting knowledge they learn daily, integrate knowledge with practice, and fully think and learn in the process of practical teaching. In this way, students can learn more skills and knowledge that they cannot learn at ordinary times, which is convenient for their future study and work. In the process of practice, students can sum up their own learning methods to improve their thinking ability and practical operation ability, for the future study and work. But in the current accounting teaching in colleges and universities, there are still many problems in practice teaching. In the following, we will discuss the problems facing accounting practice teaching and how to solve the existing problems.

Keywords: Accounting; Teaching; Practice

Preface

In today's era of rapid development, the accounting is not only loved by students and their parents, the social demand for accounting is becoming more and more high, no longer constrained students professional quality, and attaches great importance to students' actual operation ability and self-study ability, so, from the point of view of the current era, practice into daily accounting teaching is very important. The introduction of practical courses in teaching can enable students to better learn accounting knowledge and integrate it [1]. In the process of knowledge practice, it is inevitable that knowledge is sublimated and internalized, which will also help students to better participate in school practice courses. This education mode caters to the requirements of the current era for accounting, and tends to cultivate applied accounting talents. It can better help students learn basic accounting knowledge, improve their practical operation ability, and lay a foundation for their future work development. Therefore, we shoul d recognize the problems existing in the current accounting practice education, and solve the problems, further meet the requirements of The Times, train the application-oriented accounting talents needed by the country, and help the further development and progress of the country.

First, the problems of accounting practice teaching in China

1. Backward concept of education

At present, the dominant position in accounting teaching is still the teaching of theoretical knowledge. In the process of education, teachers cannot cater to the development and requirements of the current era. They still teach in accordance with the traditional education methods, which leads to the deviation of students' understanding. Students will think that the subject of class is theoretical knowledge, rather than students' individual. In daily education, most teachers ignore students' independent learning and practical ability, as well as their subjective initiative and dominant position. As a result, students are one-sided in learning accounting theory knowledge and unable to apply the accounting knowledge they have learned to practical operation, which results in inadequate working ability of students. Later, students could not well integrate into the fast-paced and demanding work environment, resulting in misunderstanding of accounting. In class, students while learning the accounting theory knowledge, such as rendering accounting financial statements and books, processing method, the basic conditions are but in reality to solve the problem, students rely on the foundation of theoretical knowledge can't solve all problems, can improve students' personal ability, for the practical field, the accounting subject, Is a big problem [2]. Therefore, practical teaching should be added in the daily teaching process to cultivate students' operational ability and the ability to timely analyze and rationally solve problems, and the cultivation of this ability depends on students' learning of accounting practice.

2. The popularization of practical teaching is not comprehensive

Although in today's society, accounting education is constantly changing to meet the social development, there are still some colleges and universities do not offer practical education, and do not realize the importance of practical teaching in accounting learning. These schools and school teachers generally exists in the backward thinking, think that should be in school learning the

theoretical basis of accounting knowledge, improve the performance of specialized courses, focusing on student transcripts of good, not put themselves in for the sake of students, to improve the students' actual operation ability, and no instead think the speaking ability should learn on the job, rather than learning in the university, This also leads to the lack of practical operation ability of students, can not better study accounting knowledge; Secondly, it is precisely because of this wrong idea that practice is not valued in daily teaching, so schools do not offer practical courses. Moreover, practical courses need to have a relatively perfect teaching facilities, which for some economically backward areas of higher vocational school, is a big pressure of teaching, the school because of insufficient funds cannot be carried out in practice course, but practical courses often require more teaching equipment and materials, these for school, are unable to resolve things in a short time, As a result, schools cannot offer practical courses.

3. Backward education methods

Since the practical teaching of accounting has not been put forward for a long time, all schools are in the experimental exploration stage, so the practical education lacks a reasonable teaching system in the daily teaching process. The relevant courses with strong practicality and practical operation in accounting practice are also under great pressure for teachers. As a teacher, we should sum up a set of reasonable and efficient teaching methods and education system in the teaching process, and use this system to teach. In the teaching of practical courses, teachers should control every link, closely link the content of practical courses, and teach and teach in class one by one. However, some teachers do not have such ability. They have not been engaged in other jobs, but become teachers from students. They also lack strong practical operation ability and the ability to solve unexpected problems, which will lead to the failure to promote practical education.

4. The teachers' cognition of practical teaching is not comprehensive

Two, how to solve the problems faced by accounting practice teaching

4.1 Change the teaching methods and ideas of teachers

Only by cultivating teachers with excellent educational ideas and methods can teachers guide students to better learn accounting knowledge in the education process and internalize knowledge through practical courses. Teachers should not only study and research the good education system and method, also need to improve their skills, teachers should be trained [3], strengthen post learning in practice, improve their professional skills and core literacy, in the study, work experience and lesson, the teacher in improved their skills at the same time also more conducive to education of students in the class. The school can also organize students to study on their posts, and cooperate with local enterprises to conduct regular internal learning and training for teachers and students, so that problems can be found and recorded in time for students to explain in class later.

4.2 Add practical courses

The arrangement of practical courses in schools must not be simplified, which will lead to students being limited to some simple work. For example, when students learn accounting, they tend to focus on the verification and auditing, but ignore other aspects. This will lead to the lack of professional skills of students in the process of practice, unable to analyze and solve special situations. Therefore, in the course, students should be trained to adapt to the changing situation, the practical courses should be refined and diversified, not limited to one form, but multiple test situations coexist, and students should be trained to actively analyze and solve problems. In addition, the content should be more comprehensive, not only limited to the generation and solution of problems, the content of the class should also be connected with social hot spots, to meet the requirements of The Times, but also improve students' ability to adapt to the situation, and train students' practical ability of accounting.

Conclusion In today's society, to cater for the development of The Times to train accounting practice education, practice education is a very important part of accounting education, is an indispensable part, not only can not be missing, but also in the later development of accounting education needs to pay enough attention to. In this way, students with practical ability, independent thinking and problem-solving ability can be trained to devote themselves to social work and contribute to the further development of the country.

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Inheritance of Shandong Zheng in Shenyang Conservatory of Music

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Abstract: In this article, the Shandong tradition Zheng art the main way of art form, melody structure, performance, playing techniques and so on has carried on the simple demonstration, and famous Yun-Juan Zheng master Zhao Yuzhai's representative works to illustrate the new development of Zheng art in the 20th century in Shandong, as a folk to professional colleges and universities teaching master of art, Mr. Zhao Yuzhai not only brought folk music into professional art colleges, but also cultivated a large number of outstanding artistic talents in Shenyang Conservatory of Music. Among them, artists represented by Mr. Gao Liang continue to develop and innovate Shandong Zheng music art. This article uses the classical Shandong music piece "Ying Zhuan Huang Li" and its variations to explain how Shandong Zheng music art adapts to the needs of the society in the new period, and continues to inherit and develop the method, which is worth learning.

Keyword: Shandong Yun-Juan Zheng； Zhao YuZhai, Gao Liang； "Ying Zhuan Huang LI"

1. Intruduction

Shandong Zheng music art has a long history, a large number of famous artists. The Yuncheng and Juancheng traditional Zheng music art in Heze is the most representative. Scrutinize the Yun-Juan Zheng of Shandong music has a unique style and reason, should be in here, Zheng music in the process of formation and development of long, in the local music ecological and ethnomusicology environment, the influence of some similar technique, method of creation and aesthetic style of artists, they use different music organization, velocity transformation, the trend of the melody, unique method of performance, Create and convey emotions.

2. Zhao YuZhai composed Zheng music

After the 1950s, Shandong Yun-Juan Zheng master Mr. Zhao YuZhai transformed from a folk artist to a Zheng teacher in a professional music university, the diverse music forms and rich theoretical knowledge of the school broadened his musical horizon, and brought new inspiration and opportunities for his Zheng music creation and improvement of instruments.

Zhao YuZhai created and has outstanding achievements of Shandong Yun-Juan Zheng music should be "Si Duan Jin" and "Qing Feng Nian". (Zhao YuZhai, 1984). Feng Guangyu, Chen Anhua, Zhuang Chen and other scholars, Zheng artist evaluation "Si Duan Jin" for the first time to try to draw lessons from piano playing techniques for chord performance, "Qing feng Nian" opened up the hands to play Chinese Zheng, creating a new road of modern Zheng music. In addition to the two Zheng pieces, "Ying Zhuan Huang Li Variations" is Mr. Zhao based on Yun-Juan traditional Zheng pieces and become, so far in Shenyang Conservatory of Music based on this piece created different versions left important influence, so this paper focuses on the inheritance analysis of the famous Zheng piece, explore the creation characteristics and musical value of this pieces.

3. "Ying Zhuan Huang Li"

3.1 Original version

The original "Ying Zhuan Huang Li" is a traditional Shandong Zheng piece performed by Li Lianjun and Zhao Yuzhai. This work is a Zheng piece derived from the folk tune "Ba Ban", which is also the structure of "Ba Ban" (68 plates in total). The melody of the whole song is bright and light, and the rhythm is close, mainly with sixteenth notes.

In the performance of the work, the musical image of oriole and bird echoes with the title is revealed by the wide use of the right hand knuckle cleft finger of thirty-two notes and the left hand glide. (Yang NaNi,1988). The theme of the whole song is determined at the beginning of the music, which is short and full of characteristics.

3.2 Zhao YuZhai 's version "Ying Zhuan Huang Li Variation"

In the 1950 s, Zhao Yuzhai in the Original version basis of using variation method adapted variation, and published in 1963, G Major, divided into three passages, all by the "Da Ban" Zheng piece "Ying Zhuan Huang Li " and its two variation, Zhao Yuzhai respectively three passages set different play mood. (Du Juan, 1995).

This piece of work has achieved great success, making the development of traditional Shandong Yun-Juan Zheng music to find a new direction. Although there is no use of playing Zheng with two hands, its variation technique provides a space for later musicians and Zheng artists to think.

4. The creation and development of Shandong Zheng music in Shenyang Conservatory

of Music

4.1 New opportunities, new attempts

From the 1950s to the 21st century, Shandong Zheng music is taught in the scope of Shenyang conservatory of music for inheritance, achieve the development of creation. Influenced by the social development and the creation of Zhao Yuzhai, there emerged many modern Zheng music played by hands. Shenyang conservatory of music has also created Zheng music with different styles, such as Yin Qiying's "Dance music of Yao Nationality", the original song is drawn from the Yao people's song and dance drum style in northern Guangdong. Yan Li created the Northern Shanxi style Zheng piece "Spring Plowing Ballad", northeast Liaoning local drama style "Liaonan Sentiment", and so on.

2013, Shenyang Conservatory of Music held a concert, presenting some works of Zhao Yuzhai and modern Zheng. So Gao liang have some ideas, how to make Shandong Zheng can be a little new.

Gao Liang came up with the idea of ensemble and accompaniment by Zheng and piano. On the one hand, under the influence of teacher Zhao Yuzhai. Mr. Zhao study piano as early as 1953, and was inspired to apply the playing method of piano to Zheng, which achieved great success, and thus opened the era of playing Zheng with both hands. So on the one hand, there is something that the two instruments can communicate with each other. In addition, many modern Zheng piece are accompanied by the piano to create a new auditory effect, which can be said to be a new artistic appreciation characteristics given by the modern era. (Gao Liang, 2020).

Gao Liang thinks that the Yun-Juan Zheng piece created, such as Zhao Yuzhai's works are landmark works, in that era Zheng artists are affected by the development of society, Zheng music created Zheng piece, with that era, that period of living fossils. Therefore, as a zither player in the 21st century, we should not correct it with today's vision. The original inheritance of Zheng music is to preserve the historical status quo.

The creation and composition of Shandong Zheng music within the range of Gao Liang mainly presents the following characteristics: First, according to the tune of the original Zheng music, music connotation and performance skills, on the basis of retaining the structure of Zheng music to expand. Second, Zheng music adopts the method of adaptation of folk variations, but also the use of modern performance skills such as rapid fingering.

4.2 Gao Liang's Adapted Version of "Ying Zhuan Huang Li Variation"

The original "Ying Zhuan Huang Li" is Shandong Yun-Juan Zheng music, standard Ba Ban structure, a large amount of use of rhythm, small remote techniques to shape Shandong local flavor, presenting a complete and distinct musical image. Last century 50's Zhao Yuzhai Zheng piece for creation, in the original song to increase variations and reappearance of a total of three sections, then Mr. Gao Liang respectively in the inheritance of the tradition on the basis of active adaptation, with piano accompaniment.

Gao Liang very early conscious of the creation of Shandong Zheng music, according to Mr. Zhao Yuzhai's "Ying Zhuan Huang Li Variations" adapted Zheng music, by Gong Rongguang piano accompaniment. This musical version was published in the magazine Qin Zheng in 2015. In July 2015, it was premiered at Shenyang conservatory of music Concert Hall under the student Huang Zizhen. This version inherits the music creation idea of Zhao Yuzhai's version, and on this basis, it adds an introduction and expands with various variations to enrich and complete the content. Gao Liang created the Shandong classical Zheng music, so that Shandong Zheng music can be with The Times.

The musical mood of the introduction is slow and free, fresh and lively, and this section uses the fast up-slide imitation of Shandong Zheng song Oriole bird singing voice, a large number of heavy tremolo playing skills to show the style of Shandong Yun-Juan Zheng piece charm. Through the imitation of the fifth and octave, a happy scene of playing, singing and communicating between orioles and birds is created. At the end of the introduction, the upper glissando of RE and SOL is used to imitate the oriole's call, and the upper glissando of SOL is increased into the rhythm of the first eight and the last sixteen, forming a cleverly designed connection with the beginning of the paragraph.

5. Conclusion

To sum up, the survival and development of traditional music achievement a unique way of inheritance with the development of the Times, that is, from folk to professional art colleges. The development of Shandong Yun-Juan Zheng is such a worthy example, from this article can be found that the inheritance and development of a music, need the common attention and efforts of the whole society, but also need to have more professional institutions and institutions of support, only in this way, our music career can continue to progress.

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Analysis of CHOPPIN's ETUDE Op.25，No.2

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Abstract: Choppin is one of the most influential and popular piano composers in history. He was a representative of Europe in romantic music. He composed 27 piano etudes, which took the piano art to a higher level. Op. 25, No. 2 is the second etude in Choppin's Etude Op. 25, which is an etude in F minor.

Keywords: Choppin; Etude; Technique; Performance

Choppin composed a total of 27 piano etude pieces, including two separate pieces, Op. 10 and Op. 25, each containing 12 pieces, and three new etude pieces without a work number, which laid the foundation for the revolutionary style of piano performance at the time, is the most challenging and evocative part of the concert's piano repertoire. This paper tries to study the musicality and playing skills of Choppin's etude Op. 25, No. 2.

CHOPPIN's ETUDE Op.25，No.2 was composed in 1836-1837 as an etude of feeling and rhythm. Choppin wrote the Etude at the time of Warsaw's defeat, so the fast playing right hand melody in the piece reflects Choppin's restlessness, and the triplet on his left hand is like Choppin's sigh of resignation in the midst of grief. This piece is one of the easier pieces in the etudes. Although the technique of the etudes is not too difficult, it is not easy to master its music feeling perfectly. It requires a great imagination on the part of the player, deeply understand the mood of the composer when he composed this piece.

1. Playing technique

In this piece, the left hand and the right hand are in triplet form. Choppin uses eighth notes and quarter notes to separate the left hand and right hand melodies. On the surface, both hands are legato playing, but this is a very sensitive, light Legato, in order to control the need for good finger Kungfu, the following is the work of some of the playing skills and methods.

1.1About the method of practice

(1)Slow play. Slow practice is the root of overcoming all technical obstacles, so that every movement is fully prepared and precisely controlled, so that every sound played is more attractive and more worthy of consideration.This piece can be practiced from eight times slower than it should be, Although this piece requires very fast playing speed, slow practice is the key to achieving standard playing speed. The main purpose of slow practice is to enhance the feeling of finger legato playing, to get a deep sense of the hand power transfer, and to keep these feelings in fast playing, paying attention to the simultaneous movement of the upper arm power with the fingers, each note should carry the arm into the instrument, so that the sound does not float to the surface.Until each note is of good quality and under strict control.

(2)Layered acceleration. The first floor, to the time can reach the speed as the center, from the slow two gear speed to start training, gradually training to fast two gear speed. For example, if you could track a service that was♩＝106, then you'd start with a service that was ♩＝100, then you'd go to the service that was ♩＝103, then you'd go to the service that was ♩＝106, And then accelerate to♩ ＝110,then you'd go to the service that was ♩＝114. Then go back, from fast and slow, to the service ♩＝100. With this method, you'll be able to reach ♩＝114 with complete control of the second gear: with ♩＝114 at the center, two more steps above and below, namely: from♩＝106 to ♩＝110, 114, 116 to 120, then back again, and so on. Level 3 will be equal to ♩＝130, and level four will be equal to ♩ ＝142. Once you've reached the desired speed of 142, you still need to go back to a slower speed, like ♩＝100 or even 71 .

(3)Low-fingering exercises. The aim of this exercise is to strengthen the sense of touch of the fingertips, making them quick and sensitive. Because this warp speed is required, the power of the fingers needs to be focused on the keys to make the sound sound strong, focused, and even. In the low finger sticking exercises, the fingers do not leave the keyboard surface, all actions only in the key surface and the bottom of the key alternated between the fingers to touch the keys very low, relying on the fingertips of small movements to send out a clear grain of sound. After a long period of low finger sticking exercises, you can master and strengthen the movement of the first joint of the finger, thereby playing a smooth and high-quality tone. When we play quickly, we need to combine the fingertips and the upper arm, both the sharp particles of the fingertips sound, and the arm to transfer power laterally, the two complement each other, can not be missing.

(4)Finger lift. The first way is to raise the finger, with a strong strength to play, initially only the right hand, and then to join the left hand. The left hand can be played in two ways, the strong way, which matches the right hand, and the softer way, which is the final

desired effect. The second way is to raise your fingers, but touch the keys in a gentle way that acts as a shock absorber for the weight of your arm.

1.2 The question of the wrist

The wrist must be firm, not limp, but flexible, not stiff.When playing this piece, we should pay attention to the wrist of the left hand can not move with the rhythm, should control the wrist movement, can move laterally, but can not move up and down. Several parts of the piece have large scale connections, requiring one finger and five fingers to be open, avoiding large movements to break up the musical coherence. Therefore the wrist can not be stiff, need to relax the wrist to move up and down left and right quickly, in order to deal with the rhythm and strength of the music.In a word, the wrist is the most important force regulator in piano playing. If you can't use the wrist correctly, the whole playing will be dull and lifeless. In particular, the wrist should be careful not to move at will, there should be no unnecessary movement. Any wrist movements should not affect the clarity and clarity of the fingertip keys, any extra wrist movements will make the sound weak and unfocused.

1.3 About pedals

Generally speaking, the piano pedal is by the Left Pedal, the right pedal, the middle pedal composition. These three parts play different roles in the process of playing the piano, each playing a different role. The right pedal is the sustain pedal, which mainly acts as the sustain pedal; the Left Pedal is the mute pedal, which acts as the Mute Pedal; the Middle Pedal part extends the pedal, which acts as the lengthening part, which acts as the sound, and secondly, it has the function of preventing the sound from disturbing others, but it doesn't have the power of musical expression. In the piano performance, more is the right pedal, and the middle pedal in the performance process, basically is not used. So in the history of some people say "Pedal is actually the soul of the piano.".There are many notes in this etudes, each note must be clearly discernible, the keys must be released cleanly, and the joining of pedals must be avoided, the key to pedaling is not to press down too hard with too much force, which will produce some noise. You should press down gently and then release gently. Deliberately, you can press down the pedals first and then play the first note, instead of the first note and the pedal going down at the same time.

2. Music processing

When playing this piece, we should pay attention to control the breath of the piece. Right-handed phrases are longer and have more notes and may be played with extra stress or with a left-handed beat. Therefore, we must control the breath, a phrase with a breath play integrity, in the integrity of the foundation more attention should be paid to ups and downs. At the joint of the phrase, you can cross over quietly and don't breathe loudly. In addition, there are two small points to note: (1) In Bar 57 there is a Semitone in the right hand, which is played naturally here, and it is meant to be soft and soft, and it is meant to be Staccato, not to jump too much. (2) Pay attention to the end slowly do not drag water, do not appear too early. In addition, Choppin's ornamentation is highly melodic, requiring the small notes of the ornamentation to be naturally incorporated into the music.

The whole piece has more triplets and requires higher speed and clarity. The stability of the fingertips during playing is the embodiment of technique, the flexible use of limbs and wrists and arms to control tone and elastic melodic features is an artistic expression of Choppin's work.

3. Conclusion

This paper analyzes Choppin's Etude Op. 25, No. 2 from the aspects of playing skills and music processing, which has certain enlightenment for playing and understanding Choppin's etude. Choppin piano etude melody sincere, beautiful, with a strong singing and strong artistic charm, it is worth every piano player to study, deepen the understanding of the works, improve performance ability.

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Appearance Design of Public Buildings Based on the Perspective of Cognitive Psychology

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Abstract: In today's era, with the rapid development of science and technology, people's thinking has become more and more imaginative. The phenomenon of cross-border integration and mutual exchange and reference of various disciplines is booming, and the appearance of public buildings has also appeared in many different forms. Important elements of the city. This paper takes cognitive psychology as the starting point, after in-depth understanding of the current conditions of public building exterior design and its influencing factors, from building exterior cognition to various stages of psychological processing, and then analyzes the methodology of public building design.

Keywords: Cognitive Psychology; Public Building; Appearance Design

Constant exposure to familiar situations allows us to build patterns in our minds, mental frameworks that allow people to respond quickly to the world they are in, but also allow people to see things that are not there. People build mental frameworks for physical environments such as schools, streets, offices, etc. The same people build mental frameworks for websites and applications.Therefore, people's cognitive and psychological characteristics should also be considered in the design of public building appearances, so as to design a very comfortable building appearance.

1. The Current Situation of the Appearance Design of Public Buildings

A public building is a building place for public use, and it is also a public space used by residents of a certain area. In ancient times, public space was determined by factors such as rituals and hierarchical norms, while the appearance of modern public buildings reflects the common psychological demands of people. In today's rapid urbanization process, creating urban landmarks with unique images is regarded as a quick way to shape a city's image. In some places, there is even a misunderstanding of chasing peculiar and spectacular buildings. In fact, the aesthetic tendency of the public is also a very important factor in order for the building to be recognizable and can largely influence the aesthetic characteristics of public buildings.

From the proportions of the human body in the architecture of the Parthenon to the "round sky and place" mentioned in the Shanghai Art Museum's concept, a critical observation of the formal composition of contemporary architectural facades shows the lack of meaningful expression in our current urban architecture, It does not take into account the particularity of the environment where the building is located and the people it faces, let alone the cognitive and psychological characteristics of people of different ages. Many things we see around are still disorderly accumulation of architectural symbols, neither architectural features that conform to local cultural characteristics, nor comfort that conforms to people's cognitive and psychological characteristics.

2. Theoretical Basis of Cognitive Psychology

Cognitive psychology as a scientific discipline has its origins in philosophical considerations in the time of Plato. It was not until the 1950s that Donald Broad bent proposed the basic theoretical framework of cognitive psychology, and from then on, cognitive psychology began to take on a scientific character. Cognitive psychology is the process of expressing the feelings that people have when they see the appearance of buildings, and then expressing them in a certain way. Regulation, giving meaning to short-term memories or stimuli, to form the whole process of cognition.Nasser's book "Cognition and Reality" mentioned that perception is real-time, and the behavior that occurs in a specific environment is closely related to the situation. Situational analysis is a real-time, specific analysis of the cognitive environment, including internal and external analysis and analysis of social factors.

"Cognition" is simply the acquisition and use of knowledge, which involves two issues: one is how knowledge is stored in our memory, and the memory content of what is stored; the other is how knowledge is stored in our memory. Process issues used or handled. The former emphasizes "mental structure", while the latter emphasizes "mental process". The above two issues are the two major directions of cognitive psychology research. Therefore, cognitive psychology can be defined as: scientific analysis of human mental process and structure in order to understand human behavior. The main theoretical framework of cognitive psychology is the "information processing model".

3. Appearance Design Strategy of Public Buildings Based on Cognitive Psychology

Psychologists have conducted many studies and found that we tend to seek stability when looking at things, prefer very stable

architectural forms, and this characteristic is reflected in the element of architectural aesthetics, which is visual balance. There is a symmetrical balance and an asymmetrical balance. Repetition is what architecture and music have in common. For example, the form of windows, doors, pilasters and window headers is a continuous and simple repetition that creates a sense of rhythm. Windows and doors etc. fulfill their function but also provide a flexible and dynamic rhythmic aesthetic through the repetition of many different forms.Situational analysis is the study of cognitive perceptions and perceptions of the environment. Combined with the physical attributes of the body in embodied cognition, the way and steps of the cognitive process are determined. There is a limit and scope of human perception. Therefore, the scope of human perception should be considered in the design of public buildings. Completely communicate information about the environment.

The overall length, width, height and proportions of each part of the building should give people a visual aesthetic. The Greeks discovered the golden ratio of length and width of 1:1.618, and the great Renaissance architect Palladio proposed the beautiful ratios of 1:2, 1:3, 1:4 and 1:5. Therefore, the architect or painter should follow these proportions while understanding the big picture of the building and perfecting the details. Some buildings do not pay attention to the proportions of their components, creating an abrupt and discordant visual impression. The combined effects of unity and change, contrast and tension interplay, resulting in a rich aesthetic. Variation in unity, in addition to reducing the possibility of monotony and boredom, often evokes attention and pleasure, and is not limited by the nature of the building. Contrast and intensity, on the other hand, are applied more to public buildings.

Through the analysis of the concept and working principle of long-term memory, it can be seen that when people conduct perceptual analysis of the color of public buildings, even if they have never visited the place, the color of public buildings is not a completely unfamiliar element. The knowledge and experience he possesses are affecting his perception, not to mention that for the aboriginal people who grew up nearby and even in these neighborhoods, the memory of the past living here affects his perception of color elements at every moment. perception. The preference for architectural color and texture varies from person to person, but the beauty of architecture is mainly based on a set of harmonious order. Under this general principle, the use of color is also based on the principle of achieving a certain harmonious order, which can be changed if necessary. , for interesting contrast and tension. Comes in different thicknesses and textures. This is also an important factor in the richness of architectural aesthetics. For example, the contrast between the roughness and heaviness of the stone and the lightness of the glass frame creates a rich aesthetic, as does the contrast between the transparent concrete walls and the wooden windows, creating a deep and restrained through the roughness of the concrete harmonious.

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How to Cultivate Pupils' Attention Quality by Using Activity Class

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Abstract: Attention is a positive psychological activity. It is a golden key to open the door of wisdom. Without attention, there would be no understanding of things. It is a sufficient and necessary condition for all psychological activities. With attention, students can keep their feelings, perception,imagination,thinking,memory and other intellectual activities in the learning process, and they can concentrate on learning. Therefore,cultivating students' attention quality is an important psychological factor to make learning effective. Mental health education activity class is a kind of education and teaching form quietly rising in the process of quality education. Compared with many forms of mental health education, it has the characteristics of various forms, strong interest, active classroom atmosphere and new teaching ideas. Then, how to use activity class to cultivate the attention quality of primary school students? The author summarizes the following methods through teaching practice:1.Determine the activity organization form according to the students' psychology of "seeking novelty" and "seeking difference".2.Select the training content based on students' life experience.3.Take some simple self-test methods to stimulate students' desire for training.4.Extend extracurricular activities and apply them practically.

Keywords: Attention；Quality；Activity class

Text:

Attention is a positive psychological activity. It is a golden key to open the door of wisdom. Without attention, there would be no understanding of things. It is the sufficient and necessary condition for all psychological activities. Comenius called "attention" as "light", and he thought that the light of teaching art was "attention". With attention, students can keep their feelings, perception, imagination, thinking, memory and other intellectual activities in the learning process, so that they can concentrate on learning. In class, only when students pay attention to listening and studying can teaching be carried out effectively. We often find that in the classroom, students' attention is not attracted by the teacher's lectures, either playing with small objects or being distracted by something outside. Some students seem to be listening to the class on the surface, but in fact, they are already absent-minded, and as a result, the learning effect is not good. Due to the lack of understanding in class, their homework often makes mistakes, which can't keep up with the whole class for a long time, making them lose their confidence in learning, thus leading to other psychological problems. Therefore, cultivating students' attention quality is an important psychological factor to make learning effective.

Mental health education activity class is a kind of education and teaching form quietly rising in the process of quality education. Compared with many forms of mental health education, it has the characteristics of various forms, strong interest, active classroom atmosphere and new teaching ideas. Children pay attention for a short time. They love everything from interest and are full of curiosity. Activity classes can just meet their psychological needs from these aspects. It is not difficult to see that activity class plays an important role in the training of primary school students' learning ability and the cultivation of their attention quality. Using activity class to cultivate primary school students' attention quality will achieve better teaching effect.

Then, how to use activity class to cultivate the attention quality of primary school students? The author summarizes the following methods through teaching practice:

1. Determine the activity organization form according to the students' psychology of "seeking novelty" and "seeking difference".

Pupils' organizational forms of activities that they have never seen or felt in class will have a strong psychology of seeking novelty and difference. Driven by this psychological state, they will be highly focused, thus achieving good activity results. Therefore, before choosing the organization form of activities, teachers can take a side survey.

2. The training content is selected based on the basis of the student's life experience.

Compared with adults, primary school students have little life experience, insufficient life experience, and limited knowledge. The training of attention must first follow the principles of psychology, but if you do not consider the basic life experience of primary school students, the principles of rigid psychology will put primary school students in an unattainable situation, so that students feel that they cannot grasp the direction in the clouds and fog. Therefore, when selecting the content of training attention, it is necessary to follow the principles of psychology and consider the basis of primary school students' life experience. Only in this way can we

truly achieve the purpose of training. Due to the limited knowledge learned by primary school students, they cannot use complex and cumbersome training contents and methods, and the training content and training focus can be selected according to the difficulty of the knowledge they have learned. The characteristics of primary school students' attention development are gradually shifting from unintentional attention to intentional attention, and the concentration, reaction speed, and transfer of attention can be set as the focus of training. When training attention concentration and reaction speed, you can choose some games as training content, such as: "Clip the pencil", "stepping on the foot", "thug", "saying the opposite" and other games that are popular with primary school students. When training attention transfer, you can choose the addition operations that elementary school students are most familiar with:

Question 1: Write two numbers, one on top of the other. Take 4 and 2, for example, and add them up, write the single digits of the sum above the right, as shown below, and move the number above to the bottom of the right, and continue to do so.

4 6 0 6 6 2 8 0
2 4 6 0 6 6 2 8

Question 2: Start with the same number as above, then write the sum of the two numbers below the number on the right, move the number below to the top on the right, and continue to do so.

4 2 6 8 4 2 6 8
2 6 8 4 2 6 8 4

After a little practice, ask your classmates or teachers to issue orders to yourself every half a minute: "first", "second", "first", "second", etc., after listening to the command, draw a vertical bar, immediately change to another problem, and complete the homework as accurately and quickly as possible. Through multiple trainings, self-control is improved and the speed of conversion is accelerated.

3. Take some simple self-test methods to stimulate students' desire to train.

Some psychology books provide many methods of self-testing attention, and teachers can choose to use them according to the characteristics of students, and avoid using methods with more content and length of time. The tabular method can be used:

The numbers listed in the table below are 10 to 59, and if you can find 3 consecutive numbers (such as 10, 11, 12 or 37, 38, 39, etc.) in 30 seconds, your attention level is medium; if you can find it in 15 seconds, your attention level is superior; and if you take a minute and a half to find it, it means that you are careless and your attention needs to be well trained.

26	16	39	28	57
34	19	42	54	45
12	29	44	51	23
50	43	36	24	11
37	20	55	32	47
25	41	17	53	38
52	18	21	31	46
13	22	48	10	58
59	49	33	27	15
40	35	14	56	30

4. Extend the extracurricular, practical application.

Teachers design mental health education activity classes according to the characteristics and actual lives of students, and counsel students, the purpose is not only to meet the psychological needs of students in the activity class, he should run through the whole life of students, so that students can use training methods in life, in order to achieve better results.

The above are several methods provided by the author to use activity classes to train attention, which is an objective training method for students to pay attention to quality. At the same time, it is also necessary for students to fully realize the importance of training attention, subjectively grasp their own application of the training attention level to the learning process, and be the master of dominating attention, so as to make greater progress.

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Writing instructions: This article is the author's harvest after the lesson "Attention-the golden key to open the door of wisdom", which is intended to be a reference for front-line teachers.

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The Power of Teaching Strategy and its Impact on Children with ADHD

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Abstract: Attention deficit hyperactivity disorder (ADHD) is a type of disorder caused by brain dysfunction that is easy to be found in childhood, and it is common in children, adolescents, and adults. Although there is a lot of research on attention deficit hyperactivity disorder (ADHD), there seems to be a lack of comprehensive research on educational strategies and their effects on this disorder. This literature review attempts to discuss what ADHD is and some risk factors associated with the prevalence of ADHD, the executive function problems associated with ADHD and related interventions, other possible interventions or educational strategies, and ultimately, what kind of collaboration relationship should be achieved between the educator and the parent or family will be discussed.
Keywords: ADHD; Teaching strategy; Strength; Children; Influence

1. Defining ADHD and prevalence of ADHD

AttentionDeficit Hyperactivity Disorder (ADHD) is one of the most common childhood mental health disorders and is characterized by continuing inattention, impulsivity, and hyperactivity (Barkley, 1997). It is estimated that there is at least one child with ADHD in each classroom (Barkley, 1990) based on a global meta-analysis estimating that 5.3% of children and adolescents are diagnosed with ADHD (Polanczyket al.,2007)[1]. Regarding the factors or related factors that affect the prevalence of ADHD, many studies have reported that the prevalence of ADHD is higher in disadvantaged groups (Biedermanet al., 2002). Socioeconomic status (including income and education) and parental history of ADHD are both important risk factors for ADHD that may interact with each other to determine the prevalence(Rowland et al., 2017)[2].

2. Executive function and related interventions

Attention deficit hyperactivity disorder (ADHD) is a mental disorder that includes cognitive impairment (attention disorder). Therefore, neuropsychologists have conducted a lot of research on executive functions (EFs). EFs are understood as the ability to deliberately act under the influence of dynamic feedback from the environment. Typical aspects of EFs include cognitive inhibition, cognitive elasticity, planning, and working memory. Neuropsychologists also believe that cognitive inhibition is the most significant EF deficit in ADHD (Geurts et al., 2004; Pauli-Pott & Becker, 2011; Willcutt et al., 2001). Studies have shown that children with ADHD perform worse on attention tests, and also perform poorly on working memory, inhibition, and planning tests. The latter three are classified as the main categories of executive functions. At the same time, impaired inhibition has also been shown to be a characteristic of children with ADHD (Willcutt et al., 2001).

3. Interventions

There are a few specific cognitive profiles for ADHD patients because the type and severity of dysfunction in ADHD patients are heterogeneous and vary greatly at the individual level (Willcutt et al., 2005)[3]. Sustained attention and executive function are affected areas (Nigg, 2005; Willcutt et al., 2005), although only half of children with ADHD have actual executive function deficits (Lambek et al., 2010)[4]. Medication is effective for the core symptoms of ADHD, but the effects on cognition, especially executive function, are limited (Pietrzak et al., 2006; Coghill et al., 2007), so more treatment or intervention options are needed.

Cognitive training has been proposed as a possible new treatment for ADHD (Klingberg et al.,2005). Most cognitive training methods focus on improving both on the directly trained functions (Bikic et al., 2018). The theory of cognitive training is based on the concept of neuroplasticity, hoping to change the brain through new experiences. The goal of cognitive training is to reduce symptoms and improve function by enhancing defective networks and regions through external stimulation. There are cognitive training methods based on different theoretical frameworks, mainly training methods for working memory, followed by some training for attention and some executive function (Semrud-Clikeman et al., 1999; Johnstone et al., 2012; Shalev et al., 2007). Cognitive training studies often use parental and teacher ratings as outcome measures of symptoms and executive functions. Meta-analysis showed significant impacts on the overall symptoms and inattention symptoms of ADHD and rated executive function (Cortese et al., 2015).

4. Other interventions

In addition to cognitive training, there are other interventions or educational strategies that are effective in the classroom, class or school. First, academically, children with ADHD are more likely to have lower grades, score lower on standardized tests, and are more likely to be in special education (Loe & Feldman, 2007)[5]. Students with ADHD are also more likely to have higher absenteeism rates, are three times more likely to stay in elementary school, and are at higher risk of dropping out of high school (Barbaresi et al., 2007). Students with ADHD face many different types and chronic difficulties (DuPaul & Stoner, 2003). Some effective school intervention strategies including behavioral interventions, self-regulation intervention and family-school collaboration relationships will be discussed.

4.1 Behavioral Interventions

Behavioral interventions for students with ADHD include both antecedent- and consequence-based strategies. Antecedents are events that occur before and may trigger the occurrence of a particular behavior. Behavioral interventions include direct changes to the environment to reduce children's delayed reactions to the environment. At the same time, many antecedent-based interventions have been used to prevent inattention and disruptive behaviors. Teachers can publish and strategically review classroom rules (DuPaul & Weyandt, 2006) with a small number of rules and adopt positive wording. Another commonly used antecedent strategy is changing the length and/or content of assignments to fit the student's attention span which can help reduce disruptive behavior (DuPaul & Stoner, 2003). Consequence-based strategies involve manipulating environmental events to change the frequency of a given behavior after it occurs, such as positive reinforcement and self-management interventions (DuPaul & Weyandt, 2006).

4.2 Self-regulation Interventions

Self- regulating interventions are usually combined with the successful adoption or subsequent application of a teacher-mediated behavioral approach to encourage students with ADHD to monitor, evaluate, and/or strengthen their behavior. It can also help students reduce delayed reactions. Teachers and students with ADHD can simultaneously use the Likert scale to regularly evaluate their classroom behavior and work performance, and students will be strengthened according to the degree of matching between their self-evaluation and teachers' grades. As the students improve, the frequency of matching with the teacher's grade is gradually reduced, and only self-evaluation is used eventually. A meta-analysis showed that self- evaluation and other self-regulating interventions had significant positive effects on the work behavior and academic performance of students with ADHD (Reid et al., 2005). Meanwhile, in a study by Gureasko-Moore et al. (2007), results showed that training middle school students with ADHD to monitor their homework and classroom preparation can help them improve their organizational skills quickly and persistently.

4.3 Educator-parent Collaboration

Both family and school are very important components and influencing factors for children with ADHD, so effective communication and cooperation between family and school are of vital importance (DuPaul et al., 2011). Daily report cards (DRC) are one of the most frequently implemented effective interventions for children with ADHD (Owens et al., 2005). DRC can provide feedback to students and parents on classroom performance, work completion, academic performance, social relationships, etc. DRC can successfully improve classroom behavior and academic performance of students with ADHD, especially those with mild symptoms of ADHD (Murray et al., 2008).

5. Discussion and Implication

Although there have been many studies on ADHD, there are still many aspects that are not perfect or lack larger or different samples. School-based interventions are a key component of the treatment plan for ADHD students, but family education, cooperation and attention to mental health are also critical. Although there are many effective interventions that can more effectively meet the needs of students with ADHD, more research is needed.

Conclusion

In this literature review, the definition of attention disorder hyperactivity disorder (ADHD), prevalence, and some influencing factors for prevalence were discussed. At the same time, different educational methods, such as self-management, cognitive training and behavioral intervention, can be targeted to help students with ADHD with different needs. More research is needed to explore interventions, and the importance of cooperation between families, society, educators, and students with ADHD should not be ignored.

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Research on Curriculum System Construction of Innovation and Entrepreneurship Education in Higher Vocational Colleges

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Abstract: Higher vocational colleges mainly train professional and technical personnel. With the continuous development of economy and society, it is required that current education should pay attention to the improvement of students' comprehensive quality and promote their development. The improvement of innovation and entrepreneurship education is a new way for colleges and universities to cultivate talents under the development of The Times. It should focus on cultivating innovative talents and stimulate students' entrepreneurship. Based on the analysis of the current curriculum system of innovation and entrepreneurship education in higher vocational colleges, this paper proposes to improve the existing curriculum system of innovation and entrepreneurship in schools according to the actual situation of schools.

Keywords: Higher vocational colleges; Innovation and entrepreneurship education; Curriculum system

1. Current situation of innovation and entrepreneurship courses in higher vocational colleges

1.1 Single course setting

The single curriculum and form of innovation and entrepreneurship in higher vocational colleges is the most significant problem. The development of innovation and entrepreneurship education must be carried out with the content advancing with The Times as the main carrier of the curriculum, and the integrity of the curriculum is related to the overall quality of education. However, at present, many colleges and universities have not included innovation and entrepreneurship courses into the formal teaching system, and the curriculum is relatively simple and simple. They use general teaching materials and fail to carry out course teaching in accordance with school practice. Teachers do not have a high understanding of students' innovation and entrepreneurship training in teaching[1].

1.2 Low content of course practice

The teaching of innovation and entrepreneurship is not only limited to the curriculum, but also needs to be reflected in practice. However, many higher vocational colleges neglect the cultivation of students' practical experience. There is no good off-campus practice base for students, resulting in poor conditions for students' off-campus training and unable to promote students.

1.3 Lack of teachers

Curriculum learning and improvement are closely related to teachers' teaching. In the process of knowledge transfer of innovation and entrepreneurship, good teaching methods and models are very important. However, at present, many teachers in higher vocational colleges still use traditional teaching methods, which can not stimulate students' interest and enthusiasm in learning, and students' understanding of innovation and entrepreneurship courses is only superficial. In addition, the comprehensive quality and teaching skills of some higher vocational teachers are relatively low, and the comprehensive quality of teachers is not high, which hinders the reform and breakthrough of innovation and entrepreneurship teaching in schools.

2. The research strategy of curriculum system construction of innovation and entrepreneurship education in higher vocational colleges

2.1 University-enterprise cooperation to integrate resources

In order to stimulate the innovative spirit of students in higher vocational colleges, it is necessary to pay attention to the combination of theory and practice, that is, to pay attention to school-enterprise cooperation, integrate resources, and provide a good practice platform for students. School-enterprise entry means project involvement. Through the cooperation between professional education and enterprises in recent years, high-quality educational resources are selected and integrated into teaching classes to stimulate students' interest. However, in the selection of projects, we should give full consideration to the three subjects of enterprises, students and schools, consider the connection between project implementation and students' majors, and the interestingness and research of projects. It mainly focuses on tourism skills and services[2].

2.2 Define the objectives of innovation and entrepreneurship education

In the course system construction of innovation and entrepreneurship education, the most prominent problem is that the training

objectives of innovation and entrepreneurship education are not clear enough, and the standards of talent training are not uniform enough. For schools, the establishment of unified standards and training objectives can effectively promote the development of students. This requires schools and teachers to pay attention to the basic content of students to become innovative technical skills in the development of teaching courses, focusing on the construction of the curriculum system and improving the content of the existing curriculum system in schools.

2.3 Establish a "double-qualified" teaching staff

In the process of innovation education practice, it is necessary to promote the integration of professional education and innovation and entrepreneurship education, establish "double-qualified" teachers, and improve the quality of innovation and entrepreneurship teaching from teachers. This requires higher vocational education to reasonably arrange the faculty, integrate the spirit of innovation into the teaching process of theoretical knowledge, and stimulate students' interest in innovation and entrepreneurship. At the same time, it is necessary to pay attention to the social changes actively, so that "double-qualified" teachers can achieve common development in school education. Combined with the current focus of education and teaching and the forefront of social development, excellent enterprise talents are selected to give students and teachers relevant innovation and entrepreneurship education content in schools, and guide students to carry out innovation and entrepreneurship projects in line with the development of The Times.

2.4 Improve the teaching organization model

At present, many higher vocational colleges lack specialized management departments of entrepreneurship education, which makes it difficult to establish the curriculum system of innovation and entrepreneurship. The construction of the course needs to be completed by many parts. Therefore, in order to improve the curriculum system of innovation and entrepreneurship in higher vocational colleges, it is necessary to arrange and carry out the curriculum rationally and construct a special management structure. Only with the support of the school can students and teachers better carry out corresponding activities on the educational platform for innovation and entrepreneurship and the educational content system and science. In addition, organizations need to organize innovative and entrepreneurial activities timely according to the characteristics of the school and the contents of students' major learning, and encourage students to actively participate in them. In such reform and development, communication and training between teachers and students should be enhanced by changing and improving the existing management system, so as to improve the teaching organization mode and enhance the effectiveness of the top-level design of innovation and entrepreneurship education[3].

2.5 Create a platform for innovation and integration

In the process of promoting the integration of professional education and innovation and entrepreneurship education in higher vocational colleges, schools should ensure sufficient funds and provide students with a certain platform for development. Innovation and entrepreneurship education is not only a practical course, so practice is very important. If only teachers teach in class, students will find it difficult to learn relevant knowledge and content. Therefore, the school should create a platform for students to create and integrate, attract better professional resources, and provide students with a broader space for development. This requires the education workers of higher vocational colleges to guide the students with the resources in the school, and also need to cooperate with outstanding enterprises outside the school to build a training base, so as to save money and achieve a win-win development goal. At the same time, higher vocational colleges can also let students directly into social posts for exercise, and the practice of students to record, understand the whole process of student development.

Conclusion:

In a word, in the process of social progress and development, the demand for talents is getting higher and higher. Students in higher vocational colleges not only need to master relevant professional knowledge, but also can get comprehensive and comprehensive quality improvement. Students are required to enhance their awareness of innovation through the use of campus platforms and resources. In the process of establishing the curriculum system of innovation and entrepreneurship education, higher vocational colleges need to organize excellent teachers, promote school-enterprise cooperation, integrate corresponding education and teaching resources, clarify the experience of talent training and management experience, and create an integrated platform, so as to inspire students and teachers to actively innovate in the school.

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Research on the Application of Pop Art in Animation and its Enlightenment -- A Case Study of Spider-man: Parallel Universe

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Abstract: Pop art is an artistic trend that emerged in the 1950s, combining commercial art with modern technology, a popular culture that meets the aesthetic of the masses and is characterised by its novelty. The animated film Spider-Man: Parallel Universe is combined with Pop Art, and this post-modern art style enrichis the art form of animation works. This article mainly analyzes the application of pop art in Spider-man: Parallel Universe from the aspects of color elements and composition, discusses the Chinese animation production under the influence of pop trend of thought, and puts forward thinking and inspiration for the development of Chinese animation.

Keywords: Pop art;Spider-man: Parallel Universe;Domestic animation

1. Overview of Pop Art

Pop art sprang up in Britain in the 1950s and developed to flourish in Europe and America. Pop art is regarded as an international art movement, and it is also a trend of thought of modern art. [1] Pop is an abbreviation for "popular". one of the main characteristics of pop art is the popular and popularised style of art and design.Pop art takes commercial culture as its basic feature, mainly reflecting the cultural outlook of young people in the West and the aesthetic interest of anti-traditional thinking, breaking the overly serious and single-minded character of design, resisting the elite culture represented by American abstract art through irony and other means, thus forming a new form and appearance of art, challenging the traditional art aesthetics with wit and exaggeration and endows it with new meaning.The images are created through deconstruction, collage and repetition, with an emphasis on the new and bizarre in design, and the bold use of gaudy colours and unconventional design styles, giving people a refreshing feeling. [2]

2. The application of pop style in animation

Spider-man: Parallel Universe is an American animated film produced by SONY, which integrates classic comics with CGI to create an unprecedented visual style. It combines several kinds of painting styles together to make the whole film innovative and colorful.

Spider-man: Parallel Universe boldly applies the colors and forms of pop art directly to close-ups of scenes, characters, etc., adding a unique visual style to the film. There is a high degree of agreement between the film and the original work. It is very similar in terms of visual effects and character design, etc. The intentional frame abstraction effect does not look smooth, but it has temporary visual impact and residual vision, which makes the animation of Spider-man: Parallel Universe look like a thick comic book with countless pages. From the perspective of character image analysis, the two-dimensional cartoon image of Spider-man in the animation retains the identity of two-dimensional cartoon, and the color and form of pop style are adopted in the animation design. The difference between this image and other spiderman images lies in the unique sense of retro and the sense of The Times, which is consistent with the novelty of pop style. In the film, the spider-man of every image, image rendering virtual world by means of complementary color, ghosting, high and pop colors the same colors and high contrast to the entire color style massiness, also brings to the audience strong visual experience, strengthen the rhythm of the film, the colour of the psychedelic elements make the film presents a Ming yan, gorgeous feeling. [3] Spider-man: Parallel Universe not only restores comic works, but also integrates and rebuilds pop art style, which is a bright spot in the field of animation. Pop elements are also present everywhere in the film. Many scenes, props, billboards and so on directly use pop color style. At the same time, the film integrates some post-modern style elements, making the film present a shocking visual beauty.

Pop art and Spider-Man: Parallel Universe both take advantage of various features of modern printing technology. Film creators transform the effects produced by offset printing into visual styles in films, which is exactly the same as the way pop art deconstructs, parodies, collages and repeats the image modeling of posters, consumer goods and comics in daily life through printing technology [4]. Screen characteristics can not achieve the gradual change of color, only through the color of the performance of the change. After the screen printing machine is closed, if the color is not correct and more chaotic, it is impossible to identify the printed color, the fuzzy feeling is very strong. [5] The film restores the texture of paper comics and forms a strong visual effect. Although the film is a THREE-DIMENSIONAL animation, the animation production team combines a large number of two-dimensional pictures and presents hand-

drawn visual effects by using pen touch and color of lines. In many details, it also shows the integration with the original work, such as the comic elements such as the dot, dialog box, shadow line, etc., which makes the audience who have read the original work feel new. Outlets in cartoons and movies are a big characteristic, printing film copy generated when a defect, because early cartoon printing effect is rough, so there will be printing images of outlets, the network effect is preserved, is also a characteristic, paper comic film also combines outlets and images, make it a comic contrast effect. Let the film retro fun sense. [6]

3. Enlightenment to Domestic animated films

Chinese animation industry has its own advantages and glory in the early stage, but due to the impact of European and American and Japanese animation, domestic animation is shrinking day by day. animation creation themes and artistic style has huge limitations, a variety of reasons lead to the stagnation of domestic animation. After the 21st century, China's animation industry has produced a number of excellent works, such as Ne Zha, Monkey King: Hero Is Back, Big Fish & Begonia and other films, the Chinese style of animation works in recent years also gradually to get the audience recognition, to nezha conquers familiars down "as an example, the film gained five billions, have such achievement because the abundance of the content, the picture made of fine and increase the dialect of the punchline, the characters of reverse design, such as a series of innovations contributed to the success of the film. But in general, the development of Chinese animation is only a small step, has not reached the world level. First of all, the subject matter is not new. We still focus on making such popular stories as Journey to the West, Nezha and Legend of White Snake, and the subject matter innovation still needs to be improved. Secondly, the form innovation of film style also needs to be improved, and most films stay in the original style. The film spider-man: Parallel Universe is a successful example of the successful integration of different art styles. The film itself originated from the comic book, which is loyal to the original work but not bound by the original work. In this animated film, the storyboard and various elements of the comic book are directly used to let the audience review the classic in a new form. The enthusiastic market response amply justifies the attempt.For China, imitation has long been impossible. It is also extremely important to combine our national advantages, national characteristics, clothing, language and other aspects of innovation to promote national elements to the world. It is also indispensable to establish a good system,It is necessary to adjust the shortcomings of domestic animation and give play to China's advantages on the basis of learning from the excellent experience and technology of foreign countries. [7]

4. Conclusion

Spider-Man: Parallel Universe" boldly innovates the art style and presentation of animated films,which makes the film special. The innovative and rebellious spirit of Spider-Man: The Parallel Universe towards the original has inspired us to not only stay true to our original heart in telling a good story, but also to dare to break through the shackles of traditional themes and styles. The animation industry should not only be based on technological development, but also focus on the integration and innovation of artistic styles. [8]

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An Analysis of the Practical Path of Ideological and Political Education in Colleges and Universities in Student Management

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Abstract: Ideological and political education has an important guiding role for students' thoughts and concepts, can effectively shape students' outlook on life, values and world outlook, firm ideals, is an important part of China's quality education, college management work is not only the management of student behavior, more expanded to the management and guidance of students' ideological concepts, this article will explore the basic status quo of ideological and political education in colleges and universities, from the educational environment and ideological education The object is deeply analyzed, and the corresponding development path is proposed on this basis.

Keywords: Ideological and political education in colleges and universities; Student management; Moral thought; Practical paths

Instruction: With the deepening of The pattern of China's opening up to the outside world, foreign exchanges and cooperation will also introduce some foreign improper ideas, many students are not firm enough in their thinking, cognition is not profound enough, resulting in a certain deviation in the three views, and colleges and universities as the highest level of chinese institutions have the important responsibility of cultivating outstanding talents and correcting students' thinking, ideological and political education can not only help students establish the correct three views, but also support the development path of life. It also plays an important and positive role in the ideological and political management of students in colleges and universities, and it is necessary for colleges and universities to innovate and develop ideological and political education methods and methods in student management.

1. The main role of ideological and political education in the management of students in colleges and universities

1.1 Establish the dominant position of college students in ideological and political education

Long ago, the Ministry of Education established the main body of student learning in the form of issuing documents, allowing students to become the masters of the classroom. However, in the actual management of many colleges and universities, its work does not put students in the main position, many teachers in the ideological and political education is nothing more than according to the textbook to explain the content or a single transmission of superior orders, and the quality education of the proposal has made many colleges and universities in the ideological and political management have a great change, while respecting the main position of students while actively allowing students to participate in ideological and political education independently And self-management, become the master of management.

1.2 Optimize and improve the management methods of college students

The purpose and purpose of the training of colleges and universities is to cultivate talents of the new era with sound personality, outstanding ability, profound knowledge and high quality, and the moral level and quality of students are closely related to ideological and political education. Nowadays, colleges and universities enrich students' choices by opening ideological and political education activities in many middle schools, and give certain material and spiritual incentives to stimulate students' enthusiasm and initiative, change the past lifeless traditional offline teaching forms, take into account the offline and online dual education model, so that teachers and students can quickly and efficiently realize student management on the basis of the idea of "educating people and moral education first".

2. The practical path of ideological and political education in the management of students in colleges and universities

2.1 The combination of theory and practice shapes students' thinking

Ideological and political education is mainly based on the guiding ideology of Marxism, Deng Xiaoping Theory, Mao Zedong Thought, and Xi Jinping's theory of socialism with Chinese characteristics in the new era.Therefore, in daily teaching, it is not only necessary to strengthen the study of students' theoretical knowledge, but also to pay attention to cultivating students' mainstream consciousness of Marx, so that Marxism and China's core ideas always occupy a dominant position. Ideological and political education mainly uses the form of moisturizing and silent to carry out ideological indoctrination of every student.With the main purpose

of strengthening students' ideological and moral construction, we will deeply implement and implement the scientific concept of development. In the ideological management of students, colleges and universities should take ideological and political education as the basis of management, make full use of the major platforms of the Internet, adjust the single offline teaching form, adopt the combination of online and offline methods to update teaching methods, truly implement the combination of traditional carriers and emerging carriers, discard the original cramming education, and respect the main position of students.Conduct demonstration teaching online to give students autonomyWatch the online lesson andAnswering questions produces a preliminary understanding and cognition of the content learned, offline centralized Q&A, answering students' doubts in watching online courses, you can also discuss with students the current international situation and major social events, focus on ideological and political perspectives, and can carry out debate competitions in the form of debate competitions for students to use the ideological and political views they have learned to refute, learn in competitions and entertainment.

2.2 Create a platform for ideological and political education to optimize content and form

The rapid development of Internet information technology has greatly affected the education industry, colleges and universities should actively link Internet technology with the cause of ideological and political education, give full play to the advantages and characteristics of the two to carry out new education for students, so that not only can completely retain the key content and core ideas of ideological and political education, but also with the help of Internet technology to break the shackles of time and space, so that students can learn immediately anytime and anywhere in the state of networking. The use of Internet technology to show today's international political situation, at home can be seen in the world; at the same time, colleges and universities can also establish their own network system, the establishment of a special ideological and political education website to continuously open a rich and diverse content of online courses, live classes are even more Teachers can answer students' questions on the spot, and give students ideological guidance to give them more positive energy; after systematic theoretical teaching, teachers can also appropriately list international events as case explanations, so that students can discuss China's ideological and political education in combination with the current social situation Problems in the problem, self-analysis and learning of positive cases, reflection on negative cases, the establishment of correct moral examples and the power of example to regulate their own behavior, so that students in the process of learning and growth have a continuous effort to surpass the object, so as to stimulate students' learning initiative and the normativity of their own moral behavior.

In terms of the content and form of teaching, the traditional teaching design should be changed, and teachers can adopt static and dynamic teaching design; on the one hand, in static design, teachers can explain the knowledge points in the offline classroom of ideological and political education, and give a form that can be described by language through ideological and political knowledge Difficult points and key explanations help students better understand the theory, clear the concept, connotation and methodology of theory; on the other hand, in the dynamic design can use videos, pictures, music and games to mobilize students' enthusiasm for learning, by fully mobilizing students' senses to cultivate students' political sensitivity, find a strong sense of participation, enliven the classroom atmosphere at the same time can help students more involved in the classroom, so that the traditional classroom will fade the "stiff, boring" coat. It showed vigorous vitality and achieved the effect of ideological and political education with half the effort.

3. Conclusion

All in all, ideology guides behavior, and when a person's thinking and concepts have a huge deviation, it is inevitable that some crazy and extreme actions will be made. As the main position of the dissemination of correct ideas and concepts, colleges and universities bear the heavy responsibility of ideological and political education and management of students, and the traditional management methods have long been outdated, only by making full use of Internet technology to update teaching concepts, create classroom situations, and enrich teaching content and forms, can we better stimulate students' interest in learning, correct students' mistakes, and extreme ideas.

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Cross-Cultural Misinterpretations in Social Information Processing within British-Chinese Context

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Abstract: Cross-cultural communication refers to people from different cultural backgrounds interacting with each other for informative purpose . Based on this understanding,this essay explores the misunderstanding types and mechanisms of formation in British-Chinese context .Furthermore, this essay takes social information processing theory as analytical lens, discusses two influential factors and their roles played in generating misunderstandings: cognitive biases and regional cultures. The degree of influence of regional culture on social information processing leads to different cognitive biases, and the types of misunderstanding are divided into two extremes: positive misunderstandings and serious offenses; Innocuous misunderstandings are intermediate between positive misunderstandings and serious offenses, playing a transitional role between the poles.

Keywords: Cross-cultural Communication Regional cultures Social Information Processing Process

With the development of international exchanges, it is necessary to study the cultural differences between east and west, especially between China and western countries, and the role and impact of such differences on cross-cultural communication. In order to successfully conduct cross-cultural communication between the two parties in different cultural backgrounds, it is necessary to study the mechanism of misunderstanding based on the culture of different regions, so as to avoid misunderstanding in cross-cultural communication.

1. Literature Review

1.1 Social Information Processing Theory

Crick & Dodge divided social information processing into five interrelated cognitive processing operation sequences: decoding process → explanation process → seeking reaction process → reaction decision process → coding process.The decoding stage is mainly about the individual selectively input the specific clues that are important to him in the context, that is collecting relevant information from the surrounding environment. The process of explanation is that after the individual perceives the clues in the situation, he must first compare and contrast the information with his existing knowledge and experience, and then make possible explanations for the clues obtained. The response seeking stage is when an individual interprets a situational cue and then looks for possible behavioral responses. The decision stage is concerning the evaluation of the reactions, the prediction of the effects of the various reactions, and then the determination of which reaction to take. After the behavioral response is selected, the individual enters the final stage of social information processing theory-the stage of implementing the response.

Cross-cultural communication is a process of encoding and decoding information, which is closely related to environmental and psychological factors. This essay is mainly based on the standard classification of understanding results. The "comprehension outcome criterion" refers to a way of distinguishing misunderstandings by comparing the speaker's meaning with the amount of information the reader understands. Based on this, according to the result of misunderstanding, which is the degree of good or bad in this essay, the misunderstanding can be divided into two extremely interesting misunderstandings and very serious offenses, and the harmless misunderstandings are intermediate transitional results.

1.2 Cultural Model of Social Information Processing

Culture is a society in the sum of all material civilization and spiritual civilization, a certain language is the soul of a certain culture(Gregory J.B,2020:159). Regional culture refers to the unique cultural characteristics of a certain region, the perfect integration of culture and regional environment, and the unique cultural tradition formed in a specific region in a long historical period, which reflects the ecological situation, folk customs, traditional customs and living habits of the region.The differences of regional cultures make different parts of a nation or the world have different understanding of the same thing. The Chinese people often associate the cow with hard work, selfless dedication, hard-working, honest duty and incomparable strength. Unlike the Chinese, the British see the distinctive image of a cow as a grumpy, rambunctious and clumsy animal.

1.3 Cognitive Model of Social Information Processing

Cognitive bias is considered as a mental deviation in information processing. In this sense, that cognitive bias is considered as an individual's cognitive preference based on individual experience, from which individuals may make irrational or illogical

inferences about events. From the perspective of social cognition, it is believed that in the social cognitive context, the individual as the cognitive subject often has cognitive biases due to the influence of various factors such as knowledge experience, personal position and motivation.

2. An Analysis of Social Information Processing Within British-Chinese Context

2.1 Cultural Regionalism Based Misunderstanding in Social Information Processing

For example, Li Hua asked Jack, "did you have dinner?" "Jack replied," no, let's have dinner together. Li Hua would think that Jack's answer took him by surprise, because it was just a polite greeting. I didn't intend to have dinner with Jack, which made me feel like an outsider. However, Jack thought it was Li Hua who proposed the dinner. Why would Li Hu not be happy that I agreed to it? As a result, the two men misunderstand each other because of their different regional cultures. It can be seen that regional culture penetrates into processing process of social information and functions and influences processing process. However, regional culture does not influence the process of social information processing with the same intensity, that is, the influence of regional culture in the process of interpretation, response seeking and decision making is greater than that in the process of decoding and coding.

2.2 Cognitive Biased Misunderstanding in Social Information Processing

In the process of social information processing, people eventually have misunderstandings due to cognitive bias. Due to the strength of the cognitive bias, these misunderstandings tend to go to two extremes: the positive misunderstanding at one end and the serious offense at the other. The misunderstanding in the middle can be grouped into the category of innocuous misunderstanding, which can also be regarded as the transition from the good extreme to the bad extreme.

For example,

A:I almost slipped today, but luckily an uncle held me up.

B:You are a lucky dog.

A:Oh, my god, I almost fell down and you said I was a dog.

B:No, no, no, lucky means you're lucky not to fall, not a dog.

A:Wow, I am a lucky dog today.

B:Ha ha ha yes.

In this case the misunderstanding is not only solved, but also the cultural knowledge of the other side is learned. Therefore, the results of this kind of misunderstanding are classified as the positive misunderstanding.

A:How old are you?How much money can you make?

Where is your home?Are you married?

B:I don't want to tell you. Just shut up!

The consequences of this kind of misunderstanding often go in the wrong direction, because people feel offended by the lack of understanding of the local culture. At the extreme this kind of misunderstanding can be very serious offenses.

A:What a beautiful dress you have!

B:No,it's just an ordinary, a plain dress.

This kind of praise is a kind of affirmation to each other's ability and achievement. A misunderstanding like this can be awkward and confusing, not entertaining or seriously offensive, so it's somewhere in the middle.

Speakers express their ideas with their own regional culture, while receivers understand with their own unique regional culture, which is the process of processing social information based on regional culture. Because it comes from different regional cultures, cognitive bias occurs in the process of social information processing, which directly leads to misunderstanding.

3. Conclusion

From the analysis of the process of cultural processing of social information, it can be seen that the cause of misunderstanding in cross-cultural communication is mainly attributed to the lack of understanding of cultural differences in different regions. Regional and cultural differences lead to differences in social information processing of the same event in different countries, and the cognitive biases caused by such differences eventually lead to interesting misunderstandings, very serious offenses and other misunderstandings of different degrees. In this way, in the process of communication, students can actively and consciously eliminate the local cultural interference, avoid cultural misunderstanding, and create a mutually accepted and harmonious communication atmosphere.

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Discussion on the Integrated Guiding Teaching Mode of Design Management for Ability Cultivation

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Abstract: The special subject attribute of design management determines that its teaching method should be different from the general art and design courses. Based on the undergraduate teaching practice and experience of design management, this paper summarizes four main teaching characteristics and teaching experience, in order to obtain exchange and improvement in the field of art and design teaching.

Keywords: Design Management; Ability Cultivation; Guided Teaching

Design Management is an interdisciplinary subject of design and management. It is a professional core course. The teaching of undergraduate course aims to cultivate students' ability to comprehensively use the theories and methods of design strategy management, design resource management, design marketing management and design operation management from the perspective of design enterprise management. The special attribute of its interdisciplinary determines that some theoretical knowledge of enterprise management and economic management needs to be taught in the undergraduate teaching content, which is difficult for the study of art and design undergraduates, and also puts forward new requirements and challenges for the teaching process and methods of this course.

Based on the above background, I have made an overall plan for the course teaching process according to my personal learning experience and teaching schedule. Adhering to the principles of high efficiency, science and student leadership, I have comprehensively used teaching and evaluation methods such as "guided introduction", "case teaching", "discussion teaching", "proposition training" and "comprehensive assessment", and completed the teaching task step by step. Now we summarize and introspect on the teaching process and experience of each part, in order to communicate with each other and obtain suggestions, so as to continuously improve the teaching quality of Design Management.

1. Guided Introduction to Lead Students to Sort Out the Theoretical System

For art design undergraduates who prefer design operation skill training, the efficiency of design management theory learning is relatively low. In order to solve this dilemma and change the disadvantages of one-way teaching method, before the first basic theory teaching, I led students to brainstorm around the phrase "Design Management", and encouraged students to write all the words related to the content on the classroom blackboard. The students were very active in brainstorming and discussion. They filled a whole blackboard and wrote 31 phrases; Next, I guided students to classify and summarize the above 31 contents according to the four levels of "design strategy management", "design resource management", "design marketing management" and "design operation management" of the course content system, and make group reports and discussions.

The teaching method of guided introduction has stimulated students' positive thinking and active learning. The effect of this link is to lead students to sort out the theoretical framework and content of the Design Management and plant "points of interest" for the deeper theoretical teaching behind the course.

2. Case Teaching to Improve Students' Theoretical Application Skills

Theory and practice complement each other in a virtuous circle. Theoretical learning can guide practice, and practice can constantly update and improve theory. Based on this objective reality and aiming at improving students' theoretical application skills, this course has repeatedly used the teaching methods of "case teaching" and "case discussion" in the teaching link to help students better understand and use theoretical knowledge.

In the teaching process of "case teaching", it mainly analyzes the management status of typical design enterprises. Students generally show strong interest in case enterprises. This teaching method promotes students' comprehensive understanding of management theory; In the teaching process of "case discussion", the focus is to carry out group discussion on hot cases and fierce debate on controversial issues. This teaching method has a good teaching effect on improving the students' ability to analyze social hot issues

and design enterprise management issues by using theoretical knowledge.

3. Discussion Teaching to Stimulate Students' Active Thinking

In order to break the traditional teaching mode of "full filling" of theoretical course and improve students' classroom participation, the teaching mode of discussion, participation and interaction were used in the course teaching. On the one hand, interactive discussions were conducted on the understanding of proper terms in management economics, which deepened students' understanding of rare special words; On the other hand, group discussions and exchanges were conducted on hot current affairs related to art and design, so as to stimulate students' ability to criticize current affairs in their professional field with theoretical knowledge.

In the process of "discussion teaching", students were generally keen to express their views. This teaching method plays a good role in stimulating students to further broaden their professional vision and expand their innovative thinking.

4. Proposition Training Helps Students Consolidate Their Theoretical Knowledge

One of the disadvantages of electronic teaching and life is forgetting the excellent learning habit of "a good memory is not as good as a bad pen", which leads to the teaching quality of some theoretical courses lagging behind expectations. Based on the objective reality that theoretical knowledge needs to be understood and memorized in multiple directions, this course has carried out proposition training according to the key contents of each chapter and the question types of "short answer questions" and "case discussion questions" after the teaching of each course content, in order to help students consolidate theoretical knowledge and improve their ability to apply theoretical knowledge.

During the first proposition training, the students said they had not written with a pen for a long time. Obviously, they somewhat resisted this traditional way of homework, but in the later training, the students would take the initiative to ask questions they couldn't. This training mode can help students deepen their cognition of theoretical knowledge through the way of "pen tip memory".

5. Comprehensive Assessment to Improve Students' Ability to Apply Theory

The assessment method of the course is to take four people as a group, select national industrial design enterprises or provincial industrial design enterprises in Wuhan as the research object, and complete 4000 words research report and 10 pages display ppt according to the course content system and specific knowledge points. This assessment method can not only examine students' theoretical learning and application, but also examine students' ability of group coordination and cooperation, which is helpful to comprehensively test the effectiveness of curriculum learning.

6. Conclusion

The teaching process and experience of Design Management are valuable experience for me. I also look forward to the opinions and suggestions of peer experts. I will continue to absorb new knowledge and improve the teaching quality of design management.

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Teaching Research of "Pneumatic Control System Installation and Commissioning" Course Based on Job Competence Requirements

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Abstract: Most of the professional courses of engineering technology will follow the requirements of post ability, which is helpful to improve the personal professional ability of vocational students and quickly adapt to the job requirements. In order to achieve this goal, teaching methods should be reformed and post ability requirements should be integrated into the whole teaching process. Thus, the students' learning objectives are integrated with the teaching objectives, enhancing their interest in learning and improving the learning effect.

Keywords: Post working ability;Pneumatic transmission; Teaching research.

With the continuous development of higher vocational education, most of the teaching of engineering technology courses in higher vocational education will follow the requirements of job competency, which helps to improve the personal vocational ability of vocational students in a targeted way and make it easier for them to find matching jobs according to their majors after graduation and to adapt to the job requirements in work quickly.[1] "Pneumatic control system installation and commissioning" is a required professional course for mechanical and electrical majors, and its content is practical. If the traditional teaching mode is adopted, it tends to be boring and the knowledge conversion rate is low. In order to improve the conversion rate of knowledge, we can adopt a teaching mode oriented to the requirements of job competency, and teach students according to their characteristics. In the process of teaching to cultivate the students' comprehensive qualities, can take case as the main line, teacher as dominant, students as the main body of the training mode, optimizing the examination methods, to cultivate students' innovative thinking and the ability to adapt, fully mobilize students' learning initiative and enthusiasm, so as to realize the teaching goal of this course.

1. Clear training objectives based on job competence requirements

Intelligent manufacturing professional group in intelligent production equipment maintenance and repair positions require students to have the ability to apply electrical and pneumatic control, programming, installation and commissioning and operation and maintenance of conventional production equipment and production lines and intelligent production unit control. [2] The training objectives are refined according to the above-mentioned job competency requirements. The training is designed to provide the required vocational skills, knowledge, and abilities necessary for the performance of professional activities through a standardized educational process in response to the changing work environment. We focus on the development of professional behavioral skills and problem-solving skills, and emphasize the development of key competencies while focusing on the development of comprehensive professional skills.

1.1 Professional Competence

①Ability to regulate equipment and filter pressure reducing valve operating pressure; ②Ability to select and use manual valves to meet functional requirements; ③Ability to use throttle valves to regulate compressed air flow; ④Ability to master the function and use of shuttle valves;⑤Able to complete the construction and inspection of the gas circuit according to the gas circuit diagram; ⑥Able to choose the appropriate range of pressure gauge; ⑦Ability to use pressure reducing valves for secondary pressure reduction; ⑧Able to use gas-controlled time delay valve to adjust the delay action of the gas circuit; ⑨Ability to select appropriate stroke valves and pneumatic valves according to functional requirements; ⑩Ability to adjust the set pressure value of the pressure switching valve.

1.2 Core Competencies

①Ability to increase awareness of safe operations and to ensure safety and protection; ②Ability to collaborate, communicate and analyze problems;③Ability to read relevant forms, count materials and create bills of materials; ④Be able to self-evaluate and propose improvement measures after the project is completed.

1.3 Knowledge Objectives

①Pressure reducing valve use; ②Pneumatically controlled time delay valve use; ③Pressure switching valve use; ④Stroke valve use; ⑤Adjusting the working pressure of the air circuit; ⑥Manual valve, solenoid valve use; ⑦Pressure gauge range selection; ⑧Compressed air flow regulation

2. Implementation of "action-oriented" teaching methods

The "action-oriented" approach enables students to independently develop a work plan for their future career, and to independently implement and evaluate that plan. The guiding idea is "learning for action, learning through action, and learning through action". The action-oriented method breaks the traditional discipline system, defines the learning area, sets up the learning situation and carries out teaching activities according to the vocational work process. The teaching content is centered on vocational activities and focuses on the horizontal connection between disciplines. Following the principle of "practice in the front, knowledge in the back", students learn by doing first, then learn by doing, and know what they know first, then know what they know. Through solving cases or projects close to the actual work process, students are centered and teachers are coached, and group learning is conducted in a way that emphasizes cooperation and communication in the learning process and guides students to conduct inquiry-based and discovery-based learning. The comprehensive ability of solving practical problems is exercised and improved, and the students' personality development is comprehensive and characteristic. On the one hand, we use theory to guide practice, emphasizing that theory must be verified in practice, and deepen the understanding of theory through practice; on the other hand, we highlight the principle of "necessary enough" and the practicality of "learning to apply" regardless of the course content, and urge students to practice repeatedly and strengthen their proficiency to reach the required level.

2.1 Collecting Information

Students will understand the requirements related to the learning tasks and collect, organize and analyze this information independently, taking into account their professional knowledge. Planning enables students to independently plan their work in accordance with the requirements of the teaching objectives. The plan includes: working steps, working hours, personnel allocation, inspection measures and so on.

2.2 Making Decisions

In small groups, students will discuss their work plans and determine a work plan that is feasible.

2.3 Implementation Plan

Under the supervision of the teacher, students complete their respective tasks according to the division of labor according to the execution plan determined by prior group discussions.

2.4 Inspection

Students are guided by the instructor to conduct a thorough examination of the process of performing the task.

2.5 Evaluation

At the end of the program, the teacher organizes a summary of the learning tasks and, based on this, receives feedback to improve the teaching and learning process.

3. Reforming evaluation methods

The evaluation is divided into process evaluation and outcome evaluation.

3.1 Process Evaluation

The teacher gives the corresponding evaluation score according to the operation process of the students, mainly for the operation standard and safety requirements.

3.2 Evaluation of results

There is a division between self-evaluation and teacher evaluation, which requires professional correctness and attention to quality and practical production of the request. The purpose of the evaluation is to enable students to better undertake their work and to stimulate their willingness to learn vocational knowledge and skills.

4. Conclusions

Higher vocational education is to cultivate senior technical talents facing the first line of production and service. Integrating the cultivation of job competence into the course teaching process can not only enhance the relevance and purpose of teaching, but also make students familiar with the future work position and work content in advance, so that students' learning objectives and teaching goals can be integrated to enhance learning interest and improve learning effect. [3]

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World in Sound, Consciousness in Fury---Comment on The Sound and the Fury

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Abstract: The Sound and The Fury is a work which Faulkner like it best and try his most efforts to write .it is also his first mature novel. There are lots of multiple narrative points of view and stream of consciousness writing technique applied in the novel, which make the novel puzzling illusory, obscure and hard understand, Just as Faulkner's life. [1] He experienced many setbacks and impacts in his life so that he wanted to express his inner emotion by creating all kinds of morbid figures telling the turbulent consciousness in the novel. He mentioned Yoknapatawpha Jefferson town many times in his works. It's the world he created. He is the king of the world. He can do whatever he want there just to console himself because the real world he lived is so sound and fury.

Keywords: Sound;World; Fury; Consciousness

1. Introduction

The Sound and the Fury was Faulkner's most famous work. The title of the novel came from the famous lines in act 5 scene 5 of Shakespeare's tragedy "Macbeth" : "Life is like an idiot, full of sound and fury, but do not make any sense." [2] From this title we learned that Faulkner held a negative attitude towards life, and this negative attitude stemmed from the experience of his life. The Sound and the Fury had gotten wide public concern from the critics since it was published, there have been a lot of scholars analyzed and researched it from the aspect of stream of consciousness，narrative point of view，the religious pattern of Bible, the character analysis and so on. Through their hard work, numbers of valuable things have been excavated. They did make great contributions for the world literature research. The purpose of this paper is to analyze and discuss the effect which Faulkner's family, objective society and the historical background caused in his stream of consciousness writing techniques.

2. World in Sound

2.1 The Family Background of Faulkner

Faulkner was a man came of a good stock. His family is a typical southern family which had a long history and was influential in the local prestigious. His great grandfather William• Clark• Faulkner was a man enriched in the legend color who headed the troops to fight against with the north allied forces and repeatedly performed outstanding service in the battle of the Civil War. He played an important part in Faulkner's growth. But unfortunately, He was assassinated the day he became a congressman. That was a huge suffer for the whole family. When Faulkner's father began to be in charge of the family, the family's financial situation begun to declined gradually. At the beginning, Faulkner's father quit the job in Mississippi State University at Oxford and indulged himself freely with alcohol. At last, he sold the railroad company which was the family fortune, making the family deep in financial difficulties and was penniless and frustrated. The conflict of the family was growing fiercer.Faulkner did not know what to do to respond the fierce family conflict. As a result, he was conscious of a sense of guilt and shame.

2.2 The Growing Experience of Faulkner

In his childhood Faulkner grew to be shorter than the people at his age and was often laughed at by his friends, sometimes even by his father. The division of the declining family and the disadvantage of his body drove Faulkner to develop the imagination to the point of dependence. He thought that the real world was full of pain and misfortune so he wanted to escape it and lived in the world of his imagination.In his youth the fate played jokes with him again and again. In 1918, Faulkner wanted to achieve fame and success in the battle of the World War One, but before he finished the base training and prepared to joined the war, the war was over. Faulkner was frustrated, so he indulged in alcohol and became penniless. In order to change this situation, he decided to devote himself to literature and began to write for a living. But in the early stage of his creative writing periods, he did not make great success.

3. Consciousnesses in Fury

Faulkner was daunted by the pressure which came from the family, school, life and society. The pressure was too heavy to bear for him, so he was deeply engrossed in the imagination and crazed about that. There were lots of multiple narrative points of view and stream of consciousness writing techniques applied in the novel The Sound and the Fury which make the novel puzzling, illusory and obscure. [3] Faulkner had a profound mind, he was afraid that he would die of a disintegrating consciousness and mind splitting

and falling apart. In order to avoid this kind of things happened, he became more and more relied on the art. By mixed, added, deleted, altered the consciousness and the imagination in his mind, he endowed his works with a new different look and created many unique images in his art world again and again. In the world which Faulkner created in his mind, the consciousness and the imagination were tumultuous and riotous. In Faulkner's books the time and the places both happened in the past and now, the things that had happened, was happened and will be happen are mixed together.

3.1 The Consciousness of Benjy

The stream of Benjy's consciousness was disordering and unsystematic and the time order in his description was chequered with the past and the present. Faulkner reflected the idiot's mental attitude which was in a state of confusion to our readers ingeniously.

3.2 The Consciousness of Quentin

The second part of the story gave an account of Quentin. He loved his little sister Caddy,but he loved the honor of his family and historical and cultural heritage of the south much more. The humiliation which caused by Caddy made shame to him and the whole family. He felt a guilty conscience of himself and he could not find a friend to open his mind and release from the sorrows. The overweight psychological burden and the depression made him to commit suicide in the end.

3.3 The Consciousness of Jason

In the chapter of Jason, there were only a short paragraph of stream of consciousness when Jason reminded that he was the only one in the family kept a business which going painstakingly to support the family. Faulkner ever said that "Jason was a person without any moral standards or principles. He was an evil man with evil ideas, and led an evil life. He thought the spirit of materialism was the greatest and highest value in his life."

4. The Influence of the Objective World on the Consciousness

The viewpoints of the materialistic and dialectic philosophy proved that "the consciousness is the reaction of human brain to the objective world. The consciousness not only can reflect the world but also can create the world." There was no doubt that the creation of The Sound and the Fury was influenced by the life experience of Faulkner. In this novel he created an imagination world and reflected the objective world at the same time. In the particular circumstances, his family and hometown were pounded by the modern civilization and under the contradictory conflict between the ideal and the reality, he criticized the old system of the southern tradition through the brush strokes which were full of anger and doubt, and expressed pity and pains for the south and his family. He wanted to reshape a feeling of homely warmth, the affection between brothers and sisters, tender loving care given by his father and other interpersonal relationships, standards of behavior, morality and ethics. These complicated emotions were reflected brightly in The Sound and the Fury.

4.1 Be Skillful at Stream of Consciousness Writing Technique

William Faulkner used "stream of consciousness" to explore ways of literary expression and made outstanding achievements in his work. Stream of consciousness in the novel was the imitation of character's flowing consciousness in the process of narration. To be specific, with the consciousness activities of the character as the central structure, centering around the central consciousness which seen on the face was randomly generated and loosely organized and then showing them by mixing the observation, memory, association feeling, thinking, emotion and willing.

4.2 The Influence of Family Background on the Novel

Faulkner witnessed his family went to ruin and the process that the economy of plantation in the south embezzled by the economy of capitalism in the north. The gap between the honorable achievement of his forefathers and the disappointing achievement of his father was so immense that he could not accept. In The Sound and the Fury, we found that the condition and the life of the Compsons were similar to the Faulkners. Faulkner wanted to express his thinking and emotion to the novel.

4.3 The Influence of War on the Novel

Although Faulkner had not taken part in the battle of the World War One, the war caused great psychic trauma on him. The Sound and the Fury objectively reflected the historical background of the southern American in the 1920s. In this novel, Faulkner returned to the world he created which named The Yoknapatawpha. The outburst of the soul which gave off from the book caused a trembling in people's hearts and souls. It struck a deep chord in our heart. Because Faulkner suffered much hurt and pain from the family and the war, he expressed his suffering in the world he created.

5. Conclusion

Although The Sound and the Fury appears just as a tale told by an idiot, to a great extent it was the interior emotion which expressed by mixing the experience of the objective world and the multiple narrative stream of consciousness writing technique. The American woman writer Giuseppe Verdi said that "the novel came from the area of life". The life and the status of a writer and the culture he influenced not only determined what he wrote but also determined how he wrote. The abundant experiences offered Faulkner profound cultural foundation, meanwhile he was sensitive with the condition of people's mind, the relationship of time, and skilled in stream of consciousness writing technique.

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An Interpretation of the A Wind-storm in the Forests——from the Perspective of Material Ecocriticism

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Abstract: An analysis of A Wind-storm in the Forests from the perspective of Material Ecocriticism reveals that Storm has a three-dimensional connotation of the agentic power, the ability to generate meaning and narrative capacity. The Storm has the agency to nourish and soothe the trees, and to present its invisible figure through the trees. Under the construction of social discourse, the storm represents the ecosystem of all living things, linking humans and trees into an interactive community with equal role. The Storm also tells the story of the human initiative into the wilderness and the equality between man and trees, reflecting the ecological text of humans interacting with non-human matters and coexisting with nature equally under the contemporary discourse.

Keywords: John Muir; Material Ecocriticism; A Wind-storm in the Forests

1. Introduction

Ecocriticism is a study concerning the relation between environment and literature. Since its emergence in 1970s till today. In the fourth wave, ecocritics witness a "material turn" of ecocriticism which is later alleged as "material ecocriticism". Material ecocriticism is "the study of the expressive dynamics" of matters in its becoming or it is the study concerning "narrative agencies of storied matter" in their mutual interactions[2]. Based on the insights from new materialism and ecological postmodernism, material ecocriticism develops its own distinctive assumptions with respect to three dimensional implications concerning matter: agency, meaning and narrative.

John Muir (1838-1914) is known as the "Father of the National Parks" and "John of the Mountains". He devoted most of his time to the wilderness. The Mountains of California is a collection of travel notes from the Muir's expeditions in this region. With the theoretical framework of material ecocriticism, John Muir's A Wind-storm in the Forests , one of the essays in The Mountains of California, can be examined. The Storm, as the most important non-human matter in this essay, demonstrating its rich narrative content in three dimensions, namely, its agentic capacity, its ability to generate meaning and its narrative power.

2. The Agency of "Storm"

In A Wind-storm in the Forests, the author describes the unique forest landscape of the Sierra Nevada, recounting the diverse characteristics of the trees in the mountains. In the climax of the essay, he goes out of his house and over the mountains to observe how the trees behave during the storm. He even climbs up a tall Douglas Spruce to experience the power of the Storm[4]." Although the story records the author's personal experience in exploring the wilderness in the California forests, the title, structure and content of this essay suggest that the Storm has become the protagonist of the non-human world in this essay.

On one hand, the Storm nourishes the trees in the novel, Storm is the fundamental environment on which they can live. As Muir writes at the beginning of his essay, "the mountain winds are measured and bestowed with love on the forests to develop their strength and beauty[3]." The Storm gives equal care to every tree."the winds go to every tree, fingering every leaf and branch and furrowed bole; not one is forgotten;" For the forests, Storm serves as the catalyst to stimulate their growth. The care and blessing that the Storm brings to the tree is a clear indication that the Storm is a subject with agentic capacities, not a passive object.

On the other hand, ostensibly, the wind is invisible and few will care the wind in nature. However, it doesn't mean that they are as insignificant and static as we thought. It is through their agency that they find for themselves the trees as their perfect interpreter. "Winds are advertisements of all they touch, however much or little we may be able to read them; telling their wanderings even by their scents alone ." This is a good illustration of its powerful agentic ability.

3. Meaning Generation of "Storm"

Paralleling with the concept of agency, meaning generation of matter that results from its agency is the second dimensional implication that material ecocritics emphasize. For material ecocriticism, the agency of matter makes it capable of generating meanings. Barad holds the view that "materiality is discursive" [1]. Matter is a "medium of ecosemiotic and ecocultural processes", so it can generate meaning of signs[5]. Therefore, the matter and meaning is mutually connected. As a result, matter incorporates "material ecological relationships" which generate meanings interconnected with human society.

An examination of the meaning generating of this essay reveals the connotation of its discursive construction of the substance, namely that the wind symbolizes the ecosystem and that it is because of the Storm in the California forests give rise to a diversity of tree forms with beautiful variety of colors and shapes."Even when the grand anthem had swelled to its highest pitch, I could distinctly hear the varying tones of individual trees, singing its own song, and making its own peculiar gestures,--manifesting a richness of variety to be found in no other forest I have yet seen.". Storm plays a crucial role in refreshing the forests and shape the diversity of trees, this is the further evidence of the very important ecosystem connotations of Storm as a material component of the Muir's writing in this text."We all travel the milky way together, trees and men; but it never occurred to me until this storm-day, while swinging in the wind, that trees are travelers, in the ordinary sense." It is through his experiencing the storm in person and interacting with the wilderness that Muir gains a deeper understanding of the Storm as a large ecosystem, realizing that the trees are experiencing the storm the same as the human. The implication of the Storm as a whole ecosystem is not created by human alone, but a generative "hybrid" in which man and all matters are intertwined, constructed and intermingled.

4. Narratives power of "Storm"

Finally, Material ecocritics promote "material narrativity" which allows all matters to articulate itself . In this sense, narrative agency is no longer the ability of humanity but also that of other nonhuman matters. "When human matters and nonhuman matters jointly perform the agency, a multilayered reality in which material practices and discursive practices coexist will be formed". In other wors, not only do humans write stories, but non-human materials also can narrate the history of environmental change while demonstrating their ability to act as storytellers. The process of interaction between humans and non-human matter is also a process of meaning-production or discursive practice. The Storm narrates a discourse of ecological awareness and conservation where humans and nature live together as equals.

The forests and Storm are the text, the natural code of human knowledge waiting to be decoded. Muir comes to the California forest, experiences the Storm and observes the non-human matter during Storm as if a scholar reading a manuscript that has not yet been deciphered, trying to contemplate on the code written by the nature.As Muir writes, "After tracing the Sierra streams from their fountains to the plains, marking where they bloom white in falls, glide in crystal plumes, surge gray and foam-filled in boulder-choked gorges, and slip through the woods in long, tranquil reaches--after thus learning their language and forms in detail, we may at length hear them chanting all together in one grand anthem." The ecological knowledge of plants is transformed into human-readable symbols, and the Storm integrated into the human language and culture, once again reversing the dichotomy between nature and culture. From this prospective, The Storm also tells a contemporary discourse in which the man and nature live in the contemporary space equally. With the Storm approaching, Muir decides to take the initiative to experience the Storm and he realized that humans and trees are all the same, all travelers. Trees are also the equal part of the whole community, who have the awareness and right to experience and to travel. Nature is also part of the community to which man belongs and in which we should live together with other living things equally.

5. Conclusion

An analysis of A Wind-storm in the Forests from the perspective of Material Ecocriticism reveals that Storm has the agency to nourish the trees, and to present its existence through the trees. Under the construction of social discourse, the Storm represents the ecosystem, linking humans and trees into an interactive world with equal role. The Storm also tells the story of the human initiative into the wilderness and the equality between man and trees, reflecting the contemporary discourse of humans interacting with non-human matters and coexist with non-human matters equally. Understanding and acknowledging the nonhuman matter's agentic capabilities and narrative power can help us to deconstruct the dichotomy between nature and human and reject anthropocentrism fundamentally. Besides, the extension of narrative power to non-human matter promotes the enchantment of nature. There is no doubt that A Wind-storm in the Forests establishes a paradigm for the narrative of Storm, constructing a discursive mechanism that integrates nature and culture and demonstrates the immense vitality of Storm as a vital part of the ecosystem.

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Cognitive and Practical Research on Exercise Load of Public PE Courses in Colleges and Unversities

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Abstract: With the deepening of the "Internet +" era, the emergence of high-tech products is also an endless stream, people travel, entertainment has changed, in the students' daily life gradually enriched at the same time, but also to their physical quality brought many disadvantages. According to domestic statistics, through literature review, it can be found that the physical health degree of teenagers in China is declining year by year. Due to comprehensive reasons, in order to ensure the safety of students and the pursuit of a relaxed and pleasant atmosphere in sports class, the exercise load of students is greatly reduced. "Healthy China 2030" plan outline clearly put forward "strengthen health education in schools. Health education shall be incorporated into the national education system and made an important part of quality-oriented education at all levels of education " The content and method of load research, and finally draw the conclusion that reasonable exercise load has practical significance under the background of the current students physical quality decline.

Keywords: College physical education; Exercise load; Its implementation; Teaching

Introduction: With the continuous development of The Times, the progress of science and technology, people use in high-tech products (such as mobile phone, computer) more and more time, basically no exercise after class, and with the national curriculum reform further, many colleges and universities physical education teachers change the traditional PE teaching consciousness, in the guiding ideology of "health is the first" new type of physical education teaching[1]. It has been proved that this experimental reform has achieved fruitful results but also brought many corresponding problems. Emerging sports teaching change always serious traditional PE teaching, teachers are more inclined to for students to build a relatively more relaxed and happy classroom atmosphere, the relaxing teaching atmosphere to a certain extent, improve the learning enthusiasm of students of physical education curriculum, physical education, but also produced many new problems. While ensuring that students have a more pleasant course experience, many students basically cannot achieve the amount of exercise they should in PE class, and the exercise load is not up to the standard, which leads to a significant decline in students' physical health quality.

1．The significance of exercise load

Sports load is to point to in ordinary sports process, the physiological load that human body place must bear. In short, it is the tension and exertion of the body. The load size is measured by physical data and data, among which physical data refers to the speed and distance of running in our daily life, the height of high jump and the distance of long jump, etc. Another kind of physiological data refers to the heart rate, vital capacity and blood lactic acid level of the exerciser during high-intensity exercise[2].

Exercise intensity is defined as: the amount of exercise completed per unit of time, the tension of the body and the strength of the muscles of the whole body. Speed and negative weight are the main factors affecting exercise intensity in practice. For example the student is in after jogging 3 minutes, its heart rate is in 128 / minute left and right sides, give a little bit faster than usual only, and if be to be in undertake 100 meters fast after running instantly heart rate will achieve 180 times/minute above, can feel the acuteness beat of the heart apparently, this shows the difference of both sports intensity.

2. Classroom situation of public PE course in colleges and universities

Relevant departments of the students' physical fitness survey results found that college students in all aspects of the physical quality of the level of continuous decline, such as lung capacity, muscle, endurance and other aspects of the presence of an obvious decline. On the contrary, the number of myopia and obesity continues to increase[3]. College students have weak will, fear hardship and worry about being involved. In the physical education class, many students have a psychological resistance, slow and inflexible action, sports ability plummets, in the general training is still prone to sports injuries such as fractures, sprains and so on. In the current physical education teaching, most of the teachers as the center of the safety first, to build a relaxed and happy classroom atmosphere for students, think that as long as the students in the classroom can play happily, a most of the teachers therefore ignore the amount of exercise, largely reduces the exercise load, lack of physical exercise.

3．Set up reasonable exercise load thought the meaning of school physical education

teaching is a process with the longest teaching.

From the moment when students step into primary school, until they enter the classroom in college, no matter what their physical condition is before entering college, when they step out of school, they should have a rich knowledge mind and a strong body to face the next social tests. Using reasonable exercise load in teaching is one of the characteristics that physical education teachers should have. Whether the Ministry of Education can skillfully arrange reasonable exercise load is the symbol of evaluating the success of PHYSICAL education. Based on the analysis to our country in recent years of youth physical quality report found that the obesity in adolescents, and vision problems of students is growing rapidly at a furious pace, physical quality tests have a downward trend for 20 years, the most painful is, the conscription examination qualified rate is also our country declined year by year, this will affect the development of the military in our country in the future. After considering the influence of many aspects, the country carried out the reform of physical education curriculum, and further implemented the state about strengthening students' physique, which makes the teaching of physical education curriculum a heavy task. [4]

4. Ensure the reasonable exercise load way

Physiological load and psychological load and teachers need to pay attention to the students' degree of physiological load and psychological load, and the content of textbooks should be based on the teaching material and students' actual situation, analysis of the combination and then determine reasonable sports load. (1) when the student movement load exceeds the reasonable range, easy to make students feel tired, the more serious will cause harm students their own safety, make students produce psychological resistance to sports[5]. (2) when the load is lower than the reasonable scope, no effective exercise, students' body constitution will not strengthened, at the same time make students lose interest in sports also. Therefore, teachers should also pay attention to the students' degree of physiological load and psychological load, implementation "health first" principle, to promote the healthy growth of students better[6].

Reasonable sports load to students to develop the degree of sports load as the key to give priority to with students actual feeling. In the process of sports, teachers should pay more attention to students' subjective feelings, and appropriately use the method of inquiry, observation to master the situation of students. On the basis of the data, teachers can summarize, gradually enrich their experience, accurately grasp the range of exercise load that students can accept, and make timely adjustment, so that the exercise load of each PE class is within the reasonable range that students can accept. [7]

5. Conclusion

Under the background of the current students' physical quality decline, the reasonable sports load has a realistic significance. Therefore, teachers should pay close attention to students' physical condition and firmly establish the guiding ideology of "health first" in the curriculum of public physical education in colleges and universities. Adjust classroom contents and teaching methods in time to enhance students' practical ability; Improve students' awareness of fitness and strengthen the function of fitness education. At the same time, the teacher must pay attention to the students' physiological and psychological load, to students' development as the center, to understand individual differences, and use some methods to understand students' exercise load can withstand, and make timely adjust, make college sports load related knowledge in practice in place, promote the students' health quality, achieve the goal of physical education curriculum, the education reform deeply, We will promote the development of public PE courses in colleges and universities.

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Practical Research on Music Teaching Reform of Higher Vocational Preschool Education Specialty Under New Situation

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Abstract: With the continuous advancement of curriculum reform, preschool education stage, music has a profound enlightenment effect on students, in addition to let students get constantly rich experience, but also edify sentiment, add fun to the dull learning life. This paper mainly expounds the necessity of music teaching reform of higher vocational preschool education specialty under the new situation, analyzes the problems of music teaching reform of current higher vocational preschool education specialty, and puts forward the measures of music teaching reform of higher vocational preschool education specialty under the new
Keywords: Higher vocational education; Preschool education; Reform of music teaching

The specialty of preschool education in higher vocational colleges is devoted to training a large number of professional teachers of early childhood education and providing scientific guidance and enlightenment for the growth of the next generation. In the process of the continuous advancement of education, preschool education major in higher vocational education plays an important role in helping the development of education and training practical talents for the society. The teaching focus of higher vocational education is not only limited to the imparting of basic knowledge, but also the improvement of comprehensive accomplishment. However, a comprehensive analysis of the teaching situation of preschool education major in higher vocational education in China can find that there are some problems in music teaching that need to be solved. It is necessary to see the essence of the problem by observing the surface phenomenon, and then find appropriate solutions.

1. The necessity of music teaching reform in higher vocational preschool education major under the new situation

Preschool education in higher vocational colleges is an important part in cultivating preschool teachers, professional music teaching in preschool education occupies a large proportion, but the actual situation analysis found that some teachers don't understand the specific objectives of music teaching, does not pay attention to consider the differences between students and students' mastery of knowledge is unknown, There are also great problems in the mode and method of music teaching. These problems lead to the existence of music classroom teaching is difficult to give full play to its effectiveness, students will not be interested in teaching, or even conflict with the mood, and ultimately will not become the talents needed by the society. In the face of such a situation, music teachers need to fully understand the actual situation of students, carefully analyze the feasibility of teaching content and the rationality of teaching objectives, and select appropriate teaching methods to comprehensively improve the efficiency and quality of music classroom teaching [1].

2. The problems faced by the music teaching reform of higher vocational preschool education major under the new situation

2.1 The gap between the basic level of music is too large to implement the teaching

From our country at present the majority of the preschool education in higher vocational music teaching, most students take music as their hobby, and have not accepted the professional practice and the guidance of, and part of the students rarely come into contact with music equipment, eventually lead to a lot of students' awareness of music is a lack of depth.

2.2 Lack of targeted courses and backward teaching model

Music is the medium for children to improve their quality. If the content of music courses is rich and perfect, children will experience the happiness contained in music learning and help them develop a sound personality. Therefore, preschool education professionals need to have a solid professional foundation, singing and dancing ability should be more prominent, these requirements force higher vocational education to improve the way of teaching, focusing on improving the quality of teaching. But look from actual condition, preschool education professional pertinence is not strong, the music curriculum teaching without a clear goal, the shortage of the teachers at the same time music curriculum cannot meet the needs of students, cause the student to study hard to catch up with, causing the students' ability in music level is not balanced problem, study the polarization phenomenon.

2.3 It does not meet the employment demand of preschool education major in higher vocational colleges

The focus of preschool education in higher vocational education is to train preschool teachers, and preschool teachers mainly aim at imparting knowledge and cultivating ability to children. They should ensure that the growing environment of children is positive and safe, and at the same time ensure that children's physical and mental development is healthy. Therefore, training comprehensive ability is one of the contents of training preschool education professionals in higher vocational colleges. In order to let students gain practical experience, a strategy is used by education practice, education can not only make students will practice the theory of knowledge applied to practice, also can be effective through practice exercise, thus accumulated the rich practical experience, it can help the students in the practical work of the future to improve competitiveness of [2].

3. The measures of music teaching reform in higher vocational preschool education major under the new situation

3.1 Strictly control the quality of students

The number of higher vocational colleges is increasing in recent years, the increase of the number of college enrollment makes the enrollment score in the slow decline, although the score is not the only factor to determine the quality of students, but with the decline of enrollment scores, the overall quality of higher vocational students is an indisputable fact. Vocational colleges can choose to conduct an interview when recruiting students, and professional teachers can serve as judges. The content of the interview can be to inspect the singing of children's songs, children's dance performances, or Musical Instruments playing, and carry out stratified teaching according to the existing level of students at the time of enrollment.

3.2 Actively formulate teaching objectives

Under the current new situation, higher vocational preschool education requires teachers to formulate detailed teaching objectives and highlight the comprehensive training of talents. The music teaching of higher vocational preschool education needs to refer to the psychological characteristics of children's current age stage to formulate teaching objectives. Only when teachers master the characteristics of students' psychological age, can they see the differences among students, so that they can selectively teach, so that students can become the master of learning and help students develop in an all-round way. In addition, teachers also need to improve the content of teaching, so that the content of music teaching is more comprehensive, so that students can understand more knowledge, for students in the future study to lay a more solid knowledge foundation.

3.3 Optimize and innovate classroom teaching models

According to the actual situation of students, teachers should combine different actual situations to make the learning experience of students more real and enhance the applicability and interest of music teaching. Meanwhile, diversified multimedia technology should be used to reduce the difficulty of music knowledge and make the teaching mode break through the tradition [3]. First, we should pay attention to the development of skills competition, so that students have a sense of competition. Can be in each semester for a professional skills competition, such as music knowledge competition, dance competition, sitcoms plait game, etc., by conducting skills competition, students are inspired competitive consciousness and strong self-confidence, the campus cultural atmosphere will be more intense, and social demand for high quality high levels of preschool teachers is the same. Second, use the second class to consolidate teaching achievements. The construction and propaganda of campus culture is more important in colleges and universities, which is conducive to cultivating students to establish correct three views, form good study habits and constantly improve themselves.

3.4 Attach importance to practice and improve teaching facilities

After repeated practice, students' comprehensive ability and quality will be improved, and they will have a more intuitive grasp of the characteristics of kindergarten teaching activities.

Conclusion

To sum up, under the new situation, the practical research on the reform of music teaching in higher vocational preschool education has improved students' comprehensive ability, and the development prospect of the major is broader. However, there are still some problems in the current vocational preschool education, such as the difficulty in implementing music teaching, the lack of pertinence of curriculum goals and the lack of innovation in teaching mode, which will not only affect students' learning of professional courses, but also may make students lose their competitiveness in the future. Therefore, teachers should focus on the cultivation of students' music literacy, achieve the goal of music teaching reform under the new situation, make the reform of music teaching in higher vocational preschool education more meaningful under the new situation, so as to promote students to become educational talents with strong professional ability and high comprehensive quality.

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Research on the Construction and Practice of Intelligent Library Service Model in Higher Education

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Abstract: With the continuous development of China's economy and society, information technology and Internet technology have played an important role and influence in the development and operation of various industries. The construction of higher vocational libraries can also apply advanced information technology to library construction and management, which can not only strengthen the functionality and service of higher vocational libraries, but also accelerate the pace of urban wisdom construction. To provide higher vocational students with a better learning environment. In this paper, we will analyze the service mode of higher vocational intelligent library and propose improvement measures for practical construction for reference.
Keywords: Wisdom Library;Service Model Construction;Practice Research

1. Introduction

It can not only play the role of traditional libraries in preserving and searching books, but also achieve the effect of scientific management and scientific service through advanced technology and equipment. The higher vocational wisdom library is an inevitable measure for the construction of all higher vocational colleges in the future, so the relevant personnel should strengthen the research on the service mode and management mode of the higher vocational wisdom library to ensure that the service quality and efficiency of the higher vocational wisdom library can be effectively improved.

2. Service concept of higher education intelligent library

Wisdom Library is a new type of facility created by combining libraries in the traditional sense and modern information technology, and has made great contributions to activities such as promoting reading activities for all and improving cultural construction since its construction. With the development of the times, the traditional library can no longer meet the needs of people for reading and learning in the new era, so the use of advanced technology to transform the library is imperative[1].Smart libraries use information technology for management and service work, and apply new Internet technologies on the basis of traditional libraries to solve the limitations of traditional libraries in time and space and provide better services to users. Smart libraries simultaneously preserve the public and social aspects of traditional libraries, provide equal services to all customers, and apply information technology and network technology to the library system, Customers can use all the contents contained in the smart library only through hardware devices such as cell phones and computers, and the smart library also strengthens its own content preservation and transmission capabilities through a network database, providing better convenience for modern people to use. Compared with traditional libraries, smart libraries have a stronger user feedback system, which can correspond to the different needs of each user for processing and services. Traditional libraries provide services for users only by providing reading environment and reading resources, while smart libraries can solve users' needs through automated devices, and users can inform the automated devices of their needs, and then artificial intelligence devices can solve and reply, so as to realize the dynamic processing effect of smart libraries on users' needs. At present, some of China's higher education institutions have taken the construction of intelligent libraries as one of the key projects of school construction, and in the actual construction designers need to combine the actual situation and actual needs of the construction schools to design and provide a good learning environment and platform for students

3. Construction measures of intelligent library service model for higher education

3.1 Establishing a new service model for smart libraries

Intelligent libraries in higher education play a service effect by providing users with reading environment and reading resources. With the development of technology, there are already intelligent libraries that have started to use artificial intelligence devices to carry out services and achieve certain results, and intelligent libraries can divide their own service mode into two parts to carry out: The first part is to improve the quantity of resources in reserve, enhance the quality of environmental management and provide knowledge services to users based on the traditional library. The second part is to let users play the effect of knowledge flow and communication through the smart library, which can use the Internet technology and network platform to build a large smart library management system, and register each user, so that users can look for people with the same major as their own study for knowledge exchange and

communication through the system of the smart library, and this method can effectively promote the user's mastery of knowledge and strengthen the user's reading effect. Users who encounter difficult problems in reading can seek help in the online platform in time to ensure the quality and effectiveness of learning.

3.2 Effective organization of existing resources

The intelligent library of higher education institutions stores all the documents, books and experimental research resources of higher education institutions, so it is a key facility for higher education institutions to carry out teaching and learning, therefore, in order to innovate the service mode of intelligent library of higher education institutions, all the documentary resources in the intelligent library should be integrated effectively first. There are many kinds of subjects in higher education institutions, so it often takes a long time for students to find resources. Designers can classify and organize all the books and resources owned by higher education institutions, and save the resources of the same subjects in a unified way, and make sure that all the existing resources are organized in a fine way when organizing them[2].After finishing the organization the designers also have to optimize the preservation of resources. Traditional libraries are arranged in terms of majors and initial letters. However, due to the increasing number of resources, more and more resources meet the same conditions, and the influence on the actual use and resource search is gradually increasing. The new intelligent library can be saved and managed on a per-article basis, and all resources are saved according to their own characteristics by using computer equipment and network platforms with strong computing power to develop keywords for preservation and management, so that users can immediately find the content and resources they want to search by simply typing in the relevant keywords, providing better protection for users' experience. In the process of preservation, advanced technology and coding technology can be used to develop the unique metadata warehouse of their own colleges and universities, to sort out and compile the corresponding field numbers of various industries and types of resources. Then through the network platform according to the different number field of each resource to save, not only can improve the saving effect, but also provide users with better quality and faster service[3]

3.3 Use through hardware devices

The future development goal of smart libraries is to digitally inform all resources, but it seems to be quite difficult from the current level of technology. Designers can combine the popular mobile software such as wechat and QQ with the smart library and establish the wechat platform of the smart library on wechat. Users can create their own accounts and use them only through wechat. It is also possible to save and download resources directly through the WeChat platform, which provides convenience for users and strengthens the quality of services of the smart library. The main service targets of the higher education smart library are students and teachers in the institution, so the personal information of students and teachers can be connected with the smart library and WeChat software in a unified way to achieve the effect of verifying personal identity through WeChat and provide convenience for users. With the continuous development of network technology and information technology, various industries in China will take network technology as an important technical guarantee for development in the future. Intelligent libraries should combine Internet technology and their own service mode when establishing, and use advanced technology to increase service quality and effect

4. Conclusion

The smart library upgrades the service capacity and storage capacity on the basis of the traditional library, which is in line with the development prospect of the times and can provide better services to users. Higher vocational colleges and universities are an important source for the future transportation of talents in various industries in China, so the higher vocational wisdom library carries the important goal of improving the comprehensive quality of talents. The relevant personnel should strengthen the research and improvement of intelligent libraries to ensure the number of talents for the future development of various industries in China and provide effective protection for the future development and construction of our country.

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Discussion on the Distortion of Accounting File Information of Listed Companies and Countermeasures

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Abstract：The business results and financial status of the enterprise are all embodied by the accounting archives information. To ensure the authenticity of the accounting archives information can to a certain extent ensure the correctness of the state economic policy and the overall development strategy of the organization. However, for now, the distortion of accounting information in our country has become the norm. Especially for some listed companies, in order to obtain considerable economic benefits through listing, they go astray to violate the accounting standards. The specific performance is mainly accounting vouchers , Accounting books to financial reporting information distortion three types of circumstances. In-depth analysis and exploration of these three situations at the same time, standing in the background of the accounting profession, the management of listed companies and other aspects of the in-depth study of listed companies accounting information file distortion of the specific reasons.

Keywords: Accounting archives; Regulatory construction; Information distortion

1. Introduction

With the development of China's market economy and the improvement of corporate governance, accounting information has played a more and more significant role in economic development. For the distribution of market resources and the government's macro regulation and control, the true and reliable accounting information files are The key guarantee. However, because the Chinese market supervision and management system is not sound enough and the business is driven by more interests, etc., resulting in many companies can not guarantee the authenticity of the accounting information. Over the years, all the countries have attached great importance to the distortion of accounting information. As early as the beginning of the 21st century, Premier Zhu Rongji personally read the words "not faking accounts" when he conducted inspections in Shanghai and the Beijing National Accounting Institute. However, due to the temptation of interests and the impetus of various objective factors, the distortion of accounting information is getting more and more serious and gradually becoming the focus of the market. This has greatly hindered the steady development of the capital market and has produced more confidence in the investment of many investors. A big blow, how to resolve the issue in essence, is now a major issue to be solved urgently in the Chinese economic market.

2. Overview of Accounting Information Distortion of Listed Companies

To study the distortion of accounting records information, the first step is to understand the concept of information, the definition of information is different in all disciplines, and from a different perspective on the definition of information, there will be no The same result. However, there are also some commonalities in many definitions, that is, information is a specific reflection of objective things and is mainly presented through certain carriers. Therefore, accounting information, accounting language of the organization's economic activities, reflects.

Relevant departments to restrain and regulate the operation of listed companies and effectively protect the contents of the legitimate rights of investors is consistent with the relevant provisions of the state. In order to standardize the activities of listed companies, ensure the steady operation of capital markets and safeguard the legitimate rights and interests of investors, the state has done more financial requirements for listed companies. For example, in the small board listed companies, three years before their total net profit must reach 30 million; listed companies in the most recent annual operating income of less than 10 million or less than the retrospective is less than 10 million, will receive the refund Market risk warning, then no more than 10 million a year, will be suspended from listing. The above regulations lead to a great sense of crisis and pressure on the listed companies.

3. Accounting information distortion of the main performance

3.1 Accounting document information distortion

Accounting documents is a written record of the occurrence and status of economic operations and to determine the economic responsibility of written evidence that it is an important basis for accounting and compilation of statements. Lack of authenticity of accounting vouchers to private small vaults, private Norwegian public funds as well as acceptance of bribes, embezzlement and other public funds to facilitate the management of funds beyond the control is not conducive to the steady development of the overall

industry. At the same time, because accounting vouchers are the key basis for posting and compiling reports, their information distortion needs to find the reason from accounting vouchers. Therefore, distortion of accounting voucher information will bring great harm to a great extent and to a great extent. However, accounting procedures from the current accounting point of view, the distortion of accounting documents information is more common, such as industrial manufacturing companies Ocean Company, its production workshop with a total of 4,000 yuan access to raw materials, raw materials used in product production is 3,000 yuan for The general consumption of raw materials is 1,000 yuan. However, in the picklist, the person in charge did not explain and record the specific use of the raw materials.

3.2 Accounting information thin information loss

At present, the distortion of accounting information of Chinese companies is more severe. Accounting books are mainly based on accounting documents. Therefore, the accounting information distortion will directly lead to the distortion of accounting information. In view of the inherent characteristics of listed companies in China, accounting information distortion can be divided into four categories: accounting, checkout and information distortion appearing in the accounting and account accounting errors arising from the setting up of the account.

3.3 Financial report information distortion

Mainly due to the distortion of financial reporting information: balance sheet, income statement and notes, interim report information distortion, mainly due to the relevant provisions of our country and the requirements of listed companies need to achieve through these. China has more requirements on the balance sheet of listed companies. For example, in the motherboards and small and medium-sized board market, when its initial public offering, "the latest period of intangible assets in the net assets of not more than 20% of the share", if the latest fiscal year net assets of less than 0, will be delisted Risk warning, if continuously less than 0, you need to exit the market. The above requirements and requirements for listed companies made by the individual financial indicators have rigid requirements, resulting in public companies felt the pressure, followed by performance in the above accounting distortion, the specific embodiment is: a false increase in assets to meet the established requirements. Just like Man Fosheng, which was listed on the GEM of the Shenzhen Stock Exchange in September 2011, one year after the financial fraud was detected, a major manifestation of its counterfeiting was the false increase in assets under construction, prepayments and accounts receivable .

4. Accounting file information distortion analysis

4.1 Lack of clear accounting rules and regulations

Because the relevant departments of our country did not improve the relevant accounting records information management rules and laws, resulting in the failure of the protection of accounting archives information in accordance with uniform and accurate standards. For example, when accounting information is archived, it still does not change the traditional approach, and only those paper accounting files are archived. Only the accounting books and statements originally filled in manually are converted into computer input, printed in electronic form Books and reports. In this way, the distortion of accounting records information will be more serious.

4.2 Accountants lack of professional ethics and responsibility

Whether it is to fill in accounting vouchers or to prepare accounting statements, the essence of economic activities should be mastered in a serious and serious manner, the accounting information covered by the activities should be clarified, and the accuracy and reliability of accounting data should be ensured. Accounting files, especially the voucher and the compilation of books, are more complex and delicate work, not only should act according to the established accounting standards, but also need to append the voucher after the corresponding original voucher information. However, in actual practice, most accountants blindly keep books before accounting for the actual substance. The accounting records are not matched correspondingly and are not valued for the integration of the original documents. Such casual attitude distorts the accounting information.

5. listed companies accounting file information distortion solution

5.1 Strengthen the construction of laws and regulations related to accounting

According to the accounting practice of listed companies, we can see that there are some defects in the legal regulations of accounting in China, which have little effect. Therefore, on the basis of rationally analyzing the costs and benefits, we should improve the following aspects and then promote the improvement of accounting regulations and systems.

5.2 To strengthen accountant professional ethics

The professional ethics of accounting workers will have a greater impact on the distortion of accounting records of listed companies, try hard to strengthen the professional ethics of accounting workers and the concept of sincerity, which can effectively prevent the distortion of accounting records information. At the same time, the moral concept will not be immediately apparent once it is strengthened. However, if there is no corresponding cultivation and strengthening measures, then it will have a negligible negative impact. Therefore, good professional ethics is extremely important, individual employees also need to work ethic standards for self-monitoring and reflection, firm belief. Both managers and general accountants need to adhere to the principle of "taking integrity as the fundamental principle, ethics as the key point, strictly observing the relevant norms and never using fake accounts." Note, however, requires fair and impartial practice and completion Audit work, implement the "economic police" should do, and promote the sound development of the securities market.

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Research on the Design Strategy of Pocket Park from the Perspective of Healthy City

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Abstract: Pocket parks are small in size and flexible in function. In the process of urbanization development in China, the number of pocket parks has gradually increased, but from the current point o f view, there are many problems in the construction of pocket parks in China . This study conducts a detailed investigation on the plants, sports facilities and roads of the pocket park by adopting the method of on-site investigation of the pocket park. It was found that pocket parks currently have problems such as functional limitations and insufficient ecological design. Therefore, a strategy is proposed to refine the infrastructure of pocket parks and enhance the interactivity of the landscape, so as to promote the high-quality development of pocket parks.

Keywords : Health; City; Pocket park;Small green space

With the rapid development of urbanization, the urban population is increasing rapidly, and the high-rise buildings in the city are constantly pouring out . Behind the high-rise buildings also breed a series of urban problems . Due to the lack of urban space resources and the limited area of parks, pocket parks came into being at the historic moment, and many cities began to build pocket parks to provide entertainment and recreation space for surrounding residents. The pocket park starts from the tiny space in the city, and the construction of "pocket park" increases the urban green space, which plays an effective role in alleviating and coordinating in high-density cities [1] .

1. Definition of concepts related to pocket parks
1.1 Healthy City
In 1997, the World Health Organization defined a healthy city as "a city that continuously develops and develops the natural and social environment, and continuously expands social resources, so that people can support each other in enjoying life and realizing their full potential." People's health includes all aspects of physical, psychological and social life.A healthy city is based on the concept of people-oriented, through the planning of urban landscape, space and function, the urban landscape is built into a living environment that can make people feel happy physically and mentally.

1.2 Pocket Park
The concept of pocket park was first proposed by American landscape architect Robert Zion in May 1963 . Pocket parks, also known as pocket parks, mainly refer to small-scale urban development spaces, which are often scattered in blocks or hidden in cities to serve local residents . The general area of the pocket park is about 1000m 2 , serving people within 5-10 minutes, and serving a population of about 500-1000 people.

2. Problems with the status quo of domestic pocket parks
2.1 Functional limitations
With the rapid development of society, people's way of life has changed, and the demand for park use has also changed . Nowadays, most people cannot go to traditional city parks due to work reasons, and can only go to parks near their homes [3] . The pocket parks around the community carry many functions, and the pocket parks should meet the needs of people in many years . Pocket parks are supposed to be a relaxing gathering place that gives the little ones after school a space to play and socialize . A few seats, a few fitness equipment, so that retired seniors have a simple fitness place. In reality, pocket parks only play a greening role in the city, ignoring their social and artistic functions.

2.2 Insufficient ecological design
The practice of pocket parks in many cities does not incorporate the features of the city . The pavement material of the ground is made of impermeable material, and the rainwater does not penetrate into the ground through the material[4] . The combination of plants is also not suitable for the local climate characteristics, and cannot create a plant effect with distinct seasons . Many pocket parks lack the necessary management. In the harsh environment, the ecological structure is broken so that the pocket parks cannot attract pedestrians, and soon the parks become new urban wasteland.

3. Pocket Park Landscape Design Elements Analysis
3.1 Plant configuration

Plants are an essential design element in the park, and the selected plants should be suitable for local tree species. When selecting trees, shrubs and flowers, they should be set reasonably according to the function, form and space size of the pocket park. Large trees have strong shading; lawn green space can enhance the intimacy with people; solitary trees have strong ornamental properties[5] .

3.2 Public facilities

The public facilities reflect the main functional performance of the pocket park, and the public facilities are set up according to the main functions of the park and the characteristics of the surrounding crowd activities. In the design work, integrate the daily life of urban residents and integrate urban culture Public facilities are also designed to be ergonomically dimensioned. In addition, we must also pay attention to the barrier-free design of special groups, such as setting up barrier-free passages at the entrances and exits of parks and professional hand-washing stations and toilets for special groups.

3.3 Space division

Although the size of the pocket park is small, it should be powerful . There should be fitness areas in pocket parks for all ages . The types of fitness activities should be diverse and meet fitness activities such as disease, rehabilitation and bodybuilding. Recreational areas are also essential in pocket parks . Communication activities are mainly to promote social health, which can increase children's fitness space . At present, there are many cases of the elderly with children, and the needs of children and the elderly should be considered more in the space division.

4. Pocket Park Design Strategies from a Health Perspective

4.1 Refinement of the infrastructure

Refine the design of all the seats, street lights and structures in the pocket park . Deeply excavate the cultural connotation of the location of the park and create a landscape space rich in life . At the same time, the landscape space can be enriched through landscape walls, sculpture sketches, corridors and hydrophilic platforms , so that the physical form and atmosphere in the space can be integrated. Place prominent signs at the entrance to pocket parks, or add concise, easy-to-understand hand-drawn maps for pedestrians to see.

4.2 Enhance the interactivity of the landscape

Improving the health of pocket parks is all about encouraging people to interact with the landscape through design . According to the theory of environmental psychology, viewing plants or natural landscapes, even natural pictures, can also play a role in promoting health. In the design process, the handling of the pocket park interface should be carefully considered to reduce visual obstacles such as the arrangement of large trees, buildings and walls.The traffic organization is more convenient to connect with the entrances and exits of the surrounding office areas, commercial areas and communities Referring to the neighborhood planning model of "5min pedestrian zone" and people's walking speed, 500-1000m is a distance that can create good travel and health opportunities, and increase people's opportunities to directly contact the landscape [6].

4.3 Encourage people to actively participate

Encourage active participation and maximize the health benefits of pocket park spaces.In parks that people use more frequently, the concept of horticultural rehabilitation gardens can be considered to improve people's health .In gardens, people will effectively integrate into nature, and integrate into nature and feel nature from the aspects of smell, hearing and touch, which will make people feel more comfortable and relaxed in daily life, and gradually achieve the goal of physical health. The construction of the pocket park emphasizes public participation, including soliciting opinions from the public before planning, participating in the construction during the construction and maintaining and managing it after it is put into use , so as to realize the healthy and circular development of the pocket park .

5. Conclusion

To sum up, the design of pocket park is not a simple landscape design, it is related to people's health and the development of the city, we should pay attention to every design procedure and design details. In the context of the current era, it is particularly important to create a healthy, green and comfortable urban environment. In response to the existing problems of pocket parks, corresponding design strategies are proposed, and the healthy functions and benefits of pocket parks are presented from different angles to promote the sustainable development of the city.

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Application of EDA Technology in Electronic Engineering Design

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Abstract: The rapid development of EDA technology makes it more and more widely used in modern electronic system design, including IC design, circuit board wiring, function verification and simulation, and testing.Electronic engineering design is the core course of cultivating electrical information majors, which helps cultivate students' engineering ability, practical ability, innovative consciousness, systematic thinking, etc. Through the application of EDA Technology in all links of course implementation, including design scheme selection, unit circuit design and system debugging, the correctness and reliability of circuit design are greatly improved, and the application ability of students' electronic design software is greatly exercised.

Keywords: Electronic engineering design; EDA technology; Temperature control system; Optimal design

1. Concept of EDA Technology

EDA technology takes computer as a tool to scientifically and effectively integrate database, computational mathematics, graph theory, graphics, topological logic and optimization theory to form a new technology for electronic system. It is the latest achievement of computer technology, signal processing technology and signal analysis technology. The emergence of EDA technology not only better ensures the simulation, debugging and error correction at all levels of electronic engineering design, and brings strong technical support for its development, but also occupies a more and more important position in various fields such as electronics, communication, chemical industry, aerospace, biology and so on, which greatly reduces the work intensity of relevant practitioners.

2. Application of EDA Technology in electronic engineering design teaching

EDA technology has been fully developed in the university classroom. It is a technology that can be studied by science and engineering students and achieve excellent results in theory and practice. Electronic engineering design is a professional basic course for computer science and technology, electrical engineering, automation, data science and big data technology. The core practical course is to cultivate students' basic engineering quality and ability.

The task of this course is to complete the whole process of design, production and debugging of a small electronic system, mainly including the use of electronic simulation software, welding process training, unit circuit design and debugging, circuit system debugging under software and hardware environment, troubleshooting and solving of circuit faults, etc. By designing and simulating the circuit, students can understand each module's circuit principle and working process and then realize it according to the given simulation circuit. Finally, the functions of each module are measured in the overall system to obtain the corresponding experimental data.

This course integrates comprehensiveness, design and innovation, integrates the knowledge accumulated by students in different learning stages and different courses, and cultivates their comprehensive practical ability in electronic engineering design.

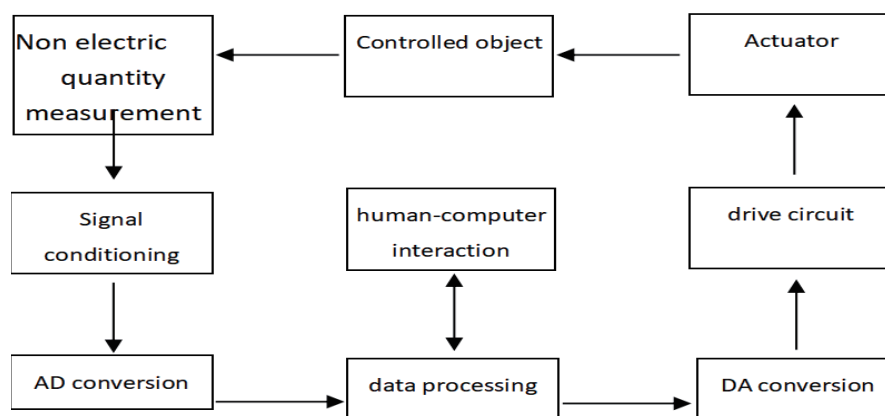The architecture of the complete temperature control system is shown in Figure 1.

Figure 1   overall architecture of the system

3. Selection of design scheme

3.1 Comparison and selection of design schemes of regulated power supply

3.1.1 Linear voltage stabilizing circuit

The linear voltage stabilizing circuit uses transistors to adjust the voltage, and the transistors work in the amplification area. The circuit has the characteristics of low power consumption, low ripple, good noise and low dynamic response. Integrated linear voltage stabilizing circuit adopts bandgap voltage reference circuit, which has good stability and low noise; There are many protection measures for overcurrent, short circuit and overheating; And it is easy to use without adjustment. Its specifications include the following series: Fixed positive pressure: 78xx, 78mxx, 78lxx fixed negative pressure: 79xx, 79mxx, 79lxx

3.1.2 Switching voltage stabilizing circuit

The regulator works in the on-off state and has the characteristics of low power consumption, low calorific value and high efficiency. However, due to the discontinuous input or output current, it has large ripple and noise, so it is not suitable for precision analog circuits; The energy storage element maintain the stability of the output voltage, and the dynamic response characteristics are poor. This type of voltage stabilizing circuit has complex circuit, many peripheral components and high requirements for components. There are four basic types of switching voltage stabilizing circuits: series type, parallel type, inductive energy storage type and buck type. All kinds of switching power supply circuits are derived from the above four basic circuits. The switching power supply circuit is complex and difficult to realize. The DC-DC converter is an integrated switching regulator designed based on the basic switching voltage stabilizing circuit. It has few peripheral components and is easy to realize. Low AC supply voltage and low output power. Scheme comparison and selection: according to the task requirements and design indicators, and comprehensively considering the reliability and implementation cost of the system, the implementation scheme of integrated linear voltage stabilizing circuit is decided.

3.2 Comparison and selection of transmitter design schemes

The main task of transmitter design is converting current to voltage and amplifying the voltage signal. Compared with the temperature measurement range of 0 °C - 100 °C, the output current of AD592 has a linear relationship with temperature, strong anti-interference ability, accuracy meets the design requirements, fast response speed and easy realization of signal conditioning circuit. Determined as the preferred temperature sensor. The current output range of temperature sensor AD592 is 273 μA-373 μA. That is, at the 0 point of temperature measurement, the electric quantity signal output by the sensor is not 0. For the convenience of subsequent signal processing, the transmitter also needs to translate the voltage signal, so that the output voltage of the transmitter is also 0 for the 0 point of temperature measurement. In order to simplify the design circuit, the transmitter uses operational amplifier as the core operational element.

When using EDA software to simulate the circuit, carry out system simulation or structure simulation in the complete electronic design circuit to analyze and judge whether the electronic system is reasonable and scientific. Using EDA technology, the function transfer of each link in the electronic system can be realized. The transfer process is carried out by using the mathematical model in EDA software system. By using EDA technology for measurement, we can continue to evaluate the regional structure after the measurement, and judge whether the regional structure is reasonable and accurate. By analyzing the modeling of electronic design program, we can judge the scientificity and designability of design and the availability of various instructions related to electronic design. By using this technology, the overall level of electronic circuit design can be improved [1-2].

4. Effective analysis of circuit performance

EDA technology is an important part of analyzing effective circuit performance. In electronic engineering, data verification and circuit performance analysis are the basis of various theoretical analysis. However, when the traditionally electronic system design method is used for effective data evaluation and performance analysis, it is mechanically limited, which limits the accuracy of data measurement and functional circuit analysis. The emergence of these problems affects the design process of electronic products and affects the subsequent use of electronic products. However, the data measurement and analysis of regional feature efficiency can be successfully solved by using EDA technology. Using EDA technology can make the most complete and accurate electronic system design process. In addition, according to the technical characteristics of EDA, the limitations of traditional solutions can be effectively eliminated to achieve the overall quality of electronic products [3]. Examples are omitted.

5. Conclusion

The wide application of EDA Technology in electronic engineering design course has helped to achieve the teaching objectives of the course, and improved the high-level, innovative and challenging degree of the course. It is an important part of constructing high-quality undergraduate courses in Beijing. It also laid a solid foundation for the subsequent career development of students majoring in electrical information.

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Discussion on the Current Situation and Development Strategies of Innovation and Entrepreneurship Education in Vocational Colleges Under the Background of "Entrepreneurship and Entrepreneurship"

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Abstract: Under the background of mass entrepreneurship and innovation, it has become the only way for vocational colleges to systematically carry out innovation and entrepreneurship teaching and train innovation and entrepreneurship researchers. This paper takes the current situation and development strategies of innovation and entrepreneurship teaching in vocational colleges under the background of "entrepreneurship and entrepreneurship" as the title to explore innovation and entrepreneurship education, and hopes to provide reference for vocational colleges to further develop innovation and entrepreneurship education.

Keywords :" Entrepreneurship and innovation "background; Vocational colleges; Innovation and entrepreneurship education

1. The significance of innovation and entrepreneurship education in vocational colleges

The implementation of innovation and entrepreneurship education in vocational colleges conforms to the requirement of "mass entrepreneurship and innovation" in China, and is a powerful measure to promote the comprehensive reform of higher education in China. Therefore, the implementation of innovation and entrepreneurship education is an inevitable choice for vocational colleges to cultivate talents in the new era. Although China's vocational colleges have carried out educational reform continuously in recent years, there are still some problems in the implementation of innovation and entrepreneurship education, such as the updating of educational concepts, the lack of understanding of innovation education, the lack of updating of teaching methods and other shortcomings, which make the innovation link of vocational education become more weak. Therefore, it is urgent to solve these deficiencies and continue to carry out innovation and entrepreneurship education.

2. Teaching status of science and technology entrepreneurship in vocational colleges under the background of "mass entrepreneurship"

2.1 Educational ideas have not really gotten rid of the constraints of traditional ideas

Part of vocational college teachers in the process of developing innovation entrepreneurship education is still under the influence of traditional concepts, neither practical from the professional skills to promote the innovation of traditional education idea, also can really learn to the link between innovation ability literacy and creativity, it is bound to a great extent the deepening of the teaching reform in vocational colleges, the serious influence the innovation of entrepreneurship education[1].

2.2 The curriculum is not reasonable enough

At present, part of the vocational colleges to carry out the innovation of entrepreneurial education faces in the process of the practice of setting of the status quo of inappropriate setting due to improper will cause system standardization problems in the teaching of vocational colleges, including the objective, time scale and curriculum design curriculum system, such as the corresponding standards, and different also there are different ways to implement vocational colleges, part Vocational colleges face in marketing management and other professional students only carried out innovation entrepreneurship education courses, leading to other professional opportunities for the training of the students' innovative undertaking to reduced greatly, and some vocational colleges in view of all the students in the focus of the training course but ignored the lamination teaching, causing the curriculum is not appropriate, the whole students master the situation is not ideal, but also Some vocational colleges and universities only focus on employment teaching, but the teaching of innovation and entrepreneurship is just a formality, and does not really carry out, so it can not cultivate the talent of students.

2.3 Lack of excellent professional innovation and entrepreneurship teachers

Exist at present, most of the vocational colleges across the country have special creative number is the shortage of teachers, and most of the teachers of vocational colleges's innovation and development are also made up of part-time teachers, is a rare and full-time teachers, some teachers from colleges and universities undergraduate course, the students leave after you walked into the school directly from the school as a teacher, the actual life experience and education Students have received a lot of theoretical education, but a lot of practical education is relatively lacking, so their teachers are also weak in guiding the students' innovation and development.

2.4 Lack of innovation and entrepreneurship practice platform

Under the influence of many reasons such as the cultivation concept of schools and the low level of teachers in vocational colleges, as well as the lack of experimental platforms for innovation and entrepreneurship in vocational colleges, the design of experimental links is not reasonable. In addition, because China is now the country has innovation incubator of vocational colleges is relatively less, so the cooperation between colleges and vocational colleges also can take the school to build to create practice opportunities for students, but this method also tend to face some disadvantages, such as cooperation in several aspects of the differences caused by both sides, and practice methodology is relatively drab, of students' innovative undertaking The cultivation of ability is also relatively limited[2].

3. Development strategies of innovation and entrepreneurship education in vocational colleges under the background of "mass entrepreneurship"

3.1 Build and optimize the practice platform for innovation and entrepreneurship

Building an experimental platform for innovation and entrepreneurship teaching is a crucial link in the teaching process of innovation and entrepreneurship in vocational colleges, because practical training is the difference between the teaching of innovation and entrepreneurship in vocational colleges and the teaching of other disciplines, and also the advantage of the teaching of innovation and entrepreneurship in schools. Through the establishment of innovative education practice platform, further optimize the arrangement of innovative education vocational colleges flexible in-school training work and practical work inside and outside the school, through the practice of work, promote the perfect combination of work inside and outside the school, greatly improve the opportunities for students to innovate, and further promote the innovation of entrepreneurship education in vocational colleges.

3.2 Strengthen cooperation with enterprises and governments

If vocational colleges want to carry out innovation and entrepreneurship education smoothly, they need to take the initiative to cooperate with relevant enterprises and government departments. Vocational colleges can take the form of special construction for innovation and entrepreneurship education, and actively guide students to participate in projects to cultivate their pioneering and innovative dedication and practical ability. When necessary, they can also coordinate with relevant government departments and actively strive for economic support and help from local governments.

3.3 Strengthen the construction of teachers for innovation and entrepreneurship

The training of basic entrepreneurial quality and practical skills is the focus of entrepreneurial training, the level of teachers determines the quality of innovation and entrepreneurship training and implementation technology. Vocational colleges should attach great importance to the construction of teachers for innovation and entrepreneurship, actively adopt various channels and methods to strengthen the cultivation and attraction of excellent teachers, and provide human resources guarantee and intellectual support for the development of innovation and entrepreneurship education[3].

3.4 Scientific curriculum system

Scientific and reasonable curriculum system design is the main prerequisite for professional colleges to successfully carry out innovation and entrepreneurship education. Therefore, if professional colleges want to successfully carry out innovation and entrepreneurship education, they must first design scientific and reasonable curriculum system. First of all, vocational colleges should set all students as the main objects of innovation and entrepreneurship education, so that all students have the opportunity to cultivate the awareness of innovation and entrepreneurship, so as to promote the overall innovation ability of vocational college students and the improvement of the overall innovation ability of the society.

4. Conclusion

Mass entrepreneurship and innovation is an effective way to boost employment through entrepreneurship and innovation. Innovation and entrepreneurship education is also an effective means to promote the progress and development of Vocational colleges in China, and an inevitable measure to conform to the development trend of education in China. Vocational colleges can promote the development of innovation and entrepreneurship education by carrying out scientific curriculum system, strengthening teacher construction project and cultivating students' innovation and entrepreneurship ability.

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Original Research Article

Analysis of Semantics of a Selected Lexical Item and its Pedagogical Implications

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Abstract: The article demonstrated the importance of semantics of vocabulary in the pedagogical context by analyzing a commonly used word—old.

Keywords: Semantics; Old; Denotation and Connotation; Pedagogy

Introduction

An English word—old with a range of meanings and uses was identified in the article; then it analyzed its semantics with focus on denotation, connotation and collocation and finally discussed its pedagogical implications in the ESL/EFL class.

1.   Rational for choosing Old

Old is a very frequently and widely used word in English. For this reason, it is usually included in the front part of an English teaching pedagogical list. Therefore it may also be one of the beginning words for the English learners to learn English. Because of the complexity of the meanings and uses of the word, the learners may find it difficult to comprehend and produce with it properly. Therefore, the appropriate understanding and use of the word may become very important for the English learners, due to the reason that the knowledge of the word's connotation and collocation may be different from their L1 background.

2.   Meanings set out

Old is an adjective word which is defined in Collins Cobuild English Language Dictionary to describe someone who has lived for many years and is no longer young. For example, we can say an old woman or an old man, etc. Old can also be used as the attributive to describe someone who is known for a long time; familiar, such as an old friend, etc. Old is usually used with a period of time or with how to describe a length of time. For instance, how old are you, a four-year-old boy, etc. Old can be used to describe something as well, if something that has existed for a long time and is no longer new or no longer in a good or new condition. For example, we can say old houses, clothes, etc.

There are also some different meanings of old in the idioms. For example, old boy/girl means the former pupil of a particular school; the old maid means the unmarried woman and old chap/bean may used by elder man of the middle or upper classes as a familiar form of address when talking to another man.

When exploring more meanings of old with other source such as lyrics, the meaning of old sometimes represents a strong emotion of cherishing the past. In Delange Ilse's lyrics, the old tears means the tears shed because of the unforgettable lost love. When old used in some literature, it may represent the affection and intimacy, for example, in Salinger's novel—the catcher in the rye (1946)[1]. Old Spencer, old Selma, etc. are all used to indicate the intimate relationship between the characters.

3.   Commentary on the meanings

A commentary is made with focus on the following aspects: denotation/connotation and collocation.

3.1 Denotation and Connotation

Denotation is defined by Jackson (1988)[2] as the relationship between words and entities that we want to talk about in our experience of the word, whereas connotation relates to the associations that a word has over and above its denotation.

One of the denotations of old is to describe people who are no longer young. However, its connotation may be more complex. In general, when old is used with people, it usually connotes the people who have limited regenerative abilities and are more prone to disease, syndromes, and sickness than other. Moreover, in English, when old is put together with the word woman , it may indicate a negative connotation of bad memory, slow reaction, gossip, etc; whereas the situation is quite different if we use old with man. It may not have the same connotation with the old woman. It can be recognized from so many jokes about the old women not the old men. Since old may have some negative connotations when it describes someone, the expression of old people is usually not suitable to use in a formal context such as the Times news or a government report. Instead, to be neutral or polite, the words like the elderly or senior citizen will be used. The situation, however, may be different from another socio-cultural background (Gairns.R. & S. Redman

1986:19)[3]For example, for the Chinese people, who are deeply influenced by the Confucianism, Old usually represents the attitude of respect and its connotation is often positive.

Old can also denote something that has existed for a long time and is no longer new .Yet, when it is used to describe a place, such as a city or a house, its connotation may be different. If we use old city to depict a city with a long history, its connotation may be quite different from the way we use ancient to describe it. The former may focus more on the long history; however, the later may connote an emotion of appreciation and respect of the city because of its value of the long history (A S Hornby 1989:1021)[4]. Therefore, the emotion and attitude attached to its uses may differ.

3.2 Collocation

Collocation is defined by Nation (2001: 317)[5]as a term to refer to a group of words that belong together, either because they commonly occur together or because the meaning of the group is not obvious from the meaning of the parts. Old has a wide range of collocational items, for example old men, house, cars clothes, how old are you, etc. Yet the collocational relationships between these items may be different, some are strong and some are not and some are even weak. The idioms of old boy, old maid, etc. are usually strongly collocated items. The reason is the items almost always occur together and the meaning of the whole is not deducible from the meaning of the parts. (Nation 2001:332)[5] Old people, old house, old car, etc can also be seen as collocations; however, they are not collocated as strong as the idioms. Nevertheless, they are all frequently used collocations, especially in our daily life. What is worth mentioning here is how old are you can be considered both as strongly collocated group and frequently used ones. On the contrary, the expression of old tears mentioned in section 2 may be an extremely unusual and weak collocation and this untypical collocation, which is usually part of the creativity and the imaginative dimension we find in the art (McCarthy 1990:14)[6].

4. Pedagogical implications discussion

From the commentary made above, some pedagogic implications in the EFL/ESL class are discussed in the following aspects.

1)Denotations usually have a conceptual and in normal use have no emotional or evaluative associations (Gairns.R. & S. Redman 1986:19)[3]. Therefore, it is the primary stage for the learners to get known the meaning of a word. When teaching the denotations, two methods may be used. Firstly, the teacher can use some L2 synonyms to explain the word, as most of the dictionary may do. Secondly, the teacher can directly use the learners' L1 to make a translation.

2)Connotation is more complicated in English teaching, for the items may have emotion or overtones attached which may either come from different contexts or socio-cultural associations (Gairns.R. & S. Redman 1986:19)[3]. Hence if the learners find some difficulty in understanding the connotation. The teacher firstly should better teach the word in the context. The most obvious vehicle for dealing with this aspect of vocabulary teaching may be text work (Gairns.R. & S. Redman 1986:39)[3]—to set up a real context of using the word for the learners. Yet when the connotation confusion comes from the socio-cultural background knowledge, the teacher should both consider the similarity and difference of the L1 and L2 socio-cultural backgrounds. On one hand, the teacher should take advantage of the similarity to facilitate the learners to comprehend the connotation of the word. Normally similar knowledge of the learners' L1 and L2 may help them to comprehend the word easier (M.McCarthy 1997:2)[7]. On the other hand, the teacher can make a comparison of the connotations in different socio-cultural backgrounds. By emphasizing the difference, the learners may raise their awareness of comprehending and producing it in a more appropriate way.

3)Collocational knowledge is considered as the basis of language learning and using (Nation 2001:321)[5]. However, a word may be collocated with a wide range of items; the collocational relationships of the items are different and the frequency of the collocations is not the same as well, the teacher thereby should pay attention to the issue of how and when to teach the collocations. In general, the most frequent collocations are usually the most important ones (Nation 2001:321)[5], for example old men, house, how old are you, etc. Therefore, they are necessary for the learners to know and the teacher to teach. Strongly collocated items such as the idioms should better be taught with cautions. Because of their strongly collocational relationships, they should be taught as a whole in order to help the learners to comprehend and produce. Moreover, they should be taught according to their usefulness (Gairns.R. & S. Redman 1986: 36)[3]: the frequent and strong collocations should be taught before the less frequent ones.

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Structured Written Analysis-Materials

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Abstract: The article is mainly about to analysis the combination of the old and new, both in terms of architecture and materials on Royal Mint Museum in Sydney.
Keywords: The Royal Mint; Sydney; Materials; Old; New

1. Introduction

1.1 Historical and Cultural Context of the Mint

Sydney Mint Museum, is one of the oldest building located in Macquarie Street, Sydney, built in 1811. From 1811 to 1854, the Mint as a hospital. From 1855 to 1926 as a Mint. After 1927, it changed to a government office, which is currently a museum. The rum hospital was completed in 1816. Its design is to imitate the ancient Greek architecture, cedar wood made of two columns, with Doric mold style. In addition, the pillars are tilted inward, giving a visual illusion of the Parthenon in Athens Greece. After the debt in 1853, in order to resist the 'black market' and to protect the official currency that the Government suggested to the British Colonial Secretary establishing the first branch of the Royal Mint Sydney.[1] The Mint closed in 1926 because of Melbourne and Perth Mints having much better technology and being more profitable. Shortly afterwards, a lot of government agencies moved at the Mint and lasted for fifty years, leading to the gradual demolition of old buildings. However, activists succeeded lead the movement to protect the Mint architecture in 1979. 'The Mint would come under control of the Museum of Applied Arts and Sciences' said Neville Wran, the premier of New South Wales. The museum was closed in 1997 and ownership was transferred to the Historical Houses Trust and started a major protection and reconstruction, which integrate the contemporary architecture and historical architecture elements. 'The refurbishment project is an example of the integration of service systems' (by Steensen Varming, Danish engineering firm) to provide a modern, functional headquarters while minimizing the impact on the heritage and archaeological fabric of a site. Now, the old mint buildings converted into modern offices, library and function spaces. This complicated combination of old stone work, elevated flooring, excavated ground, new steel and glass architectural elements creates a compelling entrance area into the foyer of the new offices of Sydney Living Museums.[2]

2. Materials analysis

2.1 Use of materials within the design of the Mint

An old, mainly sandstone. Another brand new, made of timber and glass. To achieve a feeling which from heavy to light on the visual. They keep the natural materials, sandstone, and stone wall. And bring the new materials, glass, steel, also the new technique.

In 2002, "Our mission is to turn it into the center of a vibrant Sydney life museum and become a public place open to all while protecting this particular hidden ruin" said Francis-Jones, the director from FJMT. Then FJMT(Francis-Jones Morehen Thorp)starts studying the Mint's history plans, photographs and maps. Since it is impossible to completely restore history, new materials are used. However, in order to achieve the overall effect, and any one of the design elements are not more important than the other, so the design paid more attention on stone wall broken relics of old buildings. For the reason that stone wall looks good and proportion well, FJMT measures and aligns existing profiles and debris. Choosing natural warm timber to contrast and complement the sandstone. [3] The original Mint is one of the most advanced and innovative buildings, which uses a prefabricated system, a steel structure and a flat roof construction. In the redevelopment, using the modern form and technology weaves carefully. Moreover, the doors, windows and skylights of the old building were reopened during the development. The aim is to make the natural light return to the buildings and the new floor. New buildings in the rich timber, steel, glass and aluminum to foil the sandstone uses in original buildings. The theater with finely detailed steel-and-glass box sheathed in cedar louvres and boarding and the floor is covered with concrete.[4]

2.2 Analysis of materials

As Macquarie said, "The Building is to be elegant and commodious ..." (Governor Macquarie to Lord Liverpool, 18 Oct 1811, *Historical Records of Australia*, series1, vol7, p384). The new buildings were built in 2004, and the new materials and forms used were tied to solid sandstone. They did not compete with old buildings, but to some extent to create supplement with old buildings. Therefore, the use of large scale glass make the new building more like a hall to guide visitors to see the old buildings. The cedar louvres used on the glass facades to make the building look solid when it closes. However, the theater becomes transparent when they

are opened and clearly see the outside of the courtyard. Thus creating greater transparency and openness. The new auditorium ceiling is made by large timber veneered prefabricated panels. The top of the auditorium is similar to a storage room, it includes the Caroline Simpson Library and Research Collection. The colour of the timber and the design of the special shape and sweep up to the top of the double height glass wall, which making the whole space become big and grab the attention to the view outside.[5]

On the northern part of the site, the roof made of glass connect the new and old factory buildings to let the natural light into the buildings. The original buildings used sandstone to build because as the natural building materials, it will not weathering and change colour. So the original building is well preserved and become the unique landscape in the modern city. The roof of the office area retains some of the original sandstone, the other parts use the new material which is steel. This protects the site effectively, combine the modernization, and also ensure the staff has a safe environment.

Conclusion

The Mint is a historic building as the usage from nineteen century to the present that serves the poor, the royal mint, public services, and the museum of military service. Sydney Mint is open free to people since its redevelopment, the use of materials and function on the theater that attract lots of people. Some people will hold the parties or organize morning tea, although need to make payment on site.

The project received many awards, and it is the first and only project which receive the Australian Institute of Architects' Sir John Sulman Medal for Outstanding Public Architecture and the Francis Greenway Award for conservation in same time. "The whole ensemble is given cohesion through carefully modulated scale and proportion, juxtapositions of materials, light and shade, old and new, inside and out. A 19th century walled factory has been transformed into a 21st century campus. "Judge.[6]

It is a great project that preserve the original historical traces, such as keep and protect on the material sandstone and stone walls, and also into the new materials and technology. Historical and cultural heritage is a long history of the deep accumulation of the nation, is a country splendid culture of wisdom crystallization. It is both concentrated in the past and effect the future, for any nation, any country, is a valuable spiritual wealth.

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Development and Application of Social Learning Theory

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Abstract: Social learning theory is the most mentioned theory in understanding people's learning process. This theory mainly explains the learning process of individuals in a social environment. In a social environment, individuals can learn through imitation, observation, and modeling. Social learning methods take the thinking process into account and provide a more comprehensive explanation of human learning through understanding and observing the role of the learning process.
Keywords: Social Learning Theory; Learning Process; Motivation

1. Introduction

Albert Bandura developed the social learning theory in 1977, which focused on explaining the learning process of individuals when they are in social contexts. Bandura believed that this learning process could not be explained through reinforcement alone, but also by the presence of other people. He stated that the state of mind was also crucial in the learning process; in the social contexts, individuals could learn through imitation, observation, and modeling. Similarly, he posited the learning process could occur through vicarious reinforcement, external reinforcement, and internal reinforcement. Bandura's theory was highly dependent on behaviorism as well as cognitivism. Social learning theory incorporated the cognitive process such as attention and motivation into imitation, observation, and modeling. Through observation, Bandura explained that people could acquire skills, knowledge, values, and behavior that were relevant to the social environment (Bandura, 2002)[1].

2. Elements of social learning theory:understanding process

Modeling is one of the main pillars of social learning theory. A model is an individual whose behavior is observed. Through modeling, an individual gets an idea of how new behaviors are carried out. Later, the coded information acts as a guide for action. There are necessary conditions for efficient modeling to take places, such as attention, retention, reproduction, and motivation, which were also known as the four principles of social learning or sub-processes (Bandura, 2002). These principles form a understanding process that takes place between the moment an individual observes the behavior and when they imitate it.

(1)Attention

An individual cannot learn much through observation if he or she neither attends nor recognizes the significant features of the model's behavior . Contact with the model does not mean that a person will pay close attention, or that they will choose the most relevant features from the model's numerous characteristics (Bandura, 2002). Therefore, attention is an important part of learning. Within most social groups, some individuals may be able to command more attention. Therefore, their behavior could be the one that is paid attention to. For example, children are surrounded by many obvious role models such as parents, friends, and teachers.

(2)Retention

Retention describes one's ability to store information and encode the behavior in the memory. Most of the social learning is not directly shown, so people need to remember details of the behavior in order to learn and reproduce it. The ability of an individual to retain is influenced by whether the behavior is verbal or visual. Retention of behavior is enhanced through symbolic coding or rehearsal (Bandura, 2002). Observers who do not concentrate on the performance of the models remember less compared to those who code the modeled activities into concise labels or words. Similarly, those who rehearse more times are also able to perform the pattern of the behavior. Imitating immediately after observing the behavior, or later imitation, also determines the ability of the observer to remember the pattern.

(3)Reproduction

How an observer can demonstrate the behavior of the model is another part of the modeling process. If the observer has acquired the necessary coding of the behavior, then they can integrate the behaviors to produce new patterns of behavior. Some performances of the models are complex and may require practice for the observers to produce them; however, some observers may be unable to reproduce the behaviors effectively, since they have physical limitations or other restrictions, which influences people's decisions whether to imitate a behavior or not. For example, an 80-year-old lady may have watched a ballet, and may think it is very beautiful, paid attention, and remembered the details, but she will not try to imitate it because she knows her body cannot do it. Therefore, people

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adjust some of the performances that they observed depending on the informative feedback they get.

(4)Motivation

Motivation describes the force that drives one to imitate. Performing the behavior is rewarded or punished, and the observer has to take this reinforcement into consideration before they perform an action. Providing positive incentives motivates observers to put the observed code into action. If the observational learning is unfavorable, then its implementation opportunities will be reduced. Reinforcement can be external or internal. External reinforcement is motivation from the environment, such as approval, while internal reinforcement is motivation from a feeling such as happiness. Furthermore, people also consider what happens to others when deciding whether to copy someone's behavior or not.

3. Research design and methodology in social learning theory

Social learning theory can obtain quantitative and qualitative data because its research methods can be experimental and non-experimental. From a quantitative perspective, researchers can study how participants learn behavior. For example, Bandura used the Bobo doll experiment to demonstrate that children learn through observing adult behavior. From a qualitative perspective, researchers can study behavioral issues through a narrative of participants' experiences and opinions.

Similarly, using social learning theory as a theoretical framework can determine whether the participants learned new behavior by observation or participation, identifying different reinforcements that led to a change in behavior, and identifying whether a society/ system has reinforcements promoting the adoption of new behavior. Hence, social learning theory also is used in determining variables in research involving new behaviors.

4. Contributions of social learning theory

The social learning theory extends to other approaches and fields as well. In organizational contexts, social learning theory is used to explain the behavioral transmission that effect among organizational members, which are organizational members observe the behaviors of other members and imitate these behaviors.

According to the viewpoint of social learning theory, because of the authority, visibility, and credibility of the leaders, employees will learn to imitate the various behaviors of the leader in the interaction process, which include negative behaviors(Brown, Trevino, & Harrison, 2005)[2].For example, one study looked at the impact of boss phubbing on employees' work performance through the lens of social learning theory.

Similarly, the social cognitive theory also borrowed from the social learning theory in the behavioral aspect. The social cognitive theory is an extension of the social learning theory and describes a dynamic and reciprocal interaction of person, environment, and human behavior (Akers & Sellers,2012)[3].

Social learning theory has also been applied to e-learning. When people want to learn something on the internet, they visit YouTube where there are videos of someone demonstrating how to carry out a task or describing specific behavior verbally. In this case, when the e-learning shared on the online platforms is interesting, individuals learn by observing and keep information for later. The motivation aspect of social learning theory is applied through the addition of gamification to the e-learning process. For the learner to comprehend the courses on the e-learning platforms, they have to psych their state of minds instead of always expecting social rewards. People learning on the electronic platform also follow the meditational process of social learning theory. Therefore, e-learning used social learning theory to describe how learners acquire new knowledge and skills.

5. Conclusion

Social learning approaches take the thinking process into account and provide a more comprehensive explanation of human learning by understanding the role of the observational learning processes. Social learning theory provides a good approach to develop other theories of methodology and research design. Social learning theory is linked with positivism and phenomenology in its development. However, social learning theory aspect of incorporating "observational learning" summarized that people would learn by just watching others.Therefore, in today's applications, social learning theory is mostly used together with other theories as a theoretical framework.

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On the Learning Methods of English Vocabulary

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Abstract: High school is a key period, and students are about to face the college entrance examination. Compared with junior high school English, senior high school English needs more vocabulary, higher requirements, and the teaching difficulty is increased. Mastering enough vocabulary is the key to learning English well, especially in high school.Based on this, vocabulary teaching is still the key point in high school English teaching.In this paper, I mainly talked about high school English vocabulary teaching.

Keywords: High school; English; Vocabulary

The most important thing to learn English is to master English vocabulary, which is the most basic.If the English vocabulary master is not enough, it will certainly affect the students' English level.Therefore, the English teaching in senior high school should pay attention to the students' mastery of English vocabulary.In teaching, high school English teachers should be able to combine the characteristics of high school students to develop thinking and innovate teaching methods.To be able to make students interested in learning English, willing to take the initiative to learn English, and then master enough English vocabulary, let the English level further.

First, the word classification teaching method

The subject of English study is mainly English vocabulary.English learning in high school needs more vocabulary, only English vocabulary is enough, can learn English well.Mast English words is the basis of learning English well. memorizing English words has been there since the beginning of learning English.Learning English in high school requires more vocabulary, words more difficult to learn and not easy to memorize.In the new era, the teaching concept has changed, and the English vocabulary teaching should also be changed. The traditional rote memorization can not keep up with The Times. At this time, English teachers should change their thinking and innovate teaching methods.Vivid and interesting teaching can attract students, let students experience the fun of learning, can actively learn.Students become interested in English, learning is much easier.

High school English teachers can also separate English words according to categories when teaching, so that students can recite words according to certain rules, it will be much easier.English words are classified according to certain rules, and English words with similar rules are classified into one category.When mentioning an English word, you will contact a similar word. This teaching method of English vocabulary similar to mind mapping is very practical and has a significant teaching effect.For example, in the class "Module 7 Unit 1 Living with technology", the words are more life.Technology can be seen everywhere in the current life, and has been integrated into our life, bringing convenience to our life.However, the technology we contact with in life exists in all classes and all aspects, and it is not easy for students to recite.At this time, English teachers can take this method to classify English words according to certain rules.For example, transitive verbs, intransitive verbs, gerunds, prepositions, electronics-related technology, etc. English teachers connect the seemingly scattered English words to help students remember, (dust catcher; flat iron; electric rice cooker; electronic calculator; electric fan; hair dryer; gramophone; antennae and so on), students master these English words.

Second, the combination of vocabulary and pronunciation teaching method

The most important thing about learning a foreign language is to be able to speak it out and write it out.In English teaching, oral English teaching and English vocabulary teaching are equally important.Even if you learn your own language from the speech, the level of oral expression ability determines the quality of linguistics, and English learning is naturally so.In order to improve the English oral expression ability, we must master enough English vocabulary, only in this way can we speak out.It can be said that the mastery of English vocabulary determines the students' English level.For high school English teaching, the mastery of English vocabulary is very important, which is the basis of learning English well.In high school English vocabulary learning, we can divide into several levels, from low to high: pronunciation-Chinese meaning-part of speech-usage-application.Learning English is the first thing to learn the pronunciation of English words, the correct pronunciation means that when you read this word, we can understand, know which word it is.If you can't read the correct pronunciation of words, it is difficult to understand what is reading, resulting in oral communication difficulties, difficult to communicate normally in English, not to mention further listening learning, and further oral expression, writing ability learning is more difficult.Before entering high school, high school students have a certain degree of English level, and the pronunciation standards should be better. The basic pronunciation rules have been understood, and they should be able to accurately read English words out according to the pronunciation rules.However, most of the time is not the case, many high

school students are not very well learned phonetic symbols, voice knowledge is relatively weak.Such as accent, turbidity, syllables and other English knowledge is more bad.High school students learn English pronunciation is mainly to imitate teachers, listen to English recordings and other rote English words pronunciation, can very accurately read English words or have certain limitations. If not focused enough in class, the pronunciation of English words is easy to be blurred, naturally easy to read wrong.Therefore, it is still necessary for English teachers to teach English vocabulary to pay attention to phonetic teaching and correct students 'English pronunciation, which not only helps to improve students' oral expression ability, but also helps students 'English vocabulary, and then improve students' English level.

Three, the natural spelling method

The teaching method of natural spelling is to treat the 26 English letters as the voice finals in Chinese pinyin, and to treat the letter combination notes as the rhyme finals in Chinese pinyin.The same letter or letter combination can have different pronunciation, while different letters and letter combinations can have the same pronunciation.If high school students can master the natural spelling method, then, you can almost read words, read words can read, listen to the sound will write, and then greatly improve the ability of high school students, increase the mastery of vocabulary, the effect is very good.

Four, the conclusion

Vocabulary is one of the three key elements of language and the building material of language. How to teach students to master a certain number of vocabulary is one of the important tasks of Middle School English teaching. The author talks about some problems related to English vocabulary teaching in middle schools.

Grasp the spelling of words by using the pronunciation rules of letters and letter combinations

The pronunciation and spelling of words is the basis of the existence of words, words, the first element of the difference between each other. In vocabulary teaching, attention should be paid to the unity and combination of sound and form, so that students can associate certain sound with the corresponding form, and associate certain form with the corresponding sound, the students were asked to connect the long vowels with the vowels in the words she, see, sea, piece, and so on, and to form a combination of the vowels.

To grasp the pronunciation and semantic meaning of words by using specific situations

The concrete situation refers to the life situation, the simulation situation, the performance situation, the intuitive teaching aid situation, the imagination situation, teaches the word, the study word in the concrete situation, not only may overcome the isolated memory word easy to forget the flaw, and can train students to be flexible, the ability to use words, learn to use words in communication.

The Art of teaching new words

Write the words on the blackboard, then translate them into Chinese and introduce them to the students, suitable for junior high school students of grade one and grade two.

Introduction of new vocabulary in kind. For example: Look, this is a watch.

Use pictures to introduce words, such as: Face (faces) stick figure drawing to draw fast, while drawing while communicating, to use the picture to express the meaning.

Introduce the vocabulary with simulations, demonstrations, or facial expressions. Such as: Look -- I am opening the DOORL. I am writing some words on the paper. Then use gestures, movements to guide students to imitate. In short, the use of visual vocabulary teaching, lively, quick and effective, easy to arouse students' interest, students left a deep impression, not easy to forget.

On the other hand, focusing on the principles and methods of focusing, dispersing alternating and complementary, beyond vocabulary teaching.

In a word, if high school English teachers want to improve their teaching level and increase students' vocabulary, their teaching methods should be constantly innovative, formulate novel and reasonable teaching plans, carefully prepare lessons in advance, and create a good atmosphere for students to master English vocabulary.Students can learn English vocabulary happily in an interesting atmosphere. Using systematic, novel and unique learning methods can help students to remember English words and improve their English level.

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Original Research Article

Discussion on the Teaching of the Electronic Technology Foundation

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Abstract: The course Electronic Technology Foundation is a basic course of information subject, which has a very important position of courses. This paper expounds the nature, purpose, task and characteristics of the course, and various teaching methods about the course, so as to improve the teaching effectiveness.
Keywords: Course; Subject; Teaching methods; Teaching effectiveness

1. Nature, purpose and task of the course

The course Electronic Technology Foundation is a basic course of information subject, including circuit analysis, analog electronic technology and digital electronic technology. Through the study of common electronic devices, analog / digital circuits and their analysis and design of the system, this course enables students to acquire basic theories, basic knowledge and basic skills in electronic technology, cultivate students' ability to analyze and solve problems, and lay a foundation for in-depth study of computer hardware courses and their application in majors. It has its own theoretical system, it is also very practical.

Through this course, students can master the basic concepts, basic theories, basic laws, basic circuits, basic analysis methods and basic experimental skills of electronic technology, and master the external characteristics of semiconductor devices, analysis methods and applications of basic analog circuits, master the analysis and calculation of the static and dynamic of basic amplification circuit, and firmly grasp the analysis and related calculation of common signal operation circuit composed of integrated operational amplifier. In the process of teaching, we should pay attention to the appropriate renewal of the content, and appropriately introduce new devices, new technologies and knowledge. Improve students' understanding ability, reasoning ability and language expression ability through classroom discussion. This course is a basic course with strong practicality. Through the study of this course, students can improve their ability to analyze and solve practical problems, design and complete experiments, and cultivate their engineering quality. In the process of teaching, we should focus on the basic concept, basic analysis methods of circuit and the basic application of electronic technology, and pay attention to cultivating students' practical skills and engineering application ability. Thus, they will can establish preliminary system concept, engineering concept and innovation concept.

Through the study of this course, students will focus on mastering the basic concepts, basic laws and basic analysis methods of circuits, the external characteristics of semiconductor devices, the analysis methods and applications of basic analog circuits, and the static and dynamic analysis and calculation of basic amplification circuits, master the basic laws of logic algebra and the simplification methods of logic functions, master the logic functions and external characteristics of gate circuits and various integrated flip flops, master the analysis and design methods of common combinational logic circuits, master the analysis and design methods of common sequential logic circuits, and learn the design of synchronous counters and pulse signal generators, understand the principle and application of programmable logic devices.

2. Characteristics of the course

From the course content of Electronic Technology Foundation, we can see that the teaching of this course has the following characteristics: the prerequisite courses of this course are general physics and electrotechnics. Therefore, on the premise of laying a good foundation, we should strive to connect and cooperate these courses, grasp the relationship between them. This course embodies a strong conceptual, abstraction and principle. In the teaching process, we should grasp the teaching content, grasp the key and difficult points, and carry out teaching from shallow to deep. In the teaching, we should pay attention to combining with practice and carefully clarify the basic concepts, basic principles and basic analysis methods in electronic technology, at the same time, the course is a highly practical course. While teaching theory, we should pay attention to practical teaching. While improving students' theoretical level, we should also enhance students' practical ability so that students can have the ability to solve practical problems.

3. Teaching methods

In the course teaching process, teachers should adopt a variety of teaching methods.

The course teaching should adopt centralized class explanation, intuitive teaching, task driven teaching, modern teaching means,

project teaching method, students' practice in class, extracurricular guidance and other means to realize the concept of great practical teaching, that is, the combination of in school and out of school, in class and extracurricular, experiment and scientific research, and put practical teaching through the whole process of students' learning.

Through careful analysis of the key and difficult points of the course, after deep understanding, teachers express them in the most direct, concise and easy to understand language, strive to be vivid, and can attract the attention of students.

Task driven teaching method means that in the course teaching process, the specific tasks are completed in a task driven teaching method, and each knowledge point of the teaching content is cleverly included in each task, students complete the tasks independently or cooperatively, and learn basic concepts, basic theories and basic methods, the purpose is to enable students to master basic theoretical knowledge and skills in the process of trying to complete tasks, so as to train students' ability of thinking, exploration and innovation. The implementation process of task driven teaching method is to first clarify the task, determine a specific topic, then design the task, and then reasonably allocate the task, students can consult the data around the task, write the plan and steps to realize the task, and then find ways to complete it step by step, comprehensively apply the learned knowledge, strive to complete the task, it can also be completed in a team.

The development of multimedia technology has added vivid means to electronic teaching, because it has graphic, text and sound, and has good interaction, it makes the expression of various educational information more intuitive and vivid. It vividly and visually reproduces the contents that are difficult to express in traditional teaching, making it easier for students to understand the contents in the process of class, it has more advantages than other teaching methods.

In teaching activities, students are the main body, focusing on ideas, principles and methods, and repeatedly emphasizing key points and concepts, at the same time, case teaching and task oriented teaching methods are carried out, because theoretical teaching serves the cultivation of practical skills, and practical skills training takes the completion of specific projects as the carrier, therefore, case teaching principle is the best carrier to complete theoretical teaching, under this guiding ideology, case teaching is also well implemented. The adoption of case teaching method enriches teaching, highlights learning priorities and systematizes classroom content, which can better stimulate learning interest and improve learning initiative and enthusiasm. The process design of each skill training is: firstly, the theoretical teaching is carried out around the realization of a specific project, and the thinking tasks are arranged after class, the students complete the design through review and consulting materials. In this way, the students study and train with the purpose, which is conducive to the elimination and mastery of knowledge and skills.

Adhere to the overall teaching principles of guiding teaching with application, assisting teaching with practice and testing teaching with design. Adhere to the reform of teaching methods, so as to cultivate students' scientific thinking ability and innovative spirit, and meet the requirements of applied talent education. Adopt advanced teaching methods, make rational use of modern information technology and other means, reform the traditional teaching methods, teaching methods and teaching management, and use the network for teaching and management. The theory course adopts discussion teaching and the combination of inductive and enlightening teaching, teaching and guidance to strengthen students' understanding and training of basic concepts, basic principles and basic analysis methods, emphasize the cultivation of students' ability to analyze and solve problems, and pay attention to the cultivation of students' scientific thinking and innovation ability. Theory and practice are combined, at present, this course focuses on classroom teaching, combined with online teaching guidance, and takes innovation and practicality as the guiding ideology, a series of practical teaching links are set up to enable students to synthesize and summarize the knowledge learned in each chapter through curriculum design, system design and comprehensive experiments, so as to improve students' understanding of electronic circuits, cultivate students' system design ability.

The course Electronic Technology Foundation is an important basic course of Science and Engineering in colleges and universities, teachers must pay attention to it, apply various teaching methods in the teaching process, use modern teaching methods rational, and improve the teaching effectiveness.

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Research on Virtual Teaching Mode of Chinese Traditional Virtue

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Abstract: Virtue education is very important in youth education in various countries, and the accepted people of virtue education is mainly teenagers. However, with the influence of social rhythm and various external factors, many adults' virtue education is missing. The current virtue education is suitable for all citizens.
Keywords: Virtue Education; Virtual Reality; Education model

Preface

Chinese traditional virtue is a treasure precipitated by Chinese people for thousands of years and is indispensable in Contemporary Chinese education. The traditional form of education is through books, words, images and other contents. Abstract, single and passive acceptance are not conducive to people's learning in the new era. With the development of science and technology, such a model can no longer meet the needs of most people. What they need is a more intuitive, more operable and more acceptable education model. Virtual reality technology can meet such needs.

1. The current teaching mode of Chinese traditional virtue

1. Teaching type: mainly based on Teachers' explanation, demonstration and analysis, teachers play a leading role and students accept passively. This method is easily influenced by teachers' teaching style, life experience and other factors.

2. Heuristics type: According to the learning characteristics of students, teachers make students grasp the relevant content of virtue education through questions and answers, talks and other forms.

3. Discussion type: under the guidance of teachers, students automatically explore the way of knowledge through discussion and debate on the problems and theories in virtue education.

4. Practical type: virtue needs practice, which is well known. Feedback to teachers through their own practice of virtue.

2. What is the virtual teaching of virtue education

The virtual teaching of virtue education refers to a new teaching mode that uses virtual reality software as a platform to restore Chinese traditional virtues into a visual interactive work with interactive and multiple story lines, and establish a reward and punishment system according to the quality of behavior, so as to promote the effect of virtue education. This new teaching mode breaks the traditional teaching method of virtue education. Compared with the lack of practice of current virtue education, it can promote students to treat Sinochem traditional virtues dialectically.

3. Advantages of virtualization

1. Improve interest in learning. Most of the manifestations of virtue exist in the form of stories and human behavior. Research shows that compared with the traditional teaching mode, the use of virtual reality technology (VR) technology can effectively improve students' interest in learning, attract their attention and improve learning efficiency.

2. Immersive visualization. Because the production techniques and technologies of next-generation games are used in the production process, there is no doubt that virtual reality technology (VR) can provide immersive visualization.

3. Solutions for special groups. According to the needs of special groups, using appropriate software can make more special groups easily learn and feel the charm of Chinese traditional virtues.

4. It provides a virtual space for virtue to practice. In the traditional cognition, virtue education is a mode that the school is the main position and other ways are auxiliary. Now is the era of comprehensive virtue education, and with the popularity of the Internet, the " residence " culture is particularly popular among teenagers, and even the middle-aged and the elderly are greatly affected, from greeting face to face to greeting on the Internet, which makes virtue lack the conditions for practice. We often hear people around us say, what will happen if I don't return the money I just found? What will happen if I don't scold him? This is that virtue education has no room for practice. Virtual reality technology (VR) can provide the practice space for virtue education.

4. Audience group of virtue education

Virtue education is very important in youth education in various countries, and the accepted people of virtue education is mainly teenagers. However, with the influence of social rhythm and various external factors, many adults' virtue education is missing. The

current virtue education is suitable for all citizens.

Comparison of virtue teaching modes

	teaching efficiency	Teaching methods	Memorability	Acceptance	Sense of experience	practicality
Traditional mode	low	Centralized	difficulty	low	low	low
Virtual mode	high	unlimited	easily	high	high	high

The advantages and disadvantages of traditional teaching mode and virtual teaching mode can be seen through various comparisons in the above table. Virtue education has always been based on the principle of setting an example, seeing the big from the small and preventing the small from getting worse. This is also a form generally accepted by everyone at present, but the current virtue education is universal, and adults don't have much time to focus on learning in this regard. However, through the virtualization and digitization of virtue, you can imperceptibly receive virtue education through games at any time.

5. Virtual teaching of virtue education
5.1 Virtual platform selection
At present, the popular virtualization platforms are unity, UE4 etc. Unity is more suitable for the lightweight development of virtual reality, but the internal tools and plug-ins are not perfect, and the details such as picture effect and shadow processing are not enough, especially the spatial positioning function of interaction and VR equipment is not perfect. And the effect of UE4, no matter from the picture rendering level, plug-in support, interaction or the responsiveness of VR devices, is better than unity. At present, people pay more attention to visual experience and pictures, so UE4 is recommended for the platform. The overall experience will be better. With good compatibility and cross platform, it can support all terminal devices in the current market.

5.2 How to virtualize virtue
1、 3D modeling and restoration of story characters and scenes . By using common three-dimensional software such as 3DMAX, Maya and so on, the three-dimensional modeling of characters and scenes is completed according to the story description, and then the plug-in is imported into UE4 platform. In order to achieve immersive virtual effect, LOD technology is used as much as possible in model making, so as to ensure the fineness of the overall picture.

2、 Set a variety of story lines and complete their modeling . In order to improve the practicality of virtue education, selective interaction is carried out on the main roles (that is, the story lines developed are also different according to the selectivity with the roles), which can train students to treat virtue education with dialectical methods.

3、Set the reward and punishment mechanism according to the correctness of the story line . Different story lines will produce different results. Set reward and punishment mechanisms. If your behavior and other actions are correct, reward them. If it is wrong, punish them, such as correct reward, role clothing, wrong without reward, etc.

6. How to realize virtue virtual teaching platform
1、 Modeling and animation . Virtue education is a huge project. Even in the case of virtue education virtual system, it is impossible to show all virtue stories and behaviors. Therefore, more technicians are needed to participate, gradually improve and update in time, so that it can be dynamic.

2、 Promotion and operation . It is undeniable that at present, the main position of virtue education is still schools. The virtual virtue education system should first be popularized in schools and need the cooperation of various education departments across the country. If we talk about each school in each province and city alone, it is not realistic for promotion, and it also needs time, manpower and capital cost to promote on various media platforms. This is obviously unrealistic for technicians.

7. How to solve the problems faced by the virtualization of virtue education
The research shows that as long as the details such as virtue story line and picture are well done, the playability is relatively high. With the help of the general platform, the final effect is more obvious. On the premise of the current national policy of strengthening virtue education and improving the thought of universal virtue education, the government organizes and promotes it, with the joint efforts of schools, enterprises and institutions and the people, and then promotes it to schools in the whole city, the whole province and even the whole country through the education department. Each school cultivates professional models and animation technical talents, improves the system according to the characteristics of each school, actively seeks social forces and promotes school enterprise cooperation, It can not only solve the problem of employment, but also accelerate the improvement of the industry. It plays a positive role in improving the virtue education of the whole people and carrying forward the traditional Chinese virtues.

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On the Application of Performance Management in Human Resource Management of Modern Enterprises

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Abstract: Entering the stage of social and economic construction and development in the new era, the market competition of modern enterprises is becoming more and more fierce, so it is necessary to strengthen the scientific management of enterprises. Using performance appraisal methods to manage enterprise human resources needs to specify the necessary performance appraisal contents, establish appraisal standards, allocate necessary staff and implement responsibilities, so as to reflect the actual effect of performance appraisal management.

keywords: Performance management; Modern enterprise human resource management; Application

Modern enterprises use good performance management mode to strengthen management, which is of great practical significance to tap the work potential of all employees and enhance the core competitiveness of all employees. This is a method for modern enterprises to realize innovative management, which is conducive to promoting the sustainable development of enterprises. However, in the actual management process of modern enterprises, there are still some problems in using the performance management model to manage human resources. The existence of these problems affects the effectiveness of human resource management in modern enterprises to a certain extent, which needs to be solved.

1. Problems in the application of performance management in modern enterprise human resource management

Modern enterprises need to realize management innovation, promote the improvement of economic benefits and help enterprises achieve sustainable development through innovative management. The application of performance management mode is a method for modern enterprises to implement management innovation. However, some enterprises have some problems in practical application. The existence of these problems affects the healthy development of enterprises to a certain extent.

1.1 Performance appraisal is often a mere formality

In some modern enterprises, when applying performance management to human resources, only some simple forms are sent to each department or front-line management unit, a time for filling in and reporting is specified, and then centralized submission is implemented. It turns the human resource process of performance management into a form, which neither makes necessary investigation on the actual situation nor organizes necessary evaluation, resulting in the lack of understanding or communication of necessary evaluation contents between the appraisers and the evaluated personnel. At the same time, the standard of the evaluation content of the standard evaluation form is not only dogmatic, but also unnecessary flexibility. In particular, it is seriously lack of the evaluation process of mutual evaluation and evaluation among personnel, which is difficult to show the real effect of human resource performance management. This performance management mode of human resources in enterprises, on the contrary, affects the implementation of other management methods, resulting in the confusion of management.

1.2 There are many unreasonable phenomena in performance appraisal

In the process of applying performance management to human resources in modern enterprises, some enterprises have not implemented more rigorous management, resulting in many unreasonable phenomena of assessment. The main manifestations are as follows: first, it has not yet started from the actual situation of enterprise human resource management. It should be said that the market environment of different enterprises is different, and the production or service business environment of enterprises is also different. However, the performance management standards in the process of human resource management are the same, which can not reflect the personality problems of each enterprise. The wrong number of performance appraisal standards will naturally lead to the differences of performance appraisal results; Second, there is a serious lack of content information to support assessment. Any modern enterprise with a family rule model often has more employees. Some enterprise performance appraisal departments are unwilling to spend time and effort, and use the necessary performance appraisal procedures to implement performance appraisal. Simply fill in the form instead of all assessment procedures, without the support of assessment content information, which compromises the objectivity and effectiveness of performance assessment; Third, performance appraisal has serious subjectivity and randomness. Because some

modern enterprises have not established the necessary supervision mechanism of human resource performance management, that is, the Department in charge of performance management, according to their subjective will, will carry out performance appraisal as much as they want, which is very arbitrary. As a result, it still can not show the performance appraisal in human resource management, which is fair and reasonable, and has no real objectivity. It has lost the effectiveness or reliability of performance management, and is difficult to promote the improvement of human resource management level of modern enterprises.

2. Application measures of performance management in modern enterprise human resource management

2.1 Establish a firm performance management concept

The concept is very important for enterprises to implement management strategies. Only by changing the management concept can we improve or innovate the management strategy. At present, modern enterprises are paying attention to management innovation and asking for quality and efficiency from management. This requires that the enterprise decision-making or management must pay attention to the innovation of enterprise management methods.

2.2 Strictly implement the performance appraisal management syste

When applying the performance management mode to manage the enterprise's human resources, the evaluation results of each employee should be published to all employees in the enterprise during the annual evaluation process, so that each employee can know their own evaluation results, and make them understand their problems or deficiencies in their work from the evaluation results, so as to urge employees to continue to give full play to their strengths and solve problems in their future work, Make up for deficiencies and promote the personal growth of each employee.

2.3 Straighten out the relationship between performance management and evaluation

If we want to do a good job in modern enterprise performance management, we must establish a good performance appraisal relationship. In general, the performance appraisal process of modern enterprises mainly includes superior appraisal and two-way appraisal. The superior assessment is generally a comprehensive assessment of the assessed object by introducing a more reasonable self-assessment according to the personal wishes of the leader in charge. In the assessment and evaluation process of this mode, the examiner should combine the rationality of the assessed object with self-assessment, then implement a more comprehensive evaluation or summary, and come up with a final evaluation opinion. However, it is a one-way performance appraisal model, with strong human subjectivity and some unfairness. The two-way performance appraisal mode is to conduct performance appraisal on the assessed object through the cooperation between the competent leader and the staff responsible for performance appraisal. At the same time, the leaders in charge should also accept the assessment from the grass-roots employees, reflecting the two-way interaction of the performance assessment of the upper and lower levels, so that all employees are at an equal level of performance assessment. This performance appraisal model is not only equal, but also objective and fair. It can also build a friendly and close cooperative relationship between leaders and employees, and create a spirit atmosphere of unity and cooperation, which is conducive to building a harmonious enterprise.

At the same time, we also need to build a performance appraisal relationship between teams. In the construction of modern enterprise performance management system, we should not only carry out necessary performance appraisal for each individual, but also carry out performance appraisal for some teams.

2.4 Establish and optimize performance appraisal standards

Whether the established performance appraisal standard reflects a rationality can be directly related to the quality of human resource performance management in modern enterprises. Therefore, when modern enterprises use performance appraisal methods to manage human resources, they must establish and optimize performance appraisal standards, and rely on the scientific rationality of performance appraisal standards to ensure the objective authenticity of performance appraisal results.

Concluding remarks

In the new era of social and economic construction and development, it is very important for modern enterprises to strengthen the management of human resources in the process of development. It requires the decision-making or management of modern enterprises to fully recognize the management role or management value of using performance appraisal methods to manage human resources, attach great importance to human resources performance appraisal management, construct human resources performance appraisal management system, and allocate institutions or personnel specially responsible for human resources performance appraisal management, Establish necessary performance appraisal contents, formulate scientific and reasonable performance appraisal standards, implement performance appraisal responsibilities, and use two-way performance appraisal methods to reflect the fairness and objectivity of performance appraisal, ensure the effectiveness of performance appraisal, and promote the stable and healthy development of modern enterprises.

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Experience on the Teaching of the Electronic Technology Foundation

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Abstract: This paper introduces the course of Electronic Technology Foundation, and expounds four teaching methods of this course, which are direct teaching method, heuristic teaching method, project teaching method, discussion teaching method, etc., this paper expounds their content and implementation process, and analyzes the teaching effectiveness.

Keywords: Course; Teaching methods; Process; Teaching effectiveness

1. Introduction to Electronic Technology Foundation

The course Electronic Technology Foundation is a compulsory course for undergraduates majoring in electrical in higher education. It is an introductory technical basic course. It has its own theoretical system and strong practicality. This course includes three parts: circuit analysis, analog electronic technology and digital electronic technology. The task of this course is to enable students to acquire basic theories, basic knowledge and basic skills in electronic technology, cultivate the ability to analyze and solve problems, and lay a foundation for further study, research and application of electronic technology in the future.

This course should enable students to preliminarily master the basic knowledge of circuits and analog circuits and the application of electronic technology, master the basic concepts and theorems of analog and digital electronic technology, master the use methods of various common basic components and integrated chips, master the common analysis methods of electronic circuits, master the conductive characteristics of semiconductors, the basic characteristics and main parameters of semiconductor diodes, common diode types and their application circuits, master the basic characteristics and main parameters of semiconductor triode, the composition and analysis method of triode amplification circuit, understand the structure and basic characteristics of integrated operational amplifier, master the analysis method of circuit composed of integrated operational amplifier, and master the basic laws of logic algebra and the simplification method of logic function, master the logic functions and external characteristics of TTL and CMOS gate circuits and various integrated flip flops, master the functions, analysis and design methods of combined logic circuits composed of SSI and MSI, master the functions, analysis and design methods of common sequential logic circuits, learn the design of synchronous counter and pulse signal generator, and understand the principle and application of programmable logic devices.

2. Description of teaching methods

As the platform main course of the basic courses of information disciplines in Colleges and universities, the course of Electronic Technology Foundation plays a very important role in relevant professional fields, therefore, it is very important in teaching, especially in teaching methods, the teaching methods are described below. This course is a highly practical course, while teaching theory, we should pay attention to practical teaching. While improving students' theoretical level, we should also enhance students' practical ability, so that students can have the ability to solve practical problems, in the teaching process, we should focus on the basic concept of circuit, basic analysis methods and the basic application of electronic technology, pay attention to cultivating students' practical skills and engineering application ability, cultivate students' engineering quality, and lay a solid foundation for being competent for relevant work in the future.

Teachers should have in-depth study and thorough understanding of the syllabus, fully understand the specific requirements of the syllabus for the course, arrange the course according to the requirements of the syllabus, summarize the key and difficult points of the teaching content of the course in the theoretical teaching, and focus on the key and difficult points of the teaching content from simple to deep in the teaching process, strive to make the teaching process clear, summarize and summarize the knowledge points in time, and strive to combine the theoretical teaching content with practice, at the same time, flexibly use various teaching methods in the teaching process, such as direct teaching method, heuristic teaching method, project teaching method, discussion teaching method, etc., and pay attention to the cultivation of students' thinking ability, strive to expand students' way of thinking and stimulate students' creative thinking, teachers should appropriately adjust teaching methods according to the professional characteristics of the class and students' learning habits.

Through careful analysis of the key and difficult points of the course, after a deep understanding, teachers express them in the most direct language in the classroom and strive to be vivid, which is conducive to students' understanding of knowledge points, and

teachers should master students' learning situation in time.

Heuristic teaching method is carried out on the basis of teaching certain knowledge points, heuristic teaching method can promote students to actively think about problems, strive to keep up with teachers' thinking and teaching progress, achieve the purpose of firmly mastering knowledge points, better promote the effect of learning new knowledge on this basis, and more importantly, cultivate students' interest in learning, it enhances students' learning enthusiasm, improves students' subjective initiative, expands students' thinking space, cultivates students' ability to apply professional knowledge to solve practical problems, and cultivates students' innovation ability.

Electronic Technology Foundation is a highly practical course, theoretical teaching is the basic stage, and the cultivation of practical ability is the improvement stage, the cultivation of practical ability is carried out in the way of project training, the process design of project-based teaching method is: firstly, theoretical teaching is carried out around a specific project, and a difficult project is arranged after class, students complete the design by carefully studying the relevant knowledge points of the textbook and consulting various relevant materials, and complete the actual circuit implementation of the project in the subsequent curriculum design, in this way, students will take tasks in the learning process, which is conducive to the digestion and absorption of knowledge and skills, the adoption of project-based teaching method not only enriches the teaching content, but also highlights the learning focus, it also stimulates students' interest in learning.

Discussion based learning is a good learning method, for difficult knowledge points, the learning method of allowing students to discuss in groups can be adopted, teachers can guide students to discuss plans, let students actively express their opinions and debate. Modern science education theory holds that the teaching process is a bilateral activity process between teachers and students, and teachers should give full play to the leading role of teachers and students should give full play to the main role of students, improve students' understanding ability, reasoning ability and language expression ability through classroom discussion, carrying out classroom discussion is conducive to creating a vivid and lively classroom atmosphere and cultivating students' adaptability, and changing passive acceptance into active thinking, this discussion teaching method promotes students to comprehensively apply their knowledge to solve practical problems, consolidate students' knowledge, cultivate students' creative thinking, and produce good teaching effectiveness.

This course is a highly practical course, the practical teaching of this course includes experimental course and course design, the experimental course follows from shallow to deep, and provides confirmatory, design and comprehensive experiments, the course design examines students' comprehensive application ability and focuses on cultivating students' practical application skills.

In the experimental class, the teacher first teaches the experimental content, paying attention to the principle of the experiment, the students design the experiment on the experimental box, the students can decide the experimental scheme and realize the circuit according to the learned knowledge, and lap the circuit independently to complete the functions required by the experiment. Teachers can give guidance to students in the experimental process, through guidance, teachers can better teach the teaching content, teachers can understand the mastery of students' knowledge, adjust the teaching process and teaching content at any time, and effectively control the teaching process.

Course design is an important part of the practice link of this course, from consulting data, specifically carrying out the design of experimental circuit, selection of devices, connection and debugging of circuit, result acceptance, deepening the difficulty of the subject, continuing design, etc., so that students can master the function and comprehensive design ability of electronic circuit, in course design.

3. Conclusion

This paper introduces the course of Electronic Technology Foundation, and expounds four teaching methods of this course, which are direct teaching method, heuristic teaching method, project teaching method, discussion teaching method, etc., this paper expounds their content and implementation process, and analyzes the teaching effectiveness.

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Research on the Influence Mechanism of Artificial Intelligence Technology on the Career of Animation Practitioners in the Future

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Abstract: In the future, artificial intelligence technology will replace a lot of repetitive work, and in the process of animation creation, many are repetitive work, such as character animation, light rendering, physical effect simulation and so on. The difference between artificial intelligence technology and true human is emotion and imagination, and animation is a way to express human emotion through different roles and stories. Only by constantly exploring how to express role emotion through a good story can let future animation practitioners meet the needs of future animation development.
Keywords: Artificial intelligence; Animation production; Animation

The future is an era of digitization and intelligence. As the representative of digitization and intelligence, artificial intelligence technology will gradually integrate into all aspects of our life. This study is mainly to explore the impact of artificial intelligence technology on animation practitioners and explore the animation creation process to adapt to the future in line with the trend of social development.

1. Research status in China

Y2019 is called the first year of the application of artificial intelligence, before Y2018, artificial intelligence is mostly in the research and development stage and has not been widely used. In Y2019, the artificial intelligence products of many companies gradually enter people's vision. Such as intelligent speakers, driverless technology, unmanned aerial vehicles and unmanned vehicles. The epidemic situation in Y2020 has accelerated the application of artificial intelligence technology in medical treatment and other aspects. AI technology researchers mainly works in the large Internet companies, and most of the research in this field is distributed in hot fields. Due to the late start and short development time of animation industry in China, the application of artificial intelligence technology in the field of animation is still relatively less. At present, some domestic front-line animation companies rarely have a lot of funds and technology to invest in the development of artificial intelligence technology. Only some institutions and individual animation lovers have developed some weak artificial intelligence applications, but there is still a certain distance from the application.

According to statistics, at present, China's animation investment has decreased since 2017, and the demand for animation talents has shown a downward trend since 2020. The main reason is that the market heat is declining, people have higher and higher requirements for the quality of animation, the industry lacks comprehensive high-end talents with comprehensive technology, and the requirements for creators are higher and higher due to the progress of computer technology.

2. Current situation and trend of European and American Research

The concept of artificial intelligence was put forward in Y1956. After half a century of development, it has been widely used in computer science, face recognition, fingerprint recognition, machine learning, text and image understanding and so on. As an animation industry that relies on computer technology, the application of artificial intelligence technology in the field of animation is also relatively advanced. For example, a well-known animation company developed a system in 2019 that directly turns text scripts into animation. Although the system is not perfect in terms of creativity, it can already serve as a practical tool for creators. The bone binding automation method based on artificial intelligence technology developed by a foreign university solves the problems of model to bone binding and character action adjustment. This technology can widely set the key parts and character animation of different types of characters, although the system is not perfect, however, this method has solved the problem that the skin and character animation of traditional animation 3D characters rely on a large number of producers. In the future, huge personnel motion data will be obtained through the motion capture system, and the motion design can be completed automatically as long as there is a model.

With the application of artificial intelligence technology in the field of animation, the application research of artificial intelligence technology in the animation industry will be gradually enriched. Using artificial intelligence technology to complete the creation of animation will gradually become a trend and style. In the animation industry, the work that is relatively simple and needs a large number of people to complete will gradually be replaced by artificial intelligence.

3. What impact does AI bring to Chinese animation practitioners at present

Artificial intelligence saves time and cost for animators and original painters. At present, the application of artificial intelligence

is still weak artificial intelligence, which can only deal with some simple work, such as the supplement of two-dimensional animation middle sheet, animation image design, background generation and so on. At present, there are no commercial products in the application of three-dimensional animation. Most of them are in the research and development stage, and it will take some time to push them to the market. However, with the gradual development of computer technology, animation creation has been produced by the first large company and gradually transformed into studio mode.

4. Which animation practitioners can be replaced by artificial intelligence technology in the future

Artificial intelligence is based on a large amount of data to judge and imitate human behavior, but they have no consciousness and no way of thinking. They can only imitate the existing human behavior. Human creativity can combine things with human emotions, making people easier to accept and more humanized. Research shows that AI technology will replace relatively single jobs in the future, such as customer service and bank staff. Creative work like music creation cannot be replaced by artificial intelligence.

By comparing the prospect of the animation market with the number of animation practitioners, we can judge which part of the employees in the animation industry will be gradually replaced by artificial intelligence technology in the future development, such as intermediate frame makers

Figure 1 shows the occupational distribution of animation practitioners in recent years. Due to the change of market demand and the intervention of new technology, the demand for some occupations is declining. In the future, with the improvement of living standards, people will pay more attention to spiritual and cultural life. This form of animation can meet the interests of all kinds of people and bring more spiritual food to everyone.
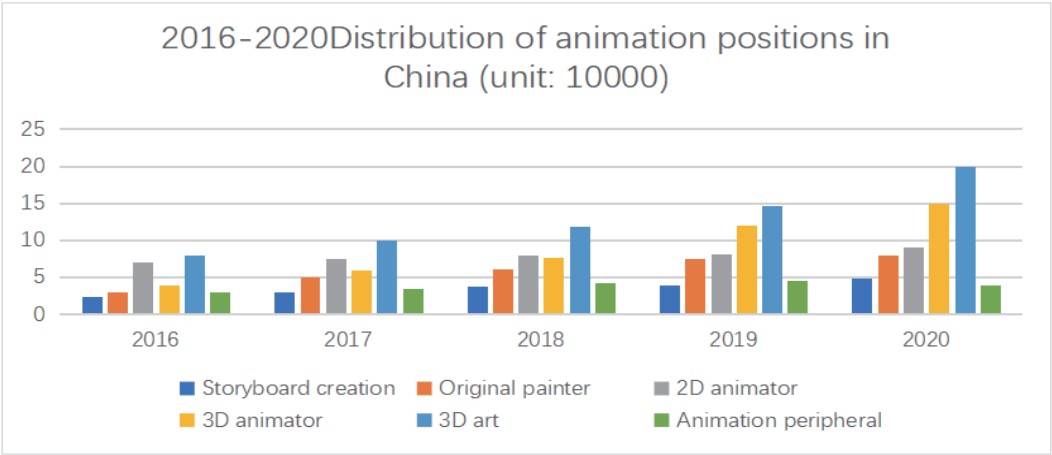
Figure1

5. Animation production process under artificial intelligence technology

The impact of artificial intelligence on animation process in the future is related to the two types of animation mentioned above. The first type is artificial intelligence. As long as our needs are directly communicated with artificial intelligence devices, people can wait for the final results. There is no need for personnel to participate in the whole process. All processes are completed by artificial intelligence. Such creation is more suitable for individuals or small teams; The second is the hybrid type. In the original animation creation process, optimize the creation structure, save creation time, give full play to their respective advantages and cooperate with each other to complete the creation of animation.

6. How do anime people cope with such changes

To sum up, the intervention of artificial intelligence technology has not only changed the distribution of occupations in the whole animation industry, but also changed the process of animation creation and production, reducing the threshold of animation creation and production, and gradually developing from professional animation companies to individual users.

In the future, animation talents are more inclined to be creative. Telling stories well and using script and lens language well have become its development direction. As an anime person, we should gradually adapt to its development trend in time, and appropriately improve and adjust ourselves to meet the development needs of the industry in the future.

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Skillful Application of Layered Teaching Method in Senior High School English Reading

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Abstract: English reading, as an important part of high school English teaching, plays a great role in high school English teaching. Therefore, English teachers should pay attention to the cultivation of students' reading ability. In the actual teaching, the method of teachers to cultivate students' reading ability is relatively single, mainly through reading the text, which leads to the unsatisfactory reading effect. The reason for this situation is that teachers do not take into account the differences between students, and the one size fits all teaching method is difficult to improve students' reading ability. In English reading, hierarchical teaching method is adopted, which is combined with students' reading ability, so that each student's reading ability can be improved. Therefore, this paper analyzes the application of layered teaching in senior high school English reading, hoping to provide reference for senior high school English reading reform and improve the level of English reading teaching.
Keywords: Hierarchical teaching; High school; English reading; Application

Introduction

The differences of students' learning ability mostly come from the differences of school and family life conditions, knowledge level and other related reasons. Although some difficulties have been added to teachers' teaching work, teachers should still pay attention to the learning differences between students and be good at teaching students according to their aptitude, so as to ensure that students can gradually improve their English reading ability in the process of English reading teaching. At the same time, senior high school English teachers can tap students' learning potential to the greatest extent through hierarchical education, and mobilize students' interest in English reading, so as to achieve the goal of English reading teaching. It can be seen that the application of hierarchical teaching method to English reading teaching is an inevitable development trend, which can improve and develop the ability of students at different levels.

1. The significance of implementing layered teaching in senior high school English reading teaching

First, promote teachers to teach students according to their aptitude. High school English reading teaching uses the hierarchical teaching method. Teachers formulate corresponding teaching plans according to the cognitive situation of different students, and fully mobilize the enthusiasm of students to participate in teaching activities, which is conducive to students' better understanding and absorption of knowledge, improve English reading ability, and enable teachers to truly teach students according to their aptitude. Second, cultivate students' cooperative ability. Teachers divide students with similar English reading ability into groups through hierarchical teaching methods, which can reduce students' psychological pressure and promote students to actively complete reading tasks. In this process, students will help and communicate with each other to improve their English reading ability, cultivate their cooperation ability and promote their better development [1]. Third, improve students' self-study ability. Through hierarchical teaching, teachers can carry out targeted teaching for students with different reading levels, arrange English reading tasks with moderate difficulty according to students' reading ability level, and require group members to discuss and solve problems. In this process, middle school students can think and study independently, which is conducive to improving students' autonomous learning ability.

2. Application of layered teaching method in senior high school English reading
2.1 Formulate teaching objectives at different levels

In senior high school English reading teaching, teaching objectives play the role of guidance, regulation and incentive. Due to the differences of students' abilities, if the teaching objectives of unified system, some students can not meet the requirements of the objectives, which hinders the development of students' reading ability to a certain extent. Therefore, teachers scientifically divide students into different levels according to their actual reading level, then select appropriate reading materials for students at different levels, and formulate different teaching objectives, so as to promote students to meet the requirements of teaching objectives and improve the quality of English reading teaching. For example, when teachers teach the content of "growing pains" in high school English volume 1 of Oxford Yilin edition, they can divide the teaching objectives into three levels. The first level requires students to

contact the context and guess the meaning of unfamiliar words, complete the independent reading of the text, master the central theme, and then be able to accurately express the main content of the text and complete the continuation [2]. On the second level, students are required to read the text independently, roughly understand the content of the text, mark the parts they don't understand in class, ask teachers, and have corresponding opinions on teachers' questions. The third level is to master the knowledge points, key words, short sentences and sentence patterns explained by classroom teachers. In actual teaching, teachers will explain the main contents of the text before the third level students' independent reading, so that students can master the intention of the author's article writing, which can reduce the learning difficulty to a certain extent, stimulate students' interest in learning, make students have confidence in English reading, tap their English learning potential, and improve and break through their English ability.

2.2 Carry out hierarchical teaching combined with information technology

Teachers use information technology to carry out hierarchical teaching, which can make teaching more vivid and flexible. New videos, animation and PPT are introduced into reading teaching, which can improve students' interest in English reading and promote the specific implementation of hierarchical reading teaching. During the specific teaching period, teachers can carry out hierarchical teaching with the help of micro class form. Teachers formulate different micro class videos in combination with students at different levels, and then when reading corresponding English materials, teachers also use progressive questions to help students learn and master English knowledge and enhance students' English reading ability at different levels.

2.3 Design hierarchical jobs

When designing homework, senior high school English teachers should divide the homework content into different levels from basic to difficult, so as to meet the needs of different students, enable students to consolidate knowledge and improve their English application ability through homework practice, and give full play to the role of homework. For example, after learning the "amazing people" course of Oxford Yilin senior high school English, teachers should consider students' mastery when designing homework, and then formulate hierarchical homework. First of all, students will be grouped according to their learning situation. Students with good English foundation and strong learning ability will be the first group. Those with medium English learning ability are the second group. The third group has poor foundation and low interest in learning [3]. Secondly, design assignments with different difficulties. Design more difficult assignments for the first group of students, such as writing a composition with people who think they are great. For the second group of students, design exercises with the function of consolidating classroom learning knowledge, and strengthen students' mastery of knowledge through practice. For the third group of students, you can design the homework of basic knowledge to cultivate interest and self-confidence in English learning.

Conclusion

In short, the implementation of hierarchical teaching of English reading in senior high school is a specific method to teach students according to their aptitude, and hierarchical English reading teaching is conducive to cultivating students' autonomous learning ability, cooperative inquiry ability and reading ability. It can not only improve the quality of English reading teaching, but also achieve the goal of quality education.

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Research on SPOC Blended Teaching Mode——Taking 'Nonprofit Management' for Example

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Abstract: This study attempts to explore the teaching process and teaching effect in curriculum 'Management of Nonprofit Organizations' through a hybrid teaching mode based on SPOC (small private online courses, SPOC). In this study, 32 undergraduate students who majored in administrative management were randomly divided into two groups; the control group adopted the traditional teaching mode, and the experimental group adopted the SPOC blended teaching mode. After the end of each group's study, theoretical tests and questionnaires are conducted to evaluate the teaching effect of each group. The results showed that the students in the experimental group had significantly higher academic performance and course satisfaction than the students in the control group. The SPOC blended teaching mode helps to motivate students to achieve better results in the test. The blended teaching mode helps students flexibly allocate learning time and make full use of teaching resources. It is a new teaching mode suitable for students who take nonprofit management classes to learn.

Keyword: SPOC ; Blended Teaching;Nonprofit Management

1. Background

Nonprofit organization management is a core compulsory course in the profession of administrative management. As a student of this major, it is necessary to understand the theoretical knowledge of nonprofit organizations and the management skills of practical modules. At present, the methods used by Chinese students in classroom teaching managed by nonprofit organizations are mainly based on the traditional teaching mode, teachers teach knowledge in a limited time, and students can only passively accept knowledge. Under blended mode, students lack sufficient understanding and learning time, difficulty in combining theoretical knowledge with practical content, and lack of mastery of management skills for nonprofit organizations.

Blended teaching refers to a learning mode in which the advantages of traditional face-to-face learning are integrated with the advantages of online learning in the learning process to achieve effective learning (Jiang, Y., Chen, Y., Lu, J., & Wang, Y., 2021). The flipped classroom is one of the applications of the hybrid teaching model, which changes the traditional teaching structure, encourages students to learn knowledge before class, and complete the understanding and mastery of knowledge in the classroom, which was first proposed by American teachers Belbmann and Sams, replacing teacher-led classroom teaching with individual assignments or group activities (Song, Y., & Kapur, M., 2017). Flipped classrooms emphasize student-centeredness, and the role of teachers is to guide and make decisions.

2. The Construction of Blended Teaching mode

In the curriculum of nonprofit organizations, the SPOC blended teaching mode is divided into three parts: online learning before the class, offline interaction in the class, online rethinking after class. There are three main parts of the pre-class preparation. Firstly, students understand the teaching objectives and the difficulties of each lesson, teacher clarifies the content that needs to be mastered. Secondly, students should watch the explanatory video of the lessons as pre-learning tasks, and the teacher uploads it to the system by recording micro-lessons or looking for relevant electronic materials. The students watch it in the system and then complete the content test of this chapter. Finally, the pre-class preparation also includes problem-oriented case reading. Students combined a team of 4-5 people, they read the cases and pre-answered the questions by group discussions, brainstorming, and other methods. All the process happens in the online platform to help students deepen their grasp of key content, and master the capability of nonprofit management. Under the online learning part, teachers can understand the students' learning conditions, check students' effective learning time, learning progress, and performance tests through the online platform system.

The interactive discussion session in the class is mainly divided into two parts. The first part focuses on the core issues according to the situation of video viewing and question answers. The second part mainly focuses on the group discussion and group presentation. The content of the report includes the mandatory questions set in the case, the preemptive answers that can obtain extra points, and the valuable questions that can be further explored for the problems discussed in the presentation. The discussion part in the case is also the formation of a generative classroom. The teaching process of a generative classroom, it has temporary and random (Pilegard, C., & Fiorella, L., 2016). Teachers should adjust the teaching links promptly according to the specific teaching situation, according to the learning status, conditions, needs of students, and reorganize the teaching content, to facilitate the communication and cooperation

between teachers and students in a democratic and equal teaching environment, to promote the continuous teaching dialogue.

After-class online rethinking is mainly aimed at the classroom discussion content to encourage students to carry out an extended reading and rethinking. According to the students' performance in the classroom and the mastery of knowledge, the personalized micro-lessons and learning material test questions are released to the online teaching platform, for students to review and consolidate exercises. At the same time, interactive discussions between teachers and students are conducted in the online system discussion area to figure out the key knowledge.

3.　Research methods

3.1 Research Objects and Teaching Content

32 undergraduate students who majored in administrative management were selected as the research objects. The students have been randomly divided into 2 groups, the control group used traditional teaching methods, and the experimental group adopted the SPOC blended teaching mode. The content of teaching is cooperative management and skills training for non-profit organizations.[1]

3.2 Research Methods

Control group: The traditional teaching method is adopted, that is, the teacher explains the main content of this lesson, including the importance of cooperative management, the object of cooperation, the promotion, and management of cooperative relations, etc. The students grasp cooperative skills by scenario simulation, watching micro-video. The students conduct a case analysis, and finally, the teacher summarizes.

The experimental group adopts the SPOC mixed teaching mode, the teacher releases online video learning materials before class, the students complete the viewing and learning, use the online test to assess the mastery of the students' knowledge points, record the knowledge points in question for thinking, conduct group discussions on preset cases, and consult relevant materials to explore. In the classroom, the teacher understands the student's learning situation according to the learning feedback of the online learning platform, focuses on the key knowledge and test difficulties, and organizes the students to discuss according to the case, carry out group reports, and the teacher gives comments according to the situation reported by the students in each group. After-class thinking mainly revolves around the generative problems and expansive knowledge in the class, so that students can use professional skills to solve problems while absorbing relevant professional knowledge.

4.　Results

4.1 Questionnaire Surveys

32 questionnaires were distributed to the two groups of students' satisfaction with classroom teaching, 32 valid questionnaires were recovered, and the effective questionnaire recovery rate reached 100%. Among them, 86.7% of the students in the experimental group believe that the blended teaching mode based on SPOC is very helpful to improve learning efficiency and teamwork ability, and is willing to continue to adopt this teaching mode. It is believed that the relatively free learning progress can leave students with more time for material search and independent learning, which is conducive to stimulating students' interest in learning. Table 1 showed the students who carry out SPOC blended mode. The results of the questionnaire survey showed that the students who participated in the experiment believed that while carrying out the SPOC mixed teaching mode, the teachers needed to make the requirements for the use of the system clear. It is also imperative to add relative knowledge of the learning content, which was more conducive for students to deepen their understanding and mastery of knowledge.

4.2 Theoretical Tests and Case Studies

At the end of the course, two groups of students are subjected to theoretical tests and case studies, followed by a comparison of the test results. The experimental results showed that the theoretical test scores of the experimental group were significantly higher than those of the control group, and the depth of thinking and the ability to comprehensively apply professional knowledge displayed by the experimental group in the case analysis were significantly higher than those of the control group, and the difference was statistically significant ($p < 0.05$).[2]

4.3 Discussion

The SPOC hybrid teaching mode consists of small-scale online and offline classes, emphasizing group interaction and cooperation in the practice process. In the process of online learning, due to the lack of classroom atmosphere and interactive cooperation environment, there is a phenomenon that the difference between the members of the same group has become larger (Olson. M. ,1973). Students with the strong self-control and leaning willing can actively explore relevant content in combination with course videos and auxiliary materials, and have certain results in the depth and breadth of relevant knowledge mastery. But students with poor self-control ability and low willingness to learn have speculative psychology, and there is a phenomenon of "free-riding" in group interaction (Isaac, R. M., & Thomas, W. S. H., 1984), and the course task is completed in a variety of ways. This study drives group members to actively participate in group activities by setting up a group mutual evaluation table that combines "group evaluation + group member evaluation" in each chapter module.

In the blended teaching mode, there is also the problem of teachers' workload. In addition to grasping the content of the lesson in the classroom, teachers need more time to record videos, set test questions, publish tasks, analyze the learning situation, and summarize the course in the online courses before and after class. It is a question that deserves further exploration: whether system optimization can further improve the efficiency of teaching work.

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The Influencing Factors on Profitability of Hong Kong Airport

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Abstract: Hong Kong is an internationally renowned tourist city, so exploring profitability of the airport is also of great significance for effectively developing the economy of Hong Kong. This paper collects relevant influencing factors and profit. To avoid nonlinear correlation and higher independent coefficient, logarithmic and factor analysis are used. So the variables are divided into factor1 includes most variables and factor2 includes aircraft movements for specific purpose. A regression model is established for the two factors. It can be seen from the model that the all variables selected in the paper have a positive impact on airport profitability.

Keywords: Hong Kong Airport; Profitability; Regression; Influence

1. Introduction

1.1 Background

Airport economy has many successful cases in the world scope, but its theoretical research development lags in practice. The airport economic zone has become the main window for regional economic development due to convenient traffic conditions[1]. It will also break through the boundaries of local regions and form industries in a larger regional space. For Hong Kong, the airport can be seriously in need because it is directly connected with foreign cities. This development trend makes the airport economic zone a dominant link with the global industrial chain.

1.2 Data description

This article sets profit of Hong Kong airport as dependent variable, explores the influencing factors that affect profitability of Hong Kong airport. This article collects the profit(Tens of millions of Hong Kong dollars)，the crude price, the exchange rate, the number of passengers, the cargo throughput(Tonne), the unloading and loading volume(Tonne), the aircraft movements for passengers, cargo and specific purpose from Hong Kong airport annual report and CSMAR database. The data for related factors are from 1998-2018.

2. Literature review

Existing scholars usually take the profitability of airlines as the research object, and most of them are theoretical analysis[2], and explore the influencing factors of profitability from the economic level. Foreign scholars Forsyth P analyzed from the existing airport facilities and routes that the US route has a lower fare and a wider distribution[3], but it is fully profitable because the US aviation industry has been developing for a long time, and air travel has become popular. However, Hong Kong has different national conditions and analysis are more convincing from a data perspective.

3. Model

3.1 Theoretical review

This function is a linear combination of one or more model parameters called regression coefficients. Given a random sample $(Y_i, X_{i1}, \ldots, X_{ip}), i = 1, \ldots, n$, there are other influence factors besides the effect of X among the relationship between an dependent variable for linear regression model Y_i and independent variables $X_{i1}, \ldots, X_{ip}$. We add an error term (which is also a random variable) to capture the effect to Y_i of anything but $X_{i1}, \ldots, X_{ip}$. Therefore, a multivariable linear regression model is expressed in the following form: $Y_i = \beta_0 + \beta_1 X_{i1} + \beta_2 X_{i2} + \ldots + \beta_p X_{ip} + \varepsilon_i, \qquad i = 1, \ldots, n.$

3.2 Model building

First put all independent variables into regression model, the output shows the VIF is large, it is easy to find the variables exist strong collinearity. When try to eliminate the collinearity so delete some variables, the remaining variables do not pass the coefficient tests.By observing the scatter plot, it can be seen that there exists a non-linear relationship between some variables (the crude price, exchange rate, aircraft movements) and profit. In order to linearize them, the correlation coefficient of the logarithm of profit is calculated.According to the result of Pearson correlation, we find some independent variables also exist the stronger correlation. To avoid collinear effect, this article uses factor analysis to classify these variables.

Table1. Total variance explained for factor analysis

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	7.771	77.715	77.715	7.771	77.715	77.715
2	1.013	10.128	87.842	1.013	10.128	87.842
3	.703	7.028	94.870			
4	.234	2.340	97.210			
5	.127	1.272	98.482			
6	.078	.781	99.264			
7	.052	.523	99.787			
8	.021	.206	99.993			
9	.001	.007	100.000			
10	4.991E-6	4.991E-5	100.000			

Extraction Method: Principal Component Analysis.

From this table, it is obviously that when we extract two components, 87.842% variance is been explained. So this article decides to extract two components to explain the whole variables. According to the result of factor analysis, the first component includes most variables, the crude price, exchange rate, passengers, cargo throughput, unloading and loading volume, aircraft movements, aircraft movements for passengers and cargo[5]. So we name these nine variables as Factor1 as the whole. Considering the crude price, it will change with the exchange rate. When the exchange rate changes, it means the global economy is in a state of flux and Crude oil prices will change with the trend. With the change in crude oil prices, airport equipment maintenance and various operating expenses, passenger throughput and cargo throughput will gradually change. Another component has strong relationship with aircraft movements for specific purpose. In the following modeling process, we name it as Factor2 mainly contains the aircraft movements for specific purpose variable. This variable is known by querying the Hong Kong annual report and not related with commercial use. Therefore, the trend of change of this variable is not completely similar with other variables and will be affected by other factors such as political situation[6]. According to the component matrix, the equation for factors:

$$\text{Factor1} = 0.883*X1 + 0.770*X2 + 0.894*X3 + 0.931*X4 + 0.934*X5 + 0.918*X6 + 0.986*X7 + 0.960*X8 + 0.969*X9 + 0.430*X10$$

$$\text{Factor2} = -0.171*X1 + 0.404*X2 + 0.155*X3 - 0.235*X4 - 0.205*X5 - 0.243*X6 + 0.030*X7 + 0.073*X8 - 0.107*X9 + 0.789*X10$$

According to the regression model, the factor1 and factor2 are positively correlated with profit. Considering the composition of component, it means all the ten variables have positive effect on the profit of Hong Kong airport. This model basically is consistent with economic experience and conforms to the previous conjecture.

4. Conclusion

This paper explores the relationship between airport profitability and various influencing factors by establishing a regression model. It is found that crude oil price, exchange rate, the number of passengers, cargo throughput and number of aircraft movements will have different positive effects on airport profitability. In addition to this, the profitability of the airport will also be affected by various major environmental factors such as economic politics. In order to improve the Hong Kong economy, the government needs to vigorously support the construction of the airport.

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Research on the Influence of Sports Humanistic Accomplishment on College Students' Entrepreneurial Ability Under the Perspective of Internet Plus

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Abstract: With the advent of the Internet era, the new economic mode came into being. Under the "Internet plus" perspective, contemporary college students are faced with many entrepreneurial challenges while having more entrepreneurial opportunities. Due to the increasingly fierce market competition, the success rate of college students' entrepreneurship is significantly reduced. Although external factors will have a certain impact on college students' entrepreneurship, their own sports humanistic quality is the key factor to determine the success of entrepreneurship. This paper mainly analyzes the influence of sports humanistic quality on the entrepreneurial ability of contemporary college students and the effective strategies to enhance the entrepreneurial success rate of college students under the perspective of "Internet plus".

Keywords: Internet plus; Sports humanistic quality; College students' entrepreneurial ability

Introduction

Sports activities can affect the psychology of college students to a certain extent and make them establish the spirit of hard work. The improvement of sports humanistic quality can not only make college students achieve the purpose of strengthening their physique and a solid foundation of sports major, but also provide effective support for their successful entrepreneurship. Strong sports spirit can make college students full of energy in the process of entrepreneurship and help them achieve successful entrepreneurship. With the progress of science and technology, the competition for employment is becoming more and more intense. In order to effectively enhance the success rate of contemporary college students, we need to constantly enhance the humanistic quality of college students in the "Internet plus" perspective, and help them achieve their successful business and help them develop healthier.

1. The influence of sports humanities accomplishment on college students' entrepreneurial ability under the perspective of "Internet plus"

1.1 Providing a platform for innovation and entrepreneurship

With the development of network technology, the Internet era has accelerated. In the context of "Internet plus", sports industry has obviously become a new economic mode. [1] The reform and innovation of Internet technology has provided convenient services for people to watch various sports events, which has also improved the influence of the sports industry in the world to a certain extent. When sports events are broadcast, all kinds of commercial advertisements continue to come into people's eyes. With the passage of time, major sports brands have also attracted people's attention to varying degrees. With the gradual improvement of health awareness, various electronic health products are deeply loved by everyone, and people pay more and more attention to various sports, which provides rich entrepreneurial opportunities for contemporary college students to a certain extent. Rich sports professional knowledge and strong physique not only consolidate the physical foundation of contemporary college students' entrepreneurship, but also provide them with a richer innovation and entrepreneurship platform. Under the "Internet plus" perspective, new products, service concepts and detailed classification of the market provide a richer platform for innovation and entrepreneurship for contemporary college students.

1.2 Core factor that determines the success or failure of entrepreneurship

Perseverance, strong will and positive and optimistic thoughts are the main manifestations of contemporary college students' high sports humanistic quality. Appropriate physical exercise can not only strengthen students' physique, but also cultivate their indomitable spirit of struggle and effectively improve their sports humanistic quality. [2] Unremittingly tough spirit is the core element of sports humanistic accomplishment. For the contemporary university students in the "Internet plus" perspective, the higher sports humanistic quality is the key to enhance the entrepreneurial success rate. As the capital of entrepreneurship, higher physical quality is the basis of students' successful entrepreneurship. Under the "Internet plus" perspective, the entrepreneurial problems that contemporary college students are facing are nothing more than lack of funds and shortage of connections. Solid professional knowledge and strong spirit are important guarantee for contemporary college students to solve various entrepreneurial problems and achieve successful

entrepreneurship. Positive, fearless, confident and optimistic spirit is the key to achieving successful entrepreneurship for college students and an important part of sports humanistic quality.[3]

1.3 The cultivation of students' entrepreneurial spirit

Appropriate sports can enable students to have a full mental state, which is an important guarantee for them to keep energetic in difficult entrepreneurship.[4] As the spiritual pillar of contemporary college students' entrepreneurship, the compressive ability, positive attitude and enterprising character in sports humanistic quality are the main spiritual support for students to overcome various challenges in entrepreneurship. In the "Internet plus" perspective, students will encounter various problems in the process of entrepreneurship, and the courage to face, challenge, and be good at thinking and noble character is the main driving force for students to start business innovation. Strong hearts are the key to successful entrepreneurship for college students. Therefore, a higher sports humanistic quality can effectively enhance the students' ability to resist setbacks and provide services for the obvious improvement of their entrepreneurial success rate.

2. Effective strategies to improve the success rate of college students' entrepreneurship

2.1 Organically integrating physical education and humanistic education

In order to effectively improve the success rate of college students' entrepreneurship, students need to have a healthy physique. As the basis of entrepreneurship, students' physical quality is very important. Physical education can not only teach students relevant skills, but also indirectly improve students' humanistic quality. [5]Teachers can find the right opportunity to properly infiltrate students' humanistic education in physical education and cultivate their spirit of hard work, unity and cooperation. Teachers should fully combine emotional education and strive to cultivate college students into all-round talents with sound personality and rich knowledge, so as to provide a long-term driving force for the continuous improvement of employment rate.[6]

2.2 Improving students' innovation and entrepreneurship ability

Under the "Internet plus" perspective, new economic forms have been gradually formed. To achieve the steady increase of the employment rate of university students, we need to attach importance to training students' innovative and entrepreneurial ability, so that the current talent training plan is highly consistent with the development trend of the times, and combine contemporary advanced science and technology to carry out innovative practice, and achieve a steady improvement in students' innovative ability through fair competition, so that they can be acutely discernment. We should dig deep the development space of traditional industries and develop opportunities for innovation with the "Internet plus" as the development opportunity and we will dig deep into the development opportunities of the times in the continuous innovation attempt, thereby effectively enhancing the core competitiveness of students and promoting steadily the success rate of university students' entrepreneurship.[7]

Conclusion

To sum up, rich sports professional knowledge, good sports behavior and high sports spirit are the main manifestations of college students' high sports humanistic quality, which has a decisive impact on effectively improving the entrepreneurial success rate of contemporary college students. "Internet plus" perspective, the influence of sports humanities literacy on college students' entrepreneurial ability is mainly reflected in providing a platform for innovation and entrepreneurship. Determine the success or failure of entrepreneurship; Cultivate students' entrepreneurial spirit and other aspects, so in order to steadily improve the entrepreneurial ability of contemporary college students, we need to improve students' sports humanistic quality through scientific methods to help steadily improve their core competitiveness.

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Explore How to Integrate Curriculum Ideology and Politics into the Content of Computer Basic Courses in Colleges and Universities

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Abstract: General Secretary Xi Jinping put forward six requirements for the majority of Ideological and political theory teachers at the National Forum on Ideological and political theory teachers, such as "strong politics", "deep feelings", "new thinking", "wide vision", "strict self-discipline" and "correct personality". It is an important educational task to carry out ideological and political education in Colleges and universities. This paper discusses and studies how to integrate the ideological and political courses into the content of basic computer courses, so as to promote the updating of the content system of basic courses.

Keywords : Curriculum Ideology and Politics; Colleges and Universities; Computer basic course.

1. Introduction：

Curriculum ideological and Political Education:

Curriculum Ideology and Politics refers to a series of ideological and political theory courses. It is the main way of comprehensive and systematic ideological and political education for college students in Socialist Colleges and universities with Chinese characteristics.

Curriculum Ideology and Politics emphasizes that all courses other than the ideological and political theory course must also undertake the task of ideological education.At the national ideological and political work conference of colleges and universities, Peking University Teachers and students forum, national education conference, and national ideological and political theory course teachers and students forum, General Secretary Xi Jinping repeatedly stressed adhering to the socialist direction of running schools and implement the fundamental task of "Building Morality and cultivating people".Give full play to the role of classroom teaching as the main channel, create the synergy effect between various courses and ideological and political theory courses, and cultivate socialist builders and successors with all-round development of morality, intelligence, physique, beauty and labor [1]

Since the 18th National Congress of the Communist Party of China, the CPC Central Committee has attached great importance to the ideological and political education work in Colleges and universities, comprehensively constructed the ideological and political work system in Colleges and universities, and firmly grasped the fundamental task of cultivating morality and cultivating people, and put forward a series of new ideas, new ideas, new strategies and new measures.General Secretary Xi Jinping clearly pointed out that we should make good use of the main channel of classroom teaching,Ideological and Political theory Courses should be strengthened inthe process of improvement, enhance the affinity and pertinence of Ideological and political education, and meet the needs and expectations of students' growth and development. Other courses should keep a good channel and plant a good responsibility field, so that all kinds of courses and ideological and Political Theory Courses go together in the same direction and form a synergistic effect.

2. Ideological and political course analysis

Objective: what kind of people to cultivate, how to train people and for whom are the primary issues of higher education in the new era. "Curriculum ideological and political" must be subject to serving colleges and universities to adhere to the socialist school running direction and "cultivate useful talents generation after generation who support the leadership of the Communist Party of China and China's socialist system, and are determined to strive for socialism with Chinese characteristics for life" [2]

General Secretary Xi Jinping put forward six requirements for the majority of Ideological and political theory teachers, such as "strong politics", "deep feelings", "new thinking", "wide vision", "strict self-discipline" and "correct personality", which are the goal pursuit of "curriculum ideological and political" teachers to improve their own morality and self-cultivation [3]

Ideological and political elements of the course: the outline clearly points out that "the content of Ideological and political construction of the course should closely focus on Strengthening Students' ideals and beliefs, take love of the party, patriotism, socialism, people and collective love as the main line, and optimize the supply of Ideological and political content around political identity, family and country feelings, cultural literacy, constitutional awareness of the rule of law and moral cultivation,We will systematically carry out the education of socialism with Chinese characteristics and the Chinese dream, the education of socialist core values, the education of the rule of law, labor education, mental health education, and the education of Chinese excellent traditional culture. "Therefore, the core points of Ideological and political education elements are ideal, belief and patriotic culture.

On the whole, the course should focus on political identity, family and country feelings, civic awareness, legal concept, cultural confidence, humanistic quality, professional spirit and so on. The teaching content should be planned and classified according to the professional characteristics.

3. Content construction of computer basic course Course background and object:

3.1 Using ideological and political course as the guiding standard of computer basic course content construction.

Computer skills courses should take craftsman spirit as the main line, combined with diversified teaching practice, guide students to develop the professional spirit of teamwork, honesty and trustworthiness, dedication, excellence and courage to take responsibility, so as to realize the simultaneous development of morality, intelligence and technology.In terms of teaching design and methods, the teaching objectives are divided into three dimensions: knowledge, ability and value,Combined with situational experience, interactive discussion and other teaching methods, the ideological and political elements are infiltrated into the professional knowledge points without trace to ensure the realization of teaching objectives.

3.2 Integrating Ideological and political courses into computer courses

Ideological and political education elements into the teaching program, macro-control of the content of the course.In the integration of content points, integration methods, integration degree, integration methods and methods to do scientific particle design. The reorganization of teaching plan is to reorganize and edit the course content again to ensure the reasonable coverage of curriculum knowledge.The perfect combination of educational concept content and ideological and political education content is the macro control for teachers to carry out curriculum ideological and political education.

For example, the four historical stages of computer development are linked with the four periods of party history development.

The four stages of computer development experience changes and updates, each of which is to abandon the old ideas, to improve computer performance, gradually optimize and forge ahead towards the stage of scientific development. The four periods of party history development, each of which has a special significance, frame the teaching content framework of the four stages of development in Table 1 below.

Integration of ideological and political content in curriculum	Four periods of computer development	Four periods development of party history
First stage	The first generation computer: electronic tube digital computer	The epoch-making: the Communist Party of China（CPC）completed the great cause of saving the country during the new-democratic revolution.
The second stage	The second generation computer: transistor	Another day: the Communist Party of China（CPC）completed the great
	digital computer	cause of rejuvenating the country during the socialist revolution and construction period.
The third stage	The third generation computer: medium and small scale integrated circuit digital computer	Earth-shaking: the Communist Party of China（CPC）promotes the great cause of enriching the country in the new period of reform, opening up and socialist modernization.
The fourth stage	The fourth generation computer: LSI computer	Earth-shattering: the Communist Party of China（CPC）is advancing in the new era of socialism with Chinese characteristics and will realize the great cause of strengthening the country in the middle of this century.
Summary	Development is the highest standard of social progress!	

4. The conclusion

Education is the overall plan of the country and the party.Colleges and universities shoulder the important task of cultivating talents for the party and the state. They should stand high and recognize the value of the times of Curriculum Ideology and Politicss", integrate ideological and political education into the teaching and reform of Computer Basic Courses, and realize the effective combination of knowledge teaching and value guidance,We should implement the measures of establishing morality and cultivating people, and build high-level talents who are comprehensively trained by virtue, intelligence, physique, beauty and labor.

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Original Research Article

The Construction of College Students' Innovation and Entrepreneurship Ability Cultivation Ecosystem from the Perspective of Maker Culture

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Abstract: The development and training of innovative and entrepreneurial talents is the basic support for enhancing the national core competitiveness, and the training of innovative and entrepreneurial talents has become an important mission of higher education. From the perspective of maker culture, the cultivation of college students' innovation and entrepreneurship ability has the dilemma of deviation of educational concept, weakened educational carrier, and inefficient evaluation of quality,To this end, build an information network, innovate the education system, and create a cultivation ecology of educational atmosphere, in order to cultivate more campus makers.

Keywords: Maker culture; College students; Innovation and entrepreneurship

1. Introduction

The development and training of innovative and entrepreneurial talents is the basic support for enhancing the core competitiveness of the country, and the training of innovative and entrepreneurial talents has become an important mission of higher education. The concept of "innovation and entrepreneurship education" gradually entered people's field of vision and developed rapidly [1], giving birth to a new concept of "maker" education. "Maker" refers to people who are willing to practice and share, and strive to turn various ideas into reality person [2]. Maker education is the need to promote the comprehensive reform of higher education and improve the quality of personnel training.

2. Cultivation of innovation and entrepreneurship ability of college students from the perspective of maker culture

2.1 Change the concept of education and strengthen the practice of education

Maker education is generated in the spiral innovation and development of knowledge and technology integration, and its educational concept is "learning by doing" and "open sharing". First, the traditional "knowledge-oriented" student cultivation concept has gradually changed into a "application-oriented, innovative" cultivation concept and education orientation; Become the main force of innovation and entrepreneurship; once again, the traditional "case education" is transformed into "practical education", which discovers and solves problems on the basis of project practice, and "purposely" enhances students' innovative awareness and creativity.

2.2 Expand educational carriers and build an educational ecology

The carrier of innovation and entrepreneurship integration in colleges and universities is no longer limited to the teaching of innovation and entrepreneurship courses, but explores the construction of innovation and entrepreneurship education ecology. The first is to integrate the cultivation of innovation consciousness into the teaching curriculum, integrate the improvement of entrepreneurial ability into professional learning, and set up basic courses, compulsory courses, elective courses, training lectures, popular science publicity and other links in the construction of the curriculum system. The second is to actively organize competition activities, product demonstrations, and establish practice places such as college students' entrepreneurial incubation bases or maker spaces on campus, and provide a platform for innovation and entrepreneurship practice, so that college students can transform the innovation and entrepreneurship awareness in their minds into product thinking, and continue to strengthen through practice. Innovation and entrepreneurship ability.

3. The current situation of innovation and entrepreneurship training of college students from the perspective of maker culture

3.1 Deviation of educational concept and insufficient participation of students

Nowadays, innovation and entrepreneurship education in colleges and universities is in full swing, but the educational concepts and supporting conditions of some colleges and universities have not been updated in time. Although entrepreneurial incubation bases,

maker spaces and other practice places are generally established, maker training camps and maker education laboratories are also carried out. Maker cultivation projects, but there are still outstanding problems such as management of innovation and entrepreneurship education and indexing of results. Innovation and entrepreneurship education fails to start from a student-oriented perspective, and fails to listen to and identify the needs of students for innovation and entrepreneurship. The innovation and entrepreneurship management department Situations where students are reluctant to actively engage in a positive and enthusiastic approach.

3.2 The quality evaluation is inefficient, and the college system is not very motivating

At present, various colleges and universities are vigorously promoting comprehensive quality evaluation, and have introduced relevant comprehensive evaluation systems, including evaluation indicators such as ideological and moral cultivation, cultural and sports cultivation, social practice, volunteer service, academic technology, innovation and entrepreneurship, especially the addition of innovation and entrepreneurship compulsory credits, Elective credits and credits for the second classroom activity of innovation and entrepreneurship, but they did not serve the purpose of cultivating campus makers in the actual operation process, and were slightly inefficient in the incentive mechanism. The lack of an effective innovation and entrepreneurship quality evaluation system leads to students still being confined to course study and activity participation, which restricts the cultivation of college students' maker spirit and maker projects.

4. Construction of an ecosystem for the cultivation of college students' innovation and entrepreneurship ability from the perspective of maker culture

4.1 Establish an information network to effectively identify student needs

With the rapid development of information technology of "big wisdom and cloud", the use of big data analysis technology to grasp the needs of college students' innovation and entrepreneurship is the only way to break the information island of colleges and universities. From the perspective of maker education, firstly, a student-oriented innovation and entrepreneurship education needs identification network is established in big data analysis, and students' needs for innovation and entrepreneurship education are classified, accurately and effectively identified and multi-dimensionally integrated, so as to provide a basis for the follow-up. Work-ready big data foundation. Secondly, focus on distinguishing the general needs and specific needs of students, and effectively solve the different needs of students in different grades and stages, from innovation and entrepreneurship awareness of innovation and entrepreneurship ability, to innovation and entrepreneurship practice, and then to new awareness of innovation and entrepreneurship, so that students in A virtuous circle is formed in the process of innovation and entrepreneurship education.

4.2 Innovate the education system and coordinate the management of educational resources

In order to achieve the goal of maker education, colleges and universities must innovate the existing education system, starting from the top level of system formulation, starting from the transformation of educational concepts, and starting from the differentiated needs of students, and continue to strengthen the construction and improvement of educational carriers and evaluation systems. First, from the top-level perspective of system formulation, innovation and entrepreneurship education should be considered in the talent training system in the form of special work, so as to form a strong synergy among the scattered forces on the campus. The second is to improve the workload verification system for innovation and entrepreneurship instructors and the innovation and entrepreneurship instructor information database. The third is to explore the efficient use and management mode of college students' innovation and entrepreneurship places. The fourth is to try hierarchical and classified innovation and entrepreneurship education and its evaluation methods.

4.3 Create a cultural atmosphere and build a campus maker ecology

The improvement of the soft indicators of campus maker culture atmosphere has a crucial impact on the quality of innovation and entrepreneurship education in colleges and universities. Creating an educational atmosphere is naturally inseparable from the "intermediate sticky organization" that connects colleges and students with each other. Through horizontal and vertical information and resource links, it helps college students break the shackles of discipline and major. First of all, the school-level student organization takes the innovation and entrepreneurship education needs of college students of all grades as the starting point, and extensively organizes innovation and entrepreneurship exchanges and practical activities. Secondly, the innovation and entrepreneurship student associations undertake innovation and entrepreneurship activities with high student attention and participation rate, and carry out the propaganda of maker culture around the students.

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Xi'an Gaoxin No.2 School--Comprehensive Education Goal in Knowledge and Action Curriculum System

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Abstract:"Knowledge and Action Curriculum" is a school-based curriculum system with knowledge and action moral education courses, knowledge and action subject courses, and knowledge and action activity courses as the content in Xi'an Gaoxin No.2 School. On the basis of the implementation of national curriculum and local curriculum, it insisted on moral cultivation. Under the guidance of the educational thought of "love for nine years, knowledge and action for a lifetime", it started from the reality of nine-year education system, based on the school-running idea, educational goals and local culture, Chinese excellent culture.The knowledge and action course is devoted to the exploration of comprehensive education, and has formed innovative achievements in practical theory and mechanism system.
Keywords: Knowledge and Action Curriculum; Comprehensive education; Curriculum construction

Xi 'an Gaoxin No.2 School is a young school. Founded in 2006, it was born out of the original aspiration of pursuing universal benefits and educational equity. The school is located in xi 'an High-tech Zone, adhering to the spirit of "high and new" education, in line with the trend of "high and new" reform and development. Using Chinese classics into the classroom to moisturize students' minds; cultivating students' quality with colorful activities; using curriculum reform to promote the connotative development of the school. The construction of knowledge and action curriculum system is the breakthrough point in the development of the school.

1. The Origin of the Knowledge and Action Curriculum

At the beginning of its establishment, the school urgently needed to innovate in the concept of running a school and form its own characteristic teaching point. Therefore, Xi 'an Gaoxin No.2 School fully absorbs the essence of excellent traditional Chinese culture and Shaanxi regional culture, takes Wang Yangming's philosophy of "unity of knowledge and action" and Tao Xingzhi's theory of "life education" as the ideological source. After years of exploration and practice, the school builds a school-based curriculum system with the characteristics of its own.

2. Practice of Knowledge and Action Curriculum

In the practice of curriculum reform for decades, the school has gradually formed a school-based curriculum system of "knowledge and action Curriculum" with the content of moral education course, subject course and activity course of knowledge and action.

2.1 The moral education of Knowledge and Action curriculum: Pay equal attention to cognition and practice

The construction and practice of the "Knowledge and Action Curriculum" （KAC）of the Xi 'an Gaoxin No.2 School started in 2010. At that time, the school organized a curriculum construction team to further promote the personal growth and all-round development of students, enhance teachers' curriculum leadership, and enhance the practical needs of school curriculum characteristics. The school tried to implement the dual-track strategy of "integration of knowledge and action" and comprehensive education through action research. To establish a school-based curriculum system, the school focuses on the cultivation of students' essential character and key abilities and helps students adapt to the needs of lifelong development and social development. KAC focus on practice, which is what the current school education needs to strengthen.

Highlighting morality and talent cultivation is the fundamental task of education. Therefore, starting from the construction of moral education courses, the school tries to find a way to maintain the integrity in the series of moral education courses, and insists on paying equal attention to moral cognition and moral practice. Under the leadership of this concept, the school subdivides the moral education curriculum based on the fundamental task of cultivating people by moral education:

The KAC allows the KA to lead the growth of life. These courses adhere to the concept of "unity of KA", reflecting the characteristics of multiple subjects and diverse contents.

Study travel of moral education of KAC allows students to know the outside world. Student development not only takes place in the school environment, but also in the journey. The course adheres to the principle of "the best classroom is on the road", and insists that the usual traveling mainly in the province. During the summer and winter holiday, students go outside the province or go abroad.

Integrated moral education of KAC integrated scholarly education, gratitude education and nurturance education.

2.2 The subjects of KAC: Expand your intelligence and interest

Subject teaching is the core path to realize intellectual education. The school not only promotes the reform of curriculum teaching, but also builds subject supplementary courses based on subjects, learning conditions, teachers, and schools.

Subject-based courses make classroom teaching change and improve learning methods.

Subject-expanding courses allow subject expansion to promote interest, vision and thinking. With the rapid development of the times, the growth environment of students is also constantly changing, and students' value pursuit, personality characteristics, and growth needs are increasingly diversified. In practice, the subject-expanding course points to two aspects of student development: one is the expansion course that points to students' interests and vision, based on the subject, stimulates students' interest, expands the subject's horizon, cultivates the ability of subject inquiry, and cultivates students' subject consciousness, Improve the cognitive structure of students. At present, the school has determined a total of 20 themes of extended courses from the first grade to the ninth grade, and all teachers participate in the development of the extended courses. The second is an extension course that points to students' comprehensive thinking. Taking the world's excellent culture, Chinese excellent traditional culture, and Shaanxi regional culture as the humanistic theme, and natural science development as the scientific theme, school encourages teachers to break the boundaries of disciplines, cultivate students' comprehensive thinking ability. It formed many classic lessons, such as " the converged ways from the Great Qinling Mountains to Chang'an", "the Silk Road" and so on.

Discipline-enhancing courses make specialties develop into human growth boards. Discipline-enhancing courses highlight the cultivation of students' specialties in their development, from helping students discover their interests, guiding their development, to creating personal specialties, and finally laying a foundation for human growth. The discipline-enhancing course focuses on cultivating the spirit of inquiry and practical ability, and enriches students' extra-curricular life through discipline clubs. At the same time, classified system can develop their interests in different fields.

2.3 The comprehensive art and sports of KAC: Show beauty and strength

"Activity is curriculum", according to the school's concept of "the unity of KA and all-round development", the school not only carries out the teaching reform of the the unity of KA in moral and intellectual education, but also strengthens aesthetic education and sports, and realizes the integration of knowledge and action in aesthetic education and sports.

Art activity courses enhance students' ability and literacy to recognize, understand, inherit and create local and traditional arts.

Physical activity courses can make a healthy personality with a healthy body.

The comprehensive course of art and sports is dedicated to the integration of beauty and power, and to improve the quality of art and sports.

3. Innovation of Knowledge and Action Curriculum

The KAC is an important part of the school's educational reform. In the process of exploration and practice, the school has achieved innovation in theory, practice and mechanism.

Innovate the curriculum theory of knowledge and action, concretize Wang Yangming's philosophical thought and Tao Xingzhi's educational thought into methods to solve the development problems of students, teachers and schools. And making a complete curriculum theory including curriculum guidance, orientation, concepts, curriculum objectives, curriculum evaluation, curriculum implementation strategies and monographs.

Innovate the practice of moral education and cultivate people. By integrating the three education modules of moral education, discipline and art and sports, a comprehensive wide-area curriculum within the module is formed to cultivate students' comprehensive thinking. The curriculum integrates excellent traditional Chinese culture, local culture and campus culture, so that the curriculum not only plays the role of educating people, but also inherits and innovates the cultural connotation and extension, and promotes the development of the curriculum cultural ecology.

The innovative curriculum construction mechanism has established a "four-in-one" curriculum community composed of students, families, schools, and society. Multiple subjects work together to coordinate curriculum resources, and introduce valuable educational resources owned by each subject into the curriculum, so as to truly create a new mechanism for school, family and society to cooperate in educating students.

"China Modernization of Education 2035" emphasizes that "pay more attention to comprehensive development and pay more attention to the integration of KA". Under this background, the school will further promote the construction of the KAC system, and try to break the boundaries of moral education, discipline and art and sports courses in KAC and deeply explore the practice of comprehensive education.

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Brief Introduction to the Author:

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Research on Practical English Translation Based on Ecological Translation Theory

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Abstract: At present, a new round of scientific and technological revolution and industrial revolution in the world are presenting a historic intersection, and the pace of industrial structure upgrading and revolution is accelerating. Both the world and China need to cultivate more and better skilled and practical talents, especially those with practical English translation skills. Practical English, as the name implies, focuses on practicality, mainly refers to the English applicable in the workplace environment or in business activities. Ecological translation theory emphasizes that translators should transition to the ecological environment of the source language background, then adapt to the elements in their environment and convert the information into a language that can be connected to the target environment.

Keywords: Ecological translation theory; Three-dimensional transformation; Practical English

1. Theoretical basic research

Eco-translatology was proposed by Chinese translation scholar Hu Gengshen in 2001. He believes that eco-translatology is "a translation study from an ecological approach or an ecological perspective. Research. Entering the 21st century, human beings pay more and more attention to exploring the relationship between man and nature, and the combination of the attributes of ecology and the research of various disciplines came into being. The core of ecological research is the harmonious coexistence of man and nature, and translation Eco-translatology is a discipline that studies the laws and arts of translation, and the combination of the two disciplines forms ecological translation. By. Therefore, eco-translatology theory is considered to be the best coordination paradigm between the translation and the original. The translator has a 'dual' identity: on the one hand, he accepts the selection and restriction of the translation ecological environment, and on the other hand, he chooses and manipulates the translated text as the translation ecological environment.

2. Principles and characteristics of the theoretical basis of ecological translation

2.1 Guaranteed translation on purpose

To achieve the direct transfer of semantics, English translation must ensure the purpose of semantic transfer. According to the ecological translation theory, after translation, the purpose of the translation should be guaranteed and the function of language communication should be realized. Because Chinese and English represent two different cultures, there are great differences. For example, for the translation of life-like languages, the translation can be in a simple and easy-to-understand form, and the syntactic structure should be life-like." Translation is an important way to realize cultural exchange, so translation must achieve purpose, which is the direct embodiment of ecological translation.

2.2 Characteristics of Ecological Translation Theory

Practical English mainly refers to a foreign language that is used in foreign-related workplaces and can help people improve their language communicative ability and professional quality at work. It is mainly based on the work content, including meeting terms, product description terms, product launch terms, order terms, job negotiation terms, business negotiation terms, etc. Because of the workplace and professional nature of its content, translators must place themselves in the corresponding work environment when translating texts, change roles, and output translations in combination with the nature and content of the corresponding work. In order to allow people to better use English to communicate information correctly in common situations in social situations and workplace environments, we need to first explore the linguistic features of practical English translation.

(1) Concise content

Different from General English, Practical English pays attention to the simplicity of the language. In the process of workplace communication, the functionality of English is brought into full play. Whether it is in the process of business negotiation or product launch, the translator's language must be concise and clear. Because of the objectivity of practical English, the translator's translation Processes can tend to be "mechanized" without breaking away from the shell of language. Therefore, the translator only needs to grasp the characteristics of sentence structure and accumulate professional vocabulary, and then he can basically output the translation accurately.

(2) Vocabulary precision

Because Practical English involves a wide range of fields and is mainly used in specific work implementation, product performance description, contract signing and negotiation, etc., there are many professional vocabulary, and the vocabulary of the translation is required to be accurate. For example: fair market value (accepted by both buyers and sellers) fair market value; minutes (a meeting record); call to order (announcement of a meeting); expenseaccount money (reimbursement); shadow manager (preparatory manager) and so on. Therefore, as a practical English user, it is necessary to accumulate more professional vocabulary at ordinary times, so as to integrate into different contexts.

(3) Expression in writing

"In business activities, it is usually necessary to express in a specific format, such as contracts, letters, etc., where the sentence structure is more complex. In order to ensure the accuracy and formality of translation, specific sentence structures are often formatted."(3 It is not difficult to see that, due to the specialization and writing characteristics of practical English language, translators can make appropriate translations according to different format requirements and content characteristics when translating between Chinese and English. Therefore, in addition to accumulating necessary business activities In addition to the professional vocabulary, the translator should also understand and be familiar with how to use correct English expressions for work and cooperation in different workplaces.

3. The application of "three-dimensional" transformation of ecological translation theory in practical English translation

3.1 Language dimension

English and Chinese are two completely different language families. In the process of translation, translators should take into account the differences in the environment and language structure of the two languages. Chinese polysense structure; English polymorphic structure. Chinese sentences often experience their logical relationship through context, while English needs to connect two sentences through concrete meaning connectives. In the working environment, the exchange of information should strive to be accurate, so as to avoid work mistakes. Therefore, when we use English for business negotiation or work communication, the use of conjunctions between sentences should be appropriate and accurate.

This example is about the translation of the requirements for joining a restaurant chain. From this sentence, we see that the translation uses two conjunctions, "before" and "once". These two words are connectives expressing time, "before" means that the training and assistance we provide is before the opening, not during the opening, emphasizing the rigor of the language, and "once" is in line with the Western language. To express habit, it should not be replaced with "after", because once reflects the flexibility of providing services.

3.2 Cultural dimension

The cultural dimension means that the translator should be able to adapt to the specific situation and environment when making language conversion. The Chinese business environment pays attention to the way of life and the etiquette of treating people, and the expression is relatively indirect, and four-character idioms are used when talking about cooperation; in contrast, Western values tend to be straight to the point, and the expression is more direct. This requires the translator to take into account the different cultural differences of both parties in the process of translation, and to transmit information according to local conditions.

3.3 Communication dimension

A harmonious cooperative relationship or a harmonious working environment is inseparable from effective communication and communication, and language plays a very important role in this process. The communicative dimension emphasizes that at the communicative level, translation can help both parties achieve effective communication. Therefore, similar descriptive texts, such as product manuals or translations of product introductions at new product launches, should be easy for readers to accept and understand. Example 4: The exterior of ipod functions as a cooling surface that takes heat from the unit inside to the cooler air outside.

4. Conclusion

Ecological translation theory emphasizes that translators should start from three dimensions, select and output from language expression, cultural background and communication, and finally realize two-way communication of information. As a learner of practical English translation, we should not only focus on the accumulation of daily professional vocabulary and translation experience, but also have a deep exploration of the background cultural knowledge of the target language. When translating, the translator should have independent thinking ability on the basis of respecting the original text, and deal with the relationship between various elements, such as interaction and harmony. to guiding role.

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Discussion on the Reasons and Countermeasures Affecting the Teaching Quality of Secondary Vocational Education

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Abstract: This article analyse the reason of teaching quality of secondary vocational education from reality,and conclude the countermeasure to achieve the aim that improve the teaching quality of secondary vocational education.For human factor,We should improve the level of teachers,train students the self-regulation of learning.For the hardware factors,We should enhance teaching management.

Keywords: Affecting; Enhance; Quality; Improve; Teaching

In the past several years,lots of students choose going to secondary vocational school to study.Comparing with senior high school,it is a good idea to choose secondary vocational for

A part of students.Because comparing with going on studying, they are more suitable to study a craft.Lots of students are fruitful in secondary vocational.But there are some problem in secondary vocational education,These problem affecting the teaching quality of secondary vocational education.So, these problem need to be solved quickly.

School is a very important place for students,the aim of its existing is imparting knowledge and educate people.improving the teaching quality of secondary vocational education is a process which is continuous, progressive and dynamic.

1. Factors affecting the teaching quality of secondary vocational education

1.1 The condition of the education is not enough.

"Internet+education"has became the only road that can improve the quality of the education,enrich teaching resources,innvate teaching methods.So,the vocational schools is askes to increase the density of internet connections,acquisition of multimedia teaching equipment,and offer the conditon of "internet+education" for teachers.However,many vocational school think training technical personnel is the first priority.They ignore the condition of education because they think it does not have to expend too much resources,as long as students master a skill.This idea affects the teaching quality of secondary vocational education.

1.2 The weakness of teachers with poor stability.

The teachers with strong stability is the precondition of educating students. Secondary vocational education is very special.It not only need teachers to teach the knowledge for students,but also need to impart professional skill.So,the teachers are asked to have much practical ability.However,lots of teachers of vocational schools practice is low now.It make the teachers to have low quality. So,the quality of education is low.

1.3 The inappropriate teaching method.

The teaching method is a bridge of the interaction between teachers and students,it is the way of students togain knowledge,is the basic of improve the quality of teaching.But now,the teachers of secondary vocational school can not innovate teaching method according the actual situation.lots of teachers inculcate students blindly.It can not make students study actively.So,the efficiency is low.

1.4 The educational thought lag.

At present ,lots of secondary vocational schools has the phenomenon that teachers think skill is important ,attainment is not important.They think students should be the first to master professional skill,because it can stand out the advantage and feature of secondary vocational education.So,they ignore the importence of cultivating students key quality.And students can not study autonomously.It make the teaching quality of secondary vocational education get low.

1.5 Teaching quality evaluation mechanism is not perfect

Secondary vocational schools need to think and solve the one of the problems is how to quantitative analysis the abstract conception of "quality".So,the secondary vocational need to set up Teaching quality evaluation mechanism.They should lead teachers to pay attention to their teaching ability.It can fill a gap of secondary vocational teaching quality evaluation mechanism.And it can lay the foundation of improving secondary vocational education.

2．The countermeasure of improving the secondary vocational teaching quality

2.1 Optimize educational conditions

First,increase the volume of internet laying efforts.Setting up campus network taking the class as the unit.And teachers and

students all can join the internet.Building an online teaching platform,openning an electronic library.These can make students use their time adequately.Carrying out independent learning,they can ask their teachers for help when they meet difficulties.So,they can get specific help for their teacher.It is useful to enhance accuracy of the teaching guidance and help students build self-confidence of learning.In addition,teachers can adjust the teaching program because they master learning trend of students.So,it is easy to improve teaching quality.Second,prepare advanced teaching equipment.For example,installing the electronic interactive whiteboard , magic lantern , Liquid Crystal Display Television and so on in classroom.And adding the function that deliverying content of courses. that can make students browse relevant teaching content on the internet and it can satisfy students personalized demand . Last, constructioning of training bases. secondary vocational education is special. It demand students to have practical ability.That help students use professional skill flexibly. So, secondary vocational need to construct of training basea, build a platform for students to innovative practice, providing the conditions for practical teaching. It is useful to improve teaching quality of secondary vocational education.

2.2 Improve the capacity of teachers.

Secondary vocational need to organize teachers to study professional skills practice at fixed period . This can make professional key points of education clear . Besides, teachers can master more advanced technology and enrich their practical experience . These are helpful to improve teaching power of teachers. What is more, under the guidance of the "National training program", teaching teachers advanced teaching method and education concept. And it can lay the foundation of optimizing their teaching system. "two teachers "class can be established in the secondary vocational schools. It means that there are two teachers in class, a teacher takes charge theoretical education, and another teacher charge practical education. It can achieve the aim that improving the capacity of teachers.

2.3 Innovating teaching methods.

Secondary vocational schools can Innovate teaching methods by the internet system. For example, to use the teaching method named "small class" ,learning from online education resources centering on teaching objectives. And guiding students to study independently. It can improve the teaching quality. They also can use the pattern named "integration of theory and practice". It means teaching theoretical knowledge while students practice with their hands. It can make students master knowledge and skills better. And teachers can use the means of education named "practical training on guard".It means guiding students practical training on guard. practical training on guard. They can examine the mastery degree of their knowledge and skills . It also can guide teachers to adjust education plan to improve the teaching quality.

2.4 Optimizing educational thought

First, adhering to the educational thought named "people foremost". teachers need to adjust educational resources flexibly according the professional skills and knowledge learning status of students , use the effective teaching methods ,guiding teachers to update education system to improve the teaching quality. Secondly, adhering the educational thought of key competence. Cultivating the professional quality of students while cultivating their moral accomplishment , the body quality and so on. That make students development in an all-around way and show educational value. Last , adhering the thought that is school-enterprise cooperation in education. Scondary vocational schools need to seek for cooperative education enterprise . With the help of manpower , material resources , financial resources to optimize the system of secondary vocational education and improve the teaching quality .

2.5 Perfect teaching quality evaluation mechanism.

Setting up evaluation items from the test score of students , the performance in class , practice ability , employment rate , innovation ability , teacher education level and many levels . And planning and designing the assessment score . the ratio of the score of the teachers to the total score is the teaching quality evaluation results . And every assessment items is the key teaching points that need to be kept a watchful eye on. Give teachers direction for improving teaching quality .

Peroration:

To sum up , We need to optimize the condition of education , improve the ability of teachers , innovate teaching method , optimize educational thought , Perfect teaching quality evaluation mechanism , cultivating the key diathesis of students , at the same time, improving the teaching quality . In a word , cultivating talents is basic task . Teaching is key of the work , teaching reform is the core of all reforms , improve quality is the eternal the theme . teaching quality is the lifeline of secondary vocational education . In today , it is important to improve the teaching quality of secondary vocational education in mass education environment . So, we should try our best to achieve the common purpose .

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Preliminary Design of E-learning Learning Resource Interaction Based on Web Data Mining

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Abstract: According to the problems of low resource utilization efficiency, single learning content and lack of personalization in e-learning system, a personalized e-learning system based on Web data mining is designed by applying web mining and ontology technology. The system can provide more satisfying teaching methods and learning resources according to the characteristic information of learners' knowledge structure and learning preference, and create a relatively personalized e-learning environment. Experiments show that ontology technology can fully improve the mining effect, improve the management efficiency of learning resource database, effectively promote students' network learning, meet students' personalized learning needs, and provide intelligent auxiliary means for system decision analysis.

Keywords: Web data mining; E-learning learning resources; Interaction design

E-learning teaching is a new teaching mode that takes computer network as the supporting environment and learners conduct online learning through virtual classroom. By analyzing the current situation of e-learning system, it is found that it has some obvious shortcomings. Web mining. It refers to extracting interesting and useful patterns and implicit information from WWW related resources and behaviors. [TL apply Web Mining to e-learning system. We can find students' access habits, learning interests, tendencies, etc. in a large amount of web access data, recommend courses and learning materials to students, point out the knowledge key points that students don't master and recommend learning resources according to the test results, get feedback of students' situation, and provide teaching suggestions to teachers, so that teachers can adjust in time Teaching points, teaching contents and teaching methods. Provide personalized services to make it possible for students to study efficiently and personalized according to their own characteristics.

1. E-learning's problems in resource management

E-learning is a new learning method formed with the emergence of web. However, there are still problems in the resource management of e-learning[1].

Firstly, the limitation of resource association leads to the lack of personalization and self-adaptive ability of learning. Secondly, the description standards of learning resource database are inconsistent, including a large number of heterogeneous resources. Finally, there are many and miscellaneous teaching resources, and the traditional keyword-based retrieval is inefficient, especially for multimedia resources. To solve the above problems, some researchers also put forward corresponding solutions, such as component-based business logic encapsulation for web applications; Automatic e-commerce based on XML and web services and so on. However, these existing web technologies can not really realize the long-awaited personalized and intelligent applications. These are the problems that semantic web can solve.

2. Web service oriented e-learning system architecture

2.1 Web Services

Web service is actually an independent component with a unique URI, which enables users to easily reuse various applications through the Internet. Web services can be assembled to form a new service with more complex functions. Obviously, this requires the interoperability of Web services. Web services are independent of the operating system. They can work on all web service engines without considering the proportion of programming language. The development and use of Web services involve many specifications, such as soap, UDDI
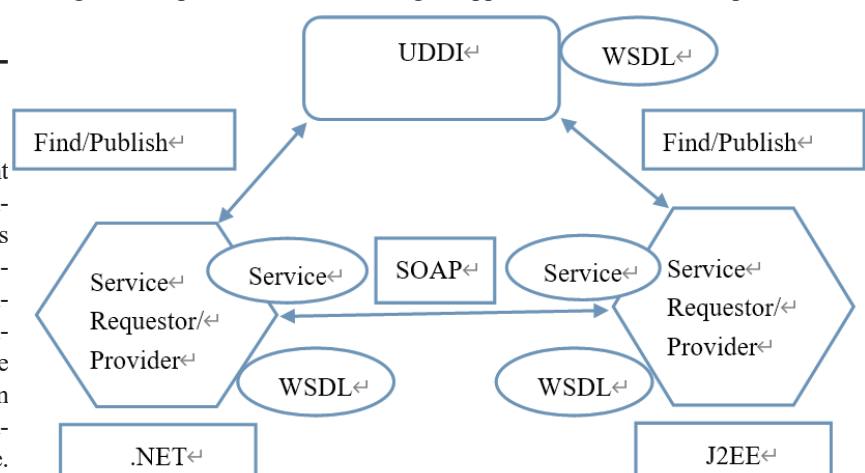

Figure 1 Web Services

and so on. It is transmitted like an envelope with an information message; WSDL clarifies the functional characteristics of the logical units that make up a specific w-out service. These specifications form the basis of the web service model, in which services, like ten components, turn the Internet into a huge distributed system[2-3].

2.2 System architecture design

The architecture of e-learning system designed using web services is usually divided into two parts: client software and web services provided by several providers. This is consistent with the organizational structure of ordinary web services. The system client is the port of users using learning services. It can be a web portal or an independent application: while learning services are deployed on distributed servers, including content writing, content provision, practice, tracking, discovery services, and communication services such as email and short message. The use of learning services is not limited to learners. The whole learning system can be regarded as web services, so as to directly integrate the distance learning function into business applications (such as ERP system) to realize and other applications technological process "And interactive interaction. As long as there is terminal support, the learning service can also be integrated I on the mobile device. In this architecture, the service of the part on the distributed server mainly includes the following centralized form, content service, discovery service and configuration service. Among them, the content service provides learning materials in the form of learning objects and courses, while the discovery service is mainly used for search Learning content and various additional functions that can be integrated into the system. The third is to configure services and process user oriented data, such as system data and tracking data, which provide data needed for other services. Finally, there are other web services, including the typical E-learning behavior to be used by learners and teachers, as well as third-party services. Such as payment services, certificate services, etc.

3. Defects and Solutions

Combining several web services to create a decentralized system can obtain the same functions as the traditional e-learning system, but there are still some defects in managing content and search services for learners. In most cases, the system will use UDDI registration to search web services. However, UDDI is not appropriate for content services because the storage of additional metadata for content is not supported. In this structure, the learning object cannot be imported into the specific learning management system, so the content is stored in the distributed server and accessed when needed, but there will also be the problem of display. Because the web service is data-oriented, users can obtain the XML form of the data object from the service provider, which is not conducive to the understanding of the learning content.

When solving this problem, it is necessary to make it clear that the UDDI architecture commonly used by ordinary e-commerce web services needs to be modified to adapt to the e-learning environment. The learning resource registration system provides registration and query services for learning objects that comply with SCORM specification. In order to further realize the integration and real-time application of dynamic e-learning content, representation oriented web services must be realized. By providing a set of representation oriented services, the collection of applications and services can be completed dynamically, and there is no need to develop representation logic in order to realize integration. Learners can use the system platform to call the learning object of the content provider server and return it to learners after the processing of the presentation service. In this case, the message contains the display information and has a general interface, which can change the displayed information content according to the needs of learners.

Conclusion

Web-based data mining service can effectively solve the related problems in the interactive design of e-learning learning learning resources, realize the distributed storage, sharing and dynamic exchange of content of e-learning learning learning resources and system functions, and promote the system to be more flexible and personalized.

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Problems and Solutions in Collaborative Learning

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Abstract: Collaborative learning has been paid more and more attention and has been widely used in teaching. Collaborative learning can exercise students' team spirit, improve learning efficiency and develop the ability of active learning. However, there are also some obvious problems in the process of implementing collaborative learning, such as how to group students, how to set learning tasks and how to evaluate the learning process. This paper aims to explore common problems in collaborative learning and propose corresponding solutions.
Keywords: Collaborative learning; Group; Learning Activities; Evaluate

Collaborative learning refers to a way of learning that multiple learners form a group to complete a task or solve a problem through joint efforts. It is based on constructivism learning theory and humanism learning theory.[1] In this way of learning, group members are no longer independent and closed, but learn new knowledge through division of labor, communication and discussion. Group members share learning resources, and everyone is assigned a role. In the process of completing tasks, it is essential for students to communicate and even argue with team members, which can improve their communication skills and enhance their self-confidence. Although collaborative learning has many advantages and can indeed improve the enthusiasm of learning, there are also many problems in the implementation process. As Johnson Brothers said that putting multiple learners together in the same room and telling them that they are a group will not produce efficient collaboration. Many organizations are ineffective or even destructive. They waste time and produce bad work.[2] Many teachers have also found some problems in teaching, for example, the diverse enthusiasm of group members and the poor quality of group discussion. The following are three common problems and the corresponding solutions.

1. Reasonable grouping can guarantee the effects of cooperative learning.

The first step of collaborative learning is to divide students into groups. Teachers often adopt the way of free combination, such as taking a dormitory for a group, which shows that teachers do not pay enough attention to the division of groups. The lack of scientific standards and effective controls can cause problems, for instance, large differences in ability between groups. The grouping method of free combination seldom considers the ability difference and mutual compensation among students, which is not conducive to role allocation and task completion. If students only choose group members who share the same interests, they miss the opportunity to be exposed to different viewpoints. In addition, such a combination tends to have fewer conflicts of views in the discussion process. Although it seems to be smooth, no innovation is actually produced.

A properly assigned group is an important foundation for collaborative learning. Groups are divided in different ways depending on the learning contents. Teachers should fully consider students' grade, ability, personality, gender and other factors, and try to make members of a group differing in all aspects. The most common phenomenon is that there are both high and low achievers in the same group. Such a combination helps to influence each other, achieve goals together, and cultivate the spirit of cooperation. Furthermore, from a psychological point of view, students of different personalities and genders are more likely to stimulate a positive discussion atmosphere in a group. Therefore, on the basis of free combination, taking into account the differences in all aspects is the most desirable method. Each group member assumes different roles according to their abilities and characteristics to complement each other and ensure learning efficiency.

2. Comprehensive learning objectives and appropriate learning activities ensure the smooth implementation of collaborative learning.

The learning objectives of a course should include two types. The first one is knowledge objective, which refers to the content and knowledge points of the textbook that students need to master. The other one is social objective, which refers to the ability of students to adapt to the workplace and society, such as communication ability, cooperation ability, competition ability and resistance to pressure. In designing collaborative learning activities, teachers should define the two goals that students need to achieve, and then design appropriate learning activities. Teachers should make detailed plans and arrangements. Knowledge and social goals should have distinctive implementation plans. Some students are not very active in the process of collaborative learning. The reason is not poor grades, but a lack of social skills, such as, not knowing how to properly express their own opinions, how to deal with different opinions, and how to deal with others' objections. In view of students' defects in this respect, teachers need to give guidance and

encouragement, and provide specific and effective strategies.

The selection of learning activities can follow the following principles. First of all, learning activities can ensure students' acquisition of knowledge. Whether through discussion, role play or games, students can acquire knowledge by participating in activities. Secondly, design the links to be completed jointly by team members, improve the participation rate of each member, and promote the exchange and communication among team members. Thirdly, the designed activities should conform to the characteristics of modern students. Considering students' concern and dependence on the Internet, take full advantages of the Internet and design activities that attract students' attention. Finally, activities should be as varied as possible and be closely connected with true life. Rich themes can give students more space and a broader vision, which is conducive to maintaining interest in learning.[3]

3. Various evaluation methods play an important role in promoting collaborative learning, which is the key link to determine the learning effect.

At present, there is a relatively unified view on the evaluation of collaborative learning, which is to combine the result evaluation with the process evaluation. It is important to measure the final learning results, such as the presentation of assignments, as well as to monitor the overall collaborative process. In the evaluation process, the following aspects should be included.

3.1 Internal evaluation of group members.

First, a table should be created and be filled out by the group members as they work through the tasks. Group members write down the roles and tasks of each person in the table, and assign points according to how much each person has contributed. Each time a mission is completed, team members can reset their roles. Through this evaluation method, members who give more can earn higher points and the enthusiasm of team members can be fully mobilized.

3.2 Evaluation among groups.

As one group presents the results, other groups score them. In order to have a clear marking item and criteria, the teacher can prepare a marking table, and students only need to give the corresponding score according to each criterion. Group members can find their own problems and shortcomings while comparing the performance of other groups and then be able to improve their performance according to the scoring items.

3.3 Evaluation from teachers.

After the presentation of each group, teachers should give a timely and comprehensive evaluation. Getting timely feedback can be a positive motivator for students and this is when students are most eager to be evaluated. Advantages as well as the problems should be pointed out so that students can master the state of learning and do better preparation for the next assignment. In addition to the comments of the final results, the process of collaborative learning should also be evaluated, including the role allocation of members, the allocation of points, the discussion process, and the final result presentation, etc. Teachers should clearly indicate the problems in each step and the ways to improve them.

In summary, collaborative learning can not only improve learning efficiency, but also enhance students' communication ability and cooperation ability. Its advantages can not be replaced by other learning methods, and it will be more widely used in teaching in the future. Therefore, by reasonably allocating team members, setting appropriate goals, arranging reasonable activities and comprehensively evaluating the performance, students will be more willing to participate in collaborative learning. By adopting collaborative learning, students benefit a lot and teachers can improve their abilities.

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Current Situation and Suggestions of Informatization Construction of College Student Management in the Era of Big Data

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Abstract: In the era of big data, with the acceleration of the development of information technology in China, the management of college students should also keep pace with the times and actively innovate. However, there are still some problems to be solved in the information management of colleges and universities at this stage. As a place with active ideas and well-developed network technology, colleges and universities should keep up with the pace of development of the times, promote the further improvement and improvement of student management under the background of big data, and realize the vigorous and rapid development of modern information technology under the guidance of informatization. Relevant educators also need to combine the development level of educational science and technology in the period of big data to choose a scientific and feasible route that is consistent with the practice of college student management in China, so as to have a positive impact on the further improvement and standardization of college student management.

Keywords: Big data era; College students; Management work; Information construction

Introduction: under the new situation, the establishment of college student management informatization will promote the further improvement and standardization of school management, which puts forward challenges and development opportunities for the previous school internet construction mode. For the modern Internet and information communication network, the management of colleges and universities must keep pace with the development of the times and actively broaden and Reform under the new situation, so as to enhance the breadth and depth of student management. As a student management worker in Colleges and universities, we must promote the more and more perfect and sound management of College Students under the background of the new situation, carry out targeted management of students according to the human resources needs of social development, and put forward more scientific and effective reform measures to ensure the further optimization of College student management in the era of big data, And ensure the information security of students. At the same time, when investigating and obtaining relevant information from students, we can use more effective and fast channels to further improve the effectiveness of student management from the specific situation.

1. Informatization status of college student management in the era of big data
1.1 Lack of professional managers

According to the investigation and Research on the management of colleges and universities at the present stage, with the gradual increase of college enrollment in recent years, the number of relevant managers has not changed significantly, or even decreased a little, and the cognition of managers in information technology has not been improved. Although some colleges and universities pay much attention to the construction of information management and have carried out a series of training programs such as relevant training or strengthening the construction of efficient management team, the overall level of management team has not been improved. In addition, managers in some colleges and universities often have several jobs. Various situations not only hinder the further improvement of the quality of college education, but also are not conducive to the establishment of good relations between students, but also make it difficult for student management to obtain effective educational objectives [1].

1.2 Insufficient information construction level

The rapid development and spread of information technology has led to many colleges and universities in the construction of information management, the equipment can not be updated in time, the software function is monotonous, the lack of rigorous working software and equipment, and the unmet demand for technical talents. All these adverse factors directly lead to the failure to promote the process and development of student management information construction. Some managers are greatly influenced by previous management experience. When collecting students' information, they still use the old-fashioned investigation method, which not only does not improve the efficiency, but also hinders the comprehensiveness of students' sorting data and inhibits the further development of information construction of students' management. In addition, it takes a short time to integrate big data technology into university management, so managers need to gradually study and explore the construction of information platform.

2. Information construction measures for college student management in the era of big data

2.1 We will strengthen education and training and improve the development of information technology

In order to ensure that the information construction of college student management can be carried out effectively, the management of colleges and universities should strengthen the professional level training of managers. First of all, we need to guide and improve the ideological state of managers, so that they can abandon the mentality of being unable to accept advanced technology in the past and gradually adapt to information management. The training content for managers is mainly to improve cultural literacy and knowledge skills, so that student managers can face information management in a good state and effectively enhance the level of student information management. This requires managers to be student-oriented, think in the important moment, and provide students with a more harmonious and relaxed harmonious classroom. Secondly, managers should also have a deeper understanding of informatization, pay attention to computer network technology and Internet technology, hold a broad mind for these high-tech science and technology, and accept new knowledge and new things. Through training and learning information management technology, it not only improves the convenience of university management, but also makes information statistics more accurate, and there will be no loss of student information [2].

2.2 Build a "big data university engineering platform" by using big data technology

For information management in Colleges and universities, it is not only to deal with such basic information as student class management and curriculum arrangement, but also to go deep into every bit of students' life and investigate the actual situation of students from the data information about specific events such as library activities, students' learning frequency and dormitory life. If it is found that the library activities or learning frequency in the school is less, and it may not be able to complete the academic task, the list of students who are more likely to fail the course must be sent to the school counselor, and the counselor shall be required to guide in time. In addition, in the application of big data analysis technology, colleges and universities must also use the click through rate of Internet browsing to master the main interests and hobbies of students, and select appropriate subjects to carry out relevant practice, so as to attract more students to actively participate in it; At the same time, you can also pay attention to the recent hot topics in the internal forum of the school, collect the opinions of students on recent emergencies, and deal with and feed back in time. Colleges and universities also need to establish the main website of the comprehensive management platform and improve the main sections of the main website, such as economy and people's livelihood, society and national development planning, so as to lead the concerns of students from multiple angles and all levels, and lead them to yearn for and pay attention to the excellent character of national development, truth, goodness and beauty, So as to improve the ideological and moral construction level of student groups and cultivate high-quality talents for the development of our country. In the long run, data management will play an indispensable role in university management [3].

3. Concluding remarks

To sum up, under the background of the big data era, in order to effectively carry out the construction of university management informatization, university managers should often organize and carry out professional training for student managers, so that they can further improve and improve the informatization function and promote the effective improvement of informatization degree on the basis of understanding more relevant knowledge and skills of informatization construction. The establishment of big data information management mode in Colleges and universities can play an important role in students' school life from multiple angles and all aspects, and make outstanding contributions to the information construction of College Students' management. In the current era of big data, we should keep pace with the development of the times. In order to improve the quality of university management and promote the improvement of students' living standards, we should strengthen the information management of college students and strengthen the cultivation of talent quality. In the student management mode, we can use the big data information management mode to build a management platform for scientific development, Improve management quality and management level.

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Research on the Development of College Football Curriculum Under the Background of Epidemic Normality

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Abstract: Since the beginning of 2020, various countries have been influenced by COVID-19 since the whole world, all industries have been seriously negatively affected, and even some social enterprises have disappeared under the influence of the epidemic. In addition to the most affected society, school students are one of the most seriously affected groups. Because of the epidemic, many students are unable to attend classes normally. In this context, college football courses are also limited.Taking micro class as an example, this paper analyzes how to make college football courses continue to develop under the influence of the epidemic.

Keywords: Epidemic situation; College football; Curriculum development

Almost all countries around the world have been affected by the epidemic. Despite the impact, in order to prevent the education of students from being hit again, in order to continue the development of college football courses, some colleges and universities have expanded the development method of football courses by means of the Internet, which is "micro courses".This paper will analyze how to continue the development of college football courses from the perspective of micro courses.

1. What is micro class

Most people know that wechat is a form of online class, which has not appeared in the actual class in recent years.In fact, micro class is a concept and teaching method introduced from abroad, but the official has not fixed a definition. If you look at micro class from different angles, you will get different concepts.However, no matter from what point of view, micro courses have the characteristics of detailed course content, short duration compared with formal courses and mainly online teaching.Taking the definition of education experts as an example, we can know that micro course is the simplified name of micro video network course. Micro course generally takes short teaching video as the main body of teaching activities, explains a certain knowledge point in the textbook, and carries out a series of teaching activities around a certain knowledge point, but the learning methods tend to be diversified.In the context of the current epidemic, the advantages of micro courses are mainly reflected in the form of classes. All course activities are carried out on the Internet instead of offline, so as to effectively get rid of the impact of the epidemic.[1]

2. The principle and process of micro course in the process of teaching design

In general, when teachers design micro courses, scientific, practical and innovative meetings are the main design principles. Scientificity is reflected in that the original curriculum needs to be scientific, otherwise the final teaching effect will be out of track. The practicability is reflected in that the micro class is based on improving students' learning ability and enabling students to obtain information more efficiently. The above is to enable students to better learn classroom knowledge and learn how to use it.The innovation lies in that because the micro course itself is an online form and belongs to a learning method that has never been used, it also has a certain interest and can better enable students to invest in learning.

Although micro classes are widely used during the epidemic, the use and research of micro classes in China is still very shallow, and there is no in-depth research on micro classes.Educators should pay more attention to the research of micro curriculum design model and the construction of micro curriculum design model, which is the most important part of the overall micro curriculum research.After a series of studies, it is found that the curriculum design of micro courses is the same as that of ordinary courses. It is necessary to formulate curriculum objectives, design curriculum content, formulate corresponding learning activities, and conduct more appropriate evaluation after class. This is a complete micro course.

3. How to design the course of football micro course in Colleges and Universities
3.1 Analyze the characteristics of learners

In the curriculum design of micro course, learners are the most important part of all learning activities, and the success of instructional design depends on whether the instructional design can match with learners.This needs to analyze whether the starting point of learners can match the teaching design, as well as the characteristics of cognitive development and learning. By integrating

the curriculum design with the needs of learners, we can finally consolidate the foundation for the follow-up teaching links.[3]

3.1.1Analyze the starting point level of learners

Micro classes are generally carried out among college students in grades 1-3. At this stage, college students' learning ability is partial to autonomy and are more willing to learn independently. Their physical quality and learning ability have reached the peak, and their sports ability is generally more basic.Although they have basic sports ability, they have not carried out special football learning, football skills are not perfect, and they have not learned systematic football technology theory, so they can't come out in time, which requires college students in grades 1-3 to start from the most basic content.

3.1.2Analyze the characteristics of learners' cognitive development

Formal operation stage is the basic cognitive development stage of current Grade 1-3 college students. Generally, college students can understand some more abstract concepts, and can also use them flexibly to solve the problems they face by controlling several variables.Their own life experience and learning experience have also been applied to learning, and the memory of knowledge is no longer a simple rote, but a deep-seated memory after analyzing their own advantages and characteristics. From the perspective of thinking, it means adding abstraction and theory to the process of memory,College students have been able to grasp the essence and attributes of food more systematically, and their attention to various things tends to be stable, which can also expand the scope of attention.

3.1.3Analyze the learning characteristics of learners

College students in grades 1-3 generally have independent and independent learning styles. College football micro class teaching requires teachers to change from a leader to a guide, take students as the main body of curriculum activities, and teachers are programmed by preachers to guide students to conduct in-depth learning. The learning characteristics of college students can also be better highlighted.

3.2Analyze the teaching objectives of micro course

The theory of teaching goal classification is the theoretical basis of the teaching goal design of college football micro course. Therefore, in order to make the micro course more meet the needs of college students in grades 1-3, it is necessary to explore the cognitive field, action skill field and emotional field involved in the teaching content, so as to take this as the teaching goal. Memorization, comprehension and application are the three main levels of cognitive field in the curriculum goal of college football micro curriculum.Perception, preparation and directed response are the three main levels in the field of motor skills.Acceptance or attention and reaction are two levels in the emotional field.[3]

Concluding remarks:

To sum up, although the epidemic has greatly affected the progress of college courses, the introduction of micro courses has made college football courses see a glimmer of light. Teaching college football courses in the form of micro courses can not only promote the curriculum reform, but also minimize the impact of the epidemic.In the days afflicted by the epidemic, interesting online methods can also make students more like football courses, and ultimately their learning efficiency will be greatly improved. After the epidemic, students are more willing to devote themselves to sports.At present, China lacks more sports talents. Affected by the epidemic, the cultivation of sports talents has also been shelved. In order to continue to cultivate more sports talents, we must start from the details, optimize the details of teaching activities, and then let more sports talents invest in the national sports cause and continue to struggle for the national sports cause,Let the national sports cause develop to the next stage.

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Sustenance and Health of Civilians in the Donbas Should Not be Sacrificed to Political Games

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Abstract: This paper introduces the past life of the Russia-Ukraine conflict and the impact it has had on all parties.Through the evolution and review of the domestic situation in Ukraine,it analyzes the reasons for the outbreak of war and the ultimate conclusion that the sustenance and health of civilians should not be sacrificed to political games

Keywords: Russia-Ukraine conflict; Russia; Ukraine; civilians; Donbass

1. Background

The Russia-Ukraine conflict has been going on for some time,and if we put aside the various smear and baiting reports of the Western media and analyze this inevitable conflict rationally,we can get a clear picture.

After the end of the Cold War marked by the collapse of the Soviet Union,the world has successively experienced a multi-polar world pattern from one superpower to today's multi-polar world. With the announcement of the dissolution of the Warsaw Pact Organization,NATO became a conductive military organization cooped up in Europe and without any confrontation goals,and as the manipulator behind this puppet organization-the United States-it did not allow The "righteous" North Atlantic Treaty Organization has no "evil" enemy to fight against,because the United States is essentially a military-industrial complex,and the outbreak of war in the world would be a disaster for civilians,but a business opportunity for the United States. So it began to provoke color revolutions and wars around the world,in Iraq,in Libya,in Afghanistan,and even in the South China Sea.

At the time of the collapse of the Soviet Union,NATO made a commitment not to expand,yet when we look back at the European landscape today,NATO's guns are already at Russia's doorstep,and we can recall the Cuban missile crisis sixty years ago,when the U.S. stormed to use all means to block traffic,military blockade,economic blackmail,and political provocation against Cuba. Today,when we look around Russia's western gates,from Estonia to Lithuania to Poland,there are dozens of U.S. bases from which short- and medium-range ballistic missiles can be launched against Moscow in less than half an hour,and Russia's repeated concessions are exchanged for NATO's intensification-supporting the Ukrainian Nazi forces to carry out a color revolution.

2. Changing Landscape

Ukraine was nominally the second heir of the Soviet Union,and after the collapse of the Soviet Union,Ukraine inherited nearly 30% of its inheritance,including strong military,energy,light industry,food and agriculture industries,and once became the world's third largest integrated power at the end of the twentieth century,but after abandoning socialism,Ukraine began to capitalize,and shock therapy caused a large number of state assets to be appropriated by oligarchs,and the national pillar industries became the private property of capitalists. By this time,the West had already started to support its own forces in Ukraine,and by financing right-wing oligarchs,they developed into agents of Western interests. The oligarchs gradually took control of Ukraine's political situation through the West's massive political propaganda and the resources they held in their hands,after which Ukraine abandoned its nuclear weapons and sold off its state assets at the behest of the U.S.-led NATO. Investigations show that the top three banks in Ukraine are effectively controlled by the U.S. consortium. Ukraine,which could have been a bridge between the East and the West,has been reduced to a hollow puppet,with massive corruption,high unemployment,and an inefficient and incompetent government.

In 2014,the West started to instigate a color revolution to overthrow the democratically elected president Yanukovych,who tried to remain neutral,and gained effective control of Ukraine by supporting the right-wing Nazi forces,since then Ukraine has completely fallen to the West. face the deployment of several thousand kilometers of national borders. What would be the U.S. reaction if China's Dongfeng missiles were deployed 400 kilometers away from Washington? This is the beginning of the current Russia-Ukraine confrontation. It is clear what is right and what is wrong.

3. Donbass

After the overthrow of Yanukovych's government,Crimea and the Donbass region,where ethnic Russians are the majority of the population,did not recognize the newly formed right-wing Nazi government,and Crimea joined Russia through a referendum to avoid tragedy. Anne-Laure Bonnel,a French journalist based in the Donbass region,said in a live link to a special program on the Russian-

Ukrainian conflict that Ukrainian government forces were to blame,and showed evidence she had taken of the indiscriminate bombing that killed 13,000 civilians from the year the Zelensky government came to power. She said that there are more than 50,000 refugees in the Donbass so far,and that this is a total "massacre" and that we cannot see the so-called "democracy","freedom" and "justice" in the shelling of civilians. "The dehumanizing crime reminds us of what Hitler did to the Jews,which is the basis for the author's characterization of the current Ukrainian government as Nazi in nature. In Bonnel's video,the Donbass region is devastated,with shell holes everywhere,empty streets,people shivering in their homes or basements,praying for God's "blessing",supermarkets with thick steel plates on their windows and doors,and,in Bonnel's video,only two children playing in an empty lot. Only two children are playing in an empty lot,"Why aren't you in school?" "The school was blown up......." We can't help but ask why children in Western Uganda can go to school while children in Eastern Uganda have to hide in the cellar? Not surprisingly,the West chose to remain silent about Bonnel's report,and Bonnel was unsurprisingly blocked,which is the West's hypocritical "freedom of the press".

When NATO bombed Iraq,Libya,Syria,Afghanistan and Yugoslavia indiscriminately,it portrayed itself as a righteous force "against dictatorship. When the Russian army fights to save its own people and fight against the Nazis in its former homeland,it is portrayed as an "aggressor" by the West. This once again proves the hypocrisy and double standards of the West. Given the military power gap between Russia and Ukraine,if the Russian army had adopted the "American scorched earth policy" and bombed Ukraine indiscriminately,the military operation would have been over within a week,but the Russian army has always attacked only military personnel and facilities,which is the same as the Ukrainian army's indiscriminate bombing of civilians in the Donbas region. This is in stark contrast to the indiscriminate bombing of civilians in the Donbass region,which the U.S. Army has instead used as a weakness for the Russian army,using the population as a meat shield to block Russian actions.

4. Conclusion

When we analyze the situation rationally from the point of view of interests,we will find that only the United States will benefit in the end. The outbreak of the Russian-Ukrainian conflict has caused a large amount of European capital to flow to the U.S. market,while the United States is still trying to convince its European allies to cut all ties with Russia. An increase of up to three hundred percent. People in the EU have to choose between cooking and bathing,and the withdrawal of a large number of companies from Russia,instigated by Western forces,has caused a lot of burden and inconvenience to the Russian people. While it is possible to reduce the number of baths if you cannot afford natural gas,and to localize the withdrawal of foreign companies,the Syrian,Iraqi and Afghan civilians who have been deprived of their most basic human right-"life"-have been deprived of their lives. But what about the civilians in Syria,Iraq,Afghanistan,and Donbas,who have been deprived of their most basic human right-their lives-and who are under constant shelling by the U.S. government?

If we look at the countries that have been sanctioned by the U.S.,we will see that the U.S. will focus on industries that are irreplaceable and must rely on imports and exports to sustain their operations,blocking trade in certain areas through its own country or through alliances to have a subversive effect on the lives of some civilians in the country. All interests use civilians as their political bargaining chips,and civilians may lose their jobs or be imprisoned during a color revolution,but the average citizen does everything to defend the minimum food and health of his or her family. If everything in society-entertainment,business,art-is an extension of politics,how much more so is morality? When a country creates its own definition of morality as a yardstick of justice,then it is free to smear and subvert other countries as it pleases,because it will label what it does as justice,and destroy the food and health of the civilian population at the cost of political games,which is the essence of the West's hypocritical face.

History has proven time and again that the prescription for "color diplomacy" prescribed by the United States in the name of so-called "democracy" is simply a poison that harms people and themselves. [2]

When we tie politics to civilians,it is tantamount to inflicting the consequences of political games on unarmed civilians,as the Nazis did eighty years ago,as the United States did thirty years ago,and as the right-wing government of Ukraine is doing now. Twenty years later today we see the truth about a bottle of laundry detergent in Iraq,and perhaps one day,ten years from now,the truth about Ukraine will be known to the world.

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Optimization of Ideological and Political Education Path in Colleges and Universities in the New Era from the Perspective of Organization

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Abstract: Socialist universities entering the new era need to scientifically locate the role of Ideological and political education in college education and run ideological and political education through the whole process of all work in Colleges and universities; It is necessary to establish and improve the "great ideological and political" education pattern, actively explore the "micro ideological and political" education mode, and optimize the path of Ideological and political education in Colleges and universities in the new era from the macro and micro levels, so as to implement the "lifeline" role of ideological and political education.
Keywords: Colleges and universities; Ideological and political education; Optimize the path; Great thought and Politics

In order to implement the party's ideological and political work in Colleges and universities in the new era, we must carry out ideological and political education with quality and quantity, which is the internal requirement of Ideological and political work. Ideological and political education in Colleges and universities plays a "lifeline" role in moral education, value guidance, behavior cultivation, public opinion guidance and so on. To accelerate the "double first-class" construction of colleges and universities with Chinese characteristics, adhere to serving the socialist construction and running higher education to the satisfaction of the people, we must pay attention to giving full play to the "lifeline" role of Ideological and political education. Drawing on the experience of Ideological and political work in the past 70 years since the founding of new China, in order to solve the problem of weakening the role of Ideological and political education and complete the educational task of Building Morality and cultivating people, colleges and universities need to keep pace with the times, stimulate innovative thinking, explore and optimize the path of Ideological and political education in Colleges and universities, so as to better implement the "lifeline" role of Ideological and political education.

Focusing on the purpose of running the school, major colleges and universities earnestly implement the spirit of the conference, adhere to the new ideas and ideas of "great ideological and political education", form a joint force of Ideological and political education, and gradually establish and improve the new pattern of "three complete" great ideological and political education. The work pattern has been basically established, and it is still necessary for University decision makers and ideological and political work teams to continue to keep up with the pace of the new era and use innovative thinking to promote the comprehensive construction of the "great ideological and political" education pattern.

1. To strengthen the party's overall leadership over Ideological and political work in Colleges and universities

Optimizing the path of Ideological and political education in Colleges and universities, and improve the pattern of Ideological and political work in Colleges and universities, we must strengthen and improve the party's leadership, which is the most fundamental guarantee for carrying out ideological and political work in Colleges and universities. "Firmly grasp the party's leadership over the work of colleges and universities, and make colleges and universities become a strong position to adhere to the party's leadership". This is determined by the direction and nature of colleges and universities with socialist characteristics. To improve and strengthen the party's overall leadership over the ideological and political work in Colleges and universities, first, adhere to the needs of promoting the rejuvenation of the country, the party and the people through education; Second, adhere to the need to start again for reform and opening up and build a modern socialist power; Third, the need to deepen the reform of higher education system, create first-class universities, create first-class disciplines and cultivate first-class talents.

To strengthen and improve the party's overall leadership over the work of colleges and universities, we must carry out ideological and political work closely around the central task of Building Morality and cultivating people. First, it is necessary to clarify the supervision responsibilities of Party committees at all levels, strengthen the supervision of Ideological and political work of various functional departments, guide the direction of education, and make overall coordination; Second, we should promote the pattern of coordinated efforts of departments at all levels, strengthen the idea and concept of "great ideological and political work", and form an online, offline and up-down integration mechanism of Ideological and political work; Third, we should enhance the main responsibility consciousness of the University Party committee, adhere to the strict management of the University and education, and ensure the steady progress and innovation of the university education work; Finally, we should pay close attention to the construction

of Party branches in Colleges and universities, strengthen the construction of organizational style with system reform, strengthen political discipline, urge grass-roots party organizations to implement the "three meetings and one lesson" system, and carry out in-depth education and learning on different themes, so as to maximize the role of Party branches as fighting fortresses and the exemplary role of Party members, and "escort" for improving ideological and political work, Provide a solid guarantee for continuing to promote the construction of Ideological and political education project in Colleges and universities, and effectively improve the overall level of Ideological and political work in Colleges and universities.

2. Improve the political literacy of teachers and students and strengthen ideological and political guidance

Colleges and universities should regularly organize teachers and students to study the latest theoretical achievements of the Sinicization of Marxism and lay a solid foundation for scientific theory; We should do everything possible to help improve the political literacy of teachers and students, organize and carry out regular training on professional ability and teaching methods, cultivate a large number of discipline teams who learn from horses, believe in horses, understand horses and use horses, forge a credible, respectable, reliable, happy and courageous teacher force, and make ideological and political teachers become "good gentlemen" who shape students' personality and establish scientific belief; Make good use of the ideological and political classroom as the main channel, guide students to consciously integrate life values and goals into the theme of the times and the avenue of national rejuvenation, and transform the common ideal into the conscious pursuit of college students. Make subject teachers become the messengers of the dissemination of scientific theories, the latest ideas and advanced culture, and make young students become new people of the times with firm faith and both morality and ability.

And further strengthen the party's leadership and confidence in China's road. Through regular education and study with the theme of learning national history, party history and school history, patriotism education and cultivating socialist core values are interspersed in the whole process of College Students' Ideological and political education. Inherit and carry forward the spirit of the University, cultivate the good and beautiful school style, study style and professional and pragmatic teaching style, create a realistic and innovative educational environment and rich cultural atmosphere, make it an important measure for all teachers and students to form an ideological consensus, and then effectively innovate and broaden the content and form of Ideological and political work.

3. Form a joint force of Ideological and political work with joint management and coordinated promotion

To improve the work pattern of "great ideological and political work", we need to bring all functional departments and units of the University and all links of university work into the scope of Ideological and political work, form the joint force of people and environment, the educational joint force of discipline team and the working joint force of all functional departments, pay close attention to joint management and joint force, and jointly undertake the educational responsibility of Building Morality and cultivating people. If we only rely on the ideological and political courses and classes offered by colleges and universities, the supply side of Ideological and political education will inevitably be too weak and the form will inevitably be too single. First of all, around the spirit of the university motto, guided by the socialist advanced culture and excellent traditional culture, create a characteristic campus cultural atmosphere, provide a good campus environment for students to grow and become talents, and inherit the characteristic campus cultural gene. All teachers and students are duty bound to this. Secondly, strengthen the professional quality of the ideological and political work team in Colleges and universities, take the Marxist College as the central point of Ideological and political education, strengthen the duty performance of the party committees and League organizations of each college, radiate and drive the ideological and political work of surrounding colleges, explore the objective laws of education in various disciplines, mobilize the enthusiasm of teachers and students to participate in it, and guide discipline teachers and student counselors, While doing a good job in their own work, they should take the initiative to invest in Ideological and political work, form the educational joint force of discipline team, and cultivate contemporary college students into capable people of the times with ideological and moral quality, scientific and cultural quality and both morality and ability. Thirdly, all departments and units of colleges and universities must consciously start from the fundamental task of Building Morality and cultivating people, put moral cultivation and behavior cultivation through all work of the University, take carrying forward the Chinese spirit, spreading Marxism and strengthening scientific belief and confidence as their own responsibility, and establish and improve the great ideological and political work pattern of teaching and educating people, scientific research, practice, culture and organization, Make the educational objects unify their thoughts, gather consensus, and jointly promote the overall work level of colleges and universities to a new level.

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Discussion on Ecological Concept in Environmental Art Design

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Abstract: With the progress of China's society, the continuous enhancement of economic strength, the living standard of the Chinese people has been greatly improved. People's demand for a better life is higher and higher, which is highlighted by the higher and higher requirements for the quality of the surrounding environment design. However, it is worth noting that there are many phenomena in the process of Industrialization in China, that is, ignoring environmental protection in the process of development, and carrying out brutal destructive development, which has aroused widespread concern. As the hinge between human and natural environment, environmental art design plays an extremely key role in ecological concept environmental design.

Keywords: Environmental art; Design concept; Ecological concept; The application strategy

The introduction

After entering the new era, China has stepped into the forefront of the world in terms of politics, economy and culture, and its development prospects are good. However, while developing vigorously[1], the environmental problems in China have become a stumbling block on the way of development. For China in the new era, we need to take corresponding measures according to our national conditions to protect our living environment and achieve sustainable development. Based on this, the relevant personnel should stand in the Angle of art design, through the analysis of the current ecological concept of China, find a way to harmoniously live with nature, design green, environmental protection with Chinese characteristics of environmental art.

1. Basic overview of environmental art design and ecological concept

1.1 Basic concepts of environmental art design

The natural environment, from a macro concept, refers to the natural environment composed of various organic and inorganic substances in a large space, and also includes the political ideas, norms of behavior and other human activities generated in the environment. For human beings, it is impossible to produce and live without the foundation of natural environment. In addition, there are many different interpretations for different subjects in the natural environment. Environmental aesthetics, as a new subject, can not produce a comprehensive and systematic understanding, but it can be understood as it is from two perspectives of nature and art, trying to change the natural environment in different ways, so that people enjoy beauty and realize the harmonious coexistence of the relationship between man and nature[2].

1.2 Basic concept of ecological concept

Ecology, as an ancient subject, means human's scientific exploration of nature. The specific content of this discipline is to study the relationship between the movement of various creatures in nature and their natural environment, and to master this relationship is conducive to better exploration of human beings in nature. The ecological concept is a kind of human-nature coexistence mode discovered by human beings in the process of exploration, which makes full use of natural environmental resources and gives full play to their maximum effect under the condition of peaceful coexistence between human beings and nature, so as to ensure the normal operation of human society. The establishment of this model is beneficial to the optimal allocation of social resources, so as to reduce the waste and loss of ecological energy and natural resources, and make it to the progressive view of benign development.

1.3 The relationship between the two

Environmental art design and ecological concept complement each other. The former is the practice of human beings, while the latter is the theoretical basis of guiding the practice. Only by giving full play to the latter's guiding role can the environmental art design in China be carried out smoothly. In the long run, this will not only help to improve the creativity of environmental art designers, increase their design level, but also help to form a good ecological environment system and promote the construction of China's ecological environment.

2. Principles and guidelines followed by ecological concept in environmental protection art design

First, scientific principles. In environmental art design, high-tech new materials should be appropriately used to alleviate the waste of resources. At the same time, advanced technologies should be introduced to improve resource utilization and create a high-quality

environment. In environmental art design, scientific principles should be followed, and advanced technologies should be adopted to provide support for environmental art design to ensure that the overall design meets the requirements of ecological concepts.

Second, the 4R principle. The reuse of the current landscape resource should be reused, and a scientific concept of material selection should be established in the design process. To reduce resource consumption and ecological environment pollution, renewable resources should be carefully selected. While reducing resource utilization, the use of fuel, biological resources and soil resources should be reduced as much as possible. Renewable materials of high quality remaining in environmental renovation must be used in strict accordance with the new environmental creation guidelines; Pay attention to the recycling of recycled materials.

3. Application and practice of ecological concept in environmental art design

3.1 Attach importance to environmental design

In environmental art design, we can protect the ecological environment of our country to a great extent by making full use of the ecological concept. The proposal of the concept of "lucid waters and lush mountains are mountains of gold and silver" means that Chinese people's awareness of environmental protection has entered a new height, and it is an inevitable trend to attach importance to environmental art design. The reality of environmental art design will help our country achieve energy conservation and emissions reduction targets, promote the sustainable development of our country, need to get the support of relevant personnel, also need to environmental art designers in the design process, must fully consider low-carbon lifestyle and a series of problems such as the minimum consumption of fuel, and the resource saving and environmental protection as environmental art design professional standards.

3.2 Adhere to the principles and methods of energy and material recycling

The rapid development of economy leads to the shortage of a large number of non-renewable resources. Therefore, environmental art designers should make full use of the existing raw materials and re-develop and utilize them to reduce the consumption of raw materials and existing resources. Such as rainwater harvesting mechanisms to efficiently use natural resources and avoid waste;

3.3 Put people first

Environmental art design specialty is the essential purpose of service for people's life, which is the ultimate purpose of environmental art design is a service for people's life and development, so, in the environment art design major research and practice, must implement the people-oriented design concept, and comprehensive consideration of the practical need of all aspects of human life, To ensure that the results of the environmental art design profession can bring ease, happiness and sweet life to mankind. In addition, the interior environment designed by it can satisfy the needs of the human spirit on the one hand, and the other must also be natural and green. At the same time, the design standards on the basis of the popular, but also fully take care of the disabled, children, elderly people and other specific social groups.

3.4 Develop new fuels and improve fuel efficiency

Life everywhere is energy, environmental designers should be effective use and master in energy all around you, and study the use of forms, such as solar water heater, solar street light, wind power and other kinds of energy usage, and according to the environmental art design[3], integrated into the aesthetic consciousness, in order to realize the ecological ideal of environmental art design.

Conclusion

To sum up, in the process of our country's development, the environmental problem has been the focus of our people's attention. In this process, Chinese people also realize the importance of harmonious coexistence between man and nature. Therefore, for environmental art designers, the importance of their work is self-evident, and they need to constantly integrate ecological concepts into their work. It is worth noting that the integration of ideas is a long process, during which the relevant personnel should continue to learn, improve their own ability, with a scientific attitude, innovative thinking as far as possible to develop new energy, and design art with Chinese characteristics[4].

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Reflections on The Rectification of Online Education Model Under the "Internet +" Strategy

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Abstract: In recent years, with the development of information technology, the Internet industry has developed rapidly. Especially for the education industry, the integration of information technology and education has broken the traditional online education model and brought a new source for educational reform. "Internet plus education" has not only received support at the national level, but also been applied in many schools.In a word, online teaching mode is the product of the development of Internet in modern society, which has the importance of breaking the limitation of time and space, optimizing learning methods and integrating high-quality resources, and should be supported by social practice.Online teaching should be based on task-driven network autonomous learning.Relevant companies should strengthen the construction of hardware facilities, promote the high-speed hormone of software terminal operation, and stabilize it.The classroom setting of online education should be closer to the physical classroom, and strengthen the communication and interaction between students and teachers.

Keywords: Online learning; "Internet +"; Education; Covid-19

In recent years, with the development of information technology, the Internet industry has developed rapidly. Especially for the education industry, the integration of information technology and education has broken the traditional online education model and brought a new source for educational reform. "Internet plus education" has not only received support at the national level, but also been applied in many schools. With the continuous development of society, online education will continue to innovate in the development, its advantages will be more obvious, and the shortcomings will gradually improve. Online education, as an extension of education, is not only the inevitable result of social and economic development, but also conforms to everyone's desire for fast learning and the requirements of personalized learning. Although online education is still in the stage of development, it will gradually become one of the mainstream modes of education in the future, making online education and learning a real part of people's lives. Under the background of consumption upgrading, per capita disposable income, willingness to pay and convenience of mobile payment have increased, and people's demand for high-quality education has become more and more vigorous[1].

Society should invest more resources and services in online education, because online teaching can break the limitations of time and space. The online format, just as a virtual workplace, affords you more flexibility. As long as you meet your deadlines and communicate with your instructor and peers, it doesn't matter where or when you fulfill the requirements. No matter how far away, as long as there is a network, classroom teaching can be carried out. According to Alla Anohina, professor of Riga Technical University, "However, nowadays rapid growth of information and communication technologies in addition with traditional ways of learning has provided new opportunities how people can acquire knowledge allowing them to choose learning time, place, pace, and amount" .The teaching management platform of computer network has the functions of automatic management and remote interactive processing, and is applied to the teaching management of network education. The consultation, registration, payment, course selection, inquiry, student status management, homework and examination management of distance students, which can be done by way of remote interaction over the network. For students, especially primary school students, the attention of learning is limited. It is possible to listen to the lecture for a few minutes and just miss the important content[2].

Society should provide more services and management for online education, because online education can stimulate the enthusiasm of students. In this entity space, teachers and students, students and students, students and learning resources are in an all-round three-dimensional contact state, interaction is very convenient. Particularly in the context of small class teaching, teachers will frequently interact with students when teaching, through direct observation, eye contact, question and answer of discourse and the feeling of atmosphere, teachers will consciously or unconsciously adjust the content, speed and even way of teaching. According to Isla Gemmell and Roger Harrison, professors who are engaged in education and at the University of Manchester, "Online distance learning (ODL) is now recognized as a mainstream teaching method for undergraduate and postgraduate students, in many countries around the world" ..

On the other hand, most teachers, parents and students think that online education is difficult to guarantee the quality of teaching. Online learning is different from normal face-to-face teaching, which may cause some students, especially those with poor self-con-

sciousness, to have poor learning effect. Under the online learning mode, the learning and living habits of students have changed, and many students sleep late and get up late, which affect the learning effect and physical health. For children in remote mountainous areas where the network is not smooth or whose family life is difficult without computers, online learning becomes a luxury, which will make them have a sense of inferiority, which needs to be paid enough attention to. Online learning has alienated the distance between teachers and students, and the screen has affected the system of preaching, teaching, dispelling doubts and the emotional communication between teachers and students. In addition, over-reliance on the Internet and electronic products will lead to students' addiction to these technologies and products, seriously affecting students' mental and physical health, and endangering students' eyesight. Most teachers, parents and students are not familiar with and accustomed to these online teaching and learning technologies and tools, and it is inevitable that they are in a hurry and cramming at the beginning. Online education realized through the network has great regional differences in China[3].

Many people regard online education as a last resort in an extraordinary period, believing that its impact will be short-term and limited, and eventually everything will return to the previous normal teaching. This view is obviously a wrong perception. Online learning does have its limitations, but that doesn't mean it doesn't exist. Online teaching also has its unique advantages, the biggest advantage is to break through the time and space constraints, can greatly expand the audience, to achieve high-quality resource sharing. According to Namin Shin and Jason K.Y. Chan, professors who come from CRIDAL, "Since the OLE was introduced into the institution as part of an instructional support system for creating a flexible learning environment rather than replacing the backbone of correspondence in delivering courses, use of the OLE is either optional or compulsory in demanding students to have Internet access" .

In conclusion, online teaching mode is the product of the development of Internet in modern society, which has the importance of breaking the limitation of time and space, optimizing learning methods and integrating high-quality resources, and should be supported by social practice. Online teaching should be based on task-driven network autonomous learning. Relevant companies should strengthen the construction of hardware facilities, promote the high-speed hormone of software terminal operation, and stabilize it. The classroom setting of online education should be closer to the physical classroom, and strengthen the communication and interaction between students and teachers. Online learning, as the mainstream trend of the "Internet +" era, has broad prospects for development. However, as far as the traditional offline education mode is concerned, it has certain limitations. With the continuous development of society, online education will continue to innovate in the development. Its advantages will be more obvious, and its shortcomings will gradually improve[4]. All walks of life are conforming to the trend of the Internet, education is no exception, in today's information technology, people's ability to accept stronger, and this new type of education also has more expectations. As an extension of education, online education is not only the inevitable result of social and economic development, but also conforms to the requirements of fast learning and personalized learning..

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A Review of Studies on Foreign Language Learning Boredom

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Abstract: Based on the papers on foreign language learning boredom, this article attempts to summarize the main aspects of relevant studies, and analyzes the achievements and shortcomings. It concludes with suggestions for the future study on foreign language learning boredom.
Keywords: Foreign language learning; Boredom; Review

Before the 1980s, emotion was always considered as an "irrational factor" opposite to cognition, which causes its neglect by researchers in SLA (Li, 2020). Although the Affective Filter Hypothesis (Krashen, 1985) emphasizes the role of emotions on SLA, there were still few relevant studies. Since the 21st century, with the rise and development of positive psychology, scholars in SLA began to pay attention to emotion studies. In addition to the widely-studied anxiety emotion, positive emotions such as pleasure, excitement and other traditionally neglected negative emotions such as guilt and shame have also received great attention. However, fewer scholars have paid attention to the widespread emotional experience of boredom in L2 learning (Li, 2021).

Boredom is an unpleasant emotional or psychological state, often accompanied by low physiological arousal and cognitive stimulation, false perception of time (slow is slow or static), and specific behavioral tendencies (withdrawal from boring events) (Putwain et al.,2018). Numerous studies in psychology and educational psychology have found that boredom is the most intense and frequent students' emotional experience in the learning process (Goetz et. al, 2006), and can have negative effects on their thoughts, emotion, motivation, cognition and behaviors (Putwain et al., 2018).

It was Chapman (2013) who did the first boredom study in second language learning. With the methods of both qualitative and quantitative studies, he investigated 57 students to understand their boredom in learning German as the L2. Since then, great attention has been paid to this emotion by SLA researchers, especially those in Poland.

At present, relevant research mainly explores the causes and influences of academic boredom among English majors. Kruk (2016) and Kruk (2019) investigated 16 polish English majors and 2 polish English majors respectively and found that topics, students' understanding and communication abilities are all important factors for their learning boredom. After analyzing diaries of 30 polish English majors, Zawodniak, Kruk & Chumas (2017) found that boredom was pervasive in English class, and reasons are analyzed from the aspects of teachers, teaching materials and teaching activities. In another study, using the semi-structured interview, Kruk & Zawodniak (2018) found that all of the participants experienced boredom in English classes, and this emotion increased as time passes. Reasons were analyzed from the aspects of teachers, teaching tasks, as well as teaching methods. In addition to the analysis of reasons for boredom in English classes, Pawlak, Kruk, Zawodniak & Pasikowski (2020) also explored the relationship between boredom proneness and students' achievement. Statistics indicated that students with high grades felt significantly less bored than those with low grades.

In general, although the above studies have made a comprehensive analysis of the causes and effects of boredom in second language learning, most of the results come from qualitative studies with a small number of subjects such as interviews or diaries, and also lack relevant theoretical basis (Li, 2021).

In view of this, Li, Dewaele & Hu (2020) introduced control-value theory (CVT) into the study of second language learning and proposed foreign language boredom (FLB), which refers to the negative and low arousal emotions generated during foreign language learning. What's more, Li et al. (2020) also distinguishes state boredom and trait boredom. While state boredom refers to the temporary boring experience caused by a specific situation, with situational and transient characteristics, trait boredom, on the other hand, is a habitual or recurring boredom experience with relative stability.

In order to study the boredom of English learning in China, based on CVT, Li et al. (2020) developed a Foreign Language Boredom Scale (FLBS). This scale includes 7 factors and distinguishes state boredom and trait boredom in different learning situations. With the help of this scale, Li & Dewaele (2020) examined the relationships between boredom and trait emotional intelligence. Results indicated that trait emotional intelligence and perceived gain of online courses negatively predicted boredom jointly. In another survey, Li (2021) explored the relationship among subjective control assessment, subjective value assessment and boredom in English learning. It was worth mentioning that although the quantitative research results showed a linear negative correlation between control evaluation and English learning boredom, the qualitative research results demonstrated an inverted U-shaped correlation between

them, that is, students' English learning boredom is high when the subjective control evaluation is too high or too low. Li (2021) believed that this difference may be caused by the fact that qualitative and quantitative studies focus on different kinds of boredom. Generally speaking, quantitative studies tend to investigate the general tendency in English classes, which belongs to trait boredom. In qualitative research, however, participants recall the specific situations that cause boredom, which belongs to state boredom. This further illustrates the importance to distinguish state and trait boredom.

Based on the above domestic and foreign studies, it is not difficult to find that the current research on boredom in second language learning is still in its infancy. In addition, most of the existing studies do not distinguish between trait emotion and state emotion, resulting in incomplete and even different results. Given the prevalence and impact of boredom in English learning, more research is urgently needed to better understand and deal with this emotional experience.

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The Origin of Chinese Ecological Civilization Construction in the New Era

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Abstract: The thought of ecological civilization construction conforms to the current international situation and meets the needs of China's practical development.China's thought on ecological civilization construction in the new era has absorbed the experience of global ecological and environmental governance and the traditional ecological civilization concept of the Chinese nation.On this basis,China has used the basic principles of Marxism to optimize and improve it,and made innovations in both theory and practice. The thought of ecological civilization construction in the new era is conducive to the common interests of the whole society,and its internal value and logic are integrity.China's thought on ecological civilization in the new era is a breakthrough,meeting public opinion and the requirements of historical development.

Keywords: New era; China; Ecological civilization construction; Thought

Introduction

China's ecological civilization construction thought in the new era belongs to the current core governance thought of China,and has the value of The Times and historical value.After the reform and opening up,China's economy has developed rapidly and made remarkable achievements,but at the same time,it has also caused some damage to the environment and caused overdevelopment in many areas.These problems have deteriorated the ecological environment for a long time and are not conducive to the realization of China's strategic goal of sustainable development.Air pollution and water system pollution have caused great harm to people's production and life,so it is necessary to practice the thought of ecological civilization construction as soon as possible.China's ecological civilization construction thought has attracted much attention.The people have realized the positive role of ecological civilization construction on themselves,and are very concerned about the construction of a good ecosystem.The thought of ecological civilization construction in the new era is scientific and can guide concrete practical work and gradually remove ecological and environmental problems.

1. Background of ecological civilization construction in the new era
1.1 Historical background

With the intensification of human activities,the global ecological environment has a trend of deterioration,and has four crises,and the human ecological consciousness began to awaken and enhance constantly under this background.The core of the global political agenda is already the climate issue,so more and more countries and people are involved in the cause of ecological civilization construction.China's ecological and environmental problems have not been completely solved,especially water pollution and waste,air pollution,land pollution,forest and grassland ecological problems and biodiversity reduction are more serious.After people realize the deterioration of ecological environment,the awareness of ecological environment protection began to enhance,and they have an urgent demand for a good ecological environment.

1.2Reality background

The deterioration of ecological environment has caused a negative impact on people's production,life and health,making many people begin to pay attention to ecological environment problems.In addition,in a certain historical period,economic development is based on the cost of destroying the ecological environment.However,with the development of social economy,ecological environment problems have begun to reverse the economy,limiting the sustainable development of the economy.On the whole,the deterioration of the ecological environment also restricts and harms the social civilization.

2. The core content of ecological civilization construction in the new era
2.1 The idea that clear waters and green mountains are mountains of gold and silver

Economic development and progress depend on the stability of the ecosystem,which China has gradually recognized in the process of economic development.Only when ecological value and economic value are internally unified and coordinated can they better support each other and maintain a stable and healthy state.Ecological and environmental protection needs to be combined with sustainable social development,which is a task that all countries in the world must complete.The idea that clear water and green

mountains are golden mountains and silver mountains emphasizes the important impact of ecological environment protection on the living space of future generations.

2.2The idea of harmonious coexistence between man and nature

The thought of harmonious coexistence between man and nature has been very clearly expounded in the Marxist ecological civilization theory,and it is of positive significance to integrate it into the thought of Chinese ecological civilization construction in the new era.The survival and development of human beings depend on the ecological environment,so to protect the ecological environment,to avoid its destruction is to protect human beings.Continuous improvement of the current ecological and environmental problems can make human living space and living conditions in a healthy state.The development of human civilization is also based on ecological civilization.

3. Ideological and theoretical characteristics of ecological civilization construction in the new era

3.1People-centered

The relationship between the people and the ecological environment determines the people-centered theoretical characteristics of the ecological civilization construction thought in the new era.The solution of ecological and environmental problems should become a livelihood problem,so as to improve the efficiency of solving.There is a close connection between the happiness of the people and the ecological environment,so it is necessary to make the ecological civilization construction,which should be combined with the improvement and optimization of the ecological environment.Combined with China's social development goals,completing the building of a moderately prosperous society in an all-round way is directly related to the people,and it is of positive significance to combine it with the construction of ecological civilization.

3.2Dialectical thinking method is distinct

The dialectical thinking contained in China's ecological civilization construction thought in the new era is distinct,because it is the product of long-term practice and exploration,and it has reached expectations in both breadth and depth.Building a beautiful and prosperous China has always been our goal,that is,not only to be prosperous and strong,but also beautiful,which is closely linked to the thought of ecological civilization construction.Through continuous innovation and development of the concept of ecological civilization construction,to ensure that the ecosystem can be restored.The development of human civilization is based on the ecological environment,so there is a dialectical unity between the two.

4. The dilemma of the ideological implementation of ecological civilization construction in the new Era

4.1The ideology of the ecological civilization construction is not strong

Individuals,enterprises,governments and other participants'current ideology of ecological civilization construction is not strong,which limits the implementation of ecological civilization construction in the new era.Many members of society have not been determined to take responsibility for ecological civilization construction,do not realize the harm of their own behavior to the ecological environment,and do not see their own development dependence on the ecological environment.On the whole,the participants have an obvious pursuit of maximizing their personal interests.

4.2Ecological and environmental protection system lacks rationality

The lack of rationality of ecological environmental protection system is reflected in many aspects,first,the lack of rationality of ecological environmental protection legal system.Secondly,there are many loopholes in the current ecological environment quality monitoring system,leading to the practice work cannot be carried out smoothly.In addition,the ecological environment assessment system is not yet perfect,there is an obvious lag.In addition,after the current ecological environment is damaged,there is no specific and clear system support to investigate the responsibility.

5. Summary

The formation background,core thoughts and theoretical characteristics of China's ecological civilization construction thoughts in the new era are always in line with the current difficulties facing China and the goals of ecological civilization construction.In order to better promote the practice of China's ecological civilization construction thought in the new era,it is also necessary to establish a comprehensive and perfect system and system,and train the corresponding professional talents.

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Research on the Present Situation and Optimization Strategy of PE Teaching Under the Background of PE Middle School Entrance Examination

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Absrtact: Junior middle school stage is the key period of teenagers'physical and mental development.It is an effective measure to improve the national system to bring physical education into the middle school entrance examination,and at the same time,it has certain influence on junior middle school physical education.This research mainly uses the literature material method,under the sports middle school examination background junior middle school physical education teaching present situation,simultaneously proposes with how to optimize the physical education teaching may refer the strategy.

Keywords: Middle School Physical Education Examination; Physical Education; Current situation; Strategy

People gradually realize the importance of physical education with the extensive development of the Middle School Physical Education examination.At the same time,it also directly or indirectly improves the present situation of Physical Education and promotes the overall development of teenagers'physical quality.High school entrance examination,as the"Baton"in the compulsory education stage,plays an important guiding role,which can greatly enhance the attention of schools,parents and students to physical education,promote the development of school physical education and improve students'physical quality.Under the background of Middle School Physical Education examination,school physical education has been further developed,but under the influence of examination-oriented education,the teaching goal and content of school physical education begin to incline to middle school physical education examination gradually.The implementation of the physical education middle school entrance examination plays an important role in improving students'physical quality.School Physical Education should further optimize physical education,to maximize the role of physical education to promote the development of physical and mental health of students.

1. The present situation of Physical Education under the background of Physical Education Middle School entrance examination

1.1 Teaching objectives are limited

The goal of physical education is the starting point and end point of the process and activity of physical education,which runs through the whole physical education.Under the background of the Middle School Physical Education examination,the teaching goal of junior middle school physical education mainly focuses on the examination results and neglects the quality education of students.In order to let the students get the ideal sports result,the school and the teacher under the pressure of the high school entrance examination,will improve the student's sports result as the sports teaching goal.The teacher turned the physical education class teaching into the high school entrance examination's training ground,lets the student train repeatedly in the classroom.Boring exercises will make students lose interest in sports,students with pressure to study and training,is not conducive to students'learning and exercise ability.

1.2 The content of the course is simple

Junior High School"Sports and health curriculum standards,"the teaching content includes:Track and field,ball games,gymnastics,martial arts and a variety of new sports and Sports and health knowledge,but the content of the sports examination is more focused on quality practice,it's too one-dimensional.At present,the teaching content of physical education in schools is mainly about examination items,and there is little practice except the content of middle school physical education examination.Traditional Martial Arts and Sports and health knowledge are only introduced and never learned.In the design of the teaching content,the teacher makes the students train and test repeatedly with the examination items as the main part.The teaching content is single,and it is difficult to arouse and keep the students'enthusiasm and interest,which makes the teaching quality decline,can Not really realize the physical education teaching to the student's promotion function.

1.3 Tradition of teaching methods

With the continuous development of educational modernization and new curriculum reform,the teaching methods of various disciplines are constantly improved and innovated,but the reform of physical education teaching methods lags behind,usually using

traditional teaching methods.The traditional explanation method and demonstration method are the teaching methods commonly used by teachers.Students are prone to learning fatigue for this teaching method.Teachers tend to ignore students'dominant position in teaching,which makes students passively accept knowledge,resulting in low classroom effect.The teaching mode of"what to teach and what to practice"has led to the gradual"exam oriented education"of physical education,which deviates from the original intention of the middle school physical education examination system.

2. The strategy of optimizing physical education teaching

2.1Clear teaching objectives

Clarifying the goal of physical education teaching can not only make teachers'teaching more purposeful,but also make students more clear their own direction in the learning process,effectively improve students'physical quality,promote the all-round development of students'physical and mental health,cultivate students'interest in sports,form physical exercise habits and establish the concept of lifelong physical education.We should combine the guiding factors of physical education high school entrance examination in the formulation of teaching objectives,but we can't ignore the all-round development of students and quality education.

2.2Reasonable arrangement of teaching content

The teaching content is an indispensable part in the teaching process,and the setting of the teaching content is very important for a good physical education class.Teachers should not only pursue the rate of further studies,but also pay attention to the quality of classroom teaching and the all-round development of students.Teachers can design the teaching schedule reasonably according to the time of the middle school physical education examination,and combine the content of the Middle School Physical Education examination with the teaching content,and the reasonable division sports middle school entrance examination item in the physical education classroom teaching process proportion.The use of a variety of teaching models to attract students'interest in learning,so that they have interest in sports learning at the same time,improve sports performance.

2.3Innovative teaching methods

The choice of teaching methods is very important,scientific and reasonable teaching methods can lead students to integrate into the classroom more quickly and improve the teaching effect.When designing teaching,teachers should innovate teaching methods constantly and guide students to learn sports knowledge with more reasonable and effective teaching methods.According to the study content and the student's concrete situation scientifically reasonable carries on the teaching design,the teacher must learn to optimize the classroom instruction,reduces the classroom instruction blindness and the randomness.There are great differences between students,physical education teaching should adhere to people-oriented,at the same time physical education teachers should be able to teach students in accordance with their aptitude.

2.4Arouse students'interest in learning

In junior middle school physical education,interest is the driving force to guide students to study actively.Based on the background of the high school entrance examination of physical education,when organizing students to study physical education,physical education teachers can appropriately integrate the recreational games that students are interested in,create a lively physical education teaching atmosphere,make full use of students'psychology and curiosity of playing games,arrange sports game items targeted,and let students skillfully master the basic actions and skills of physical education teaching with the help of sports games.In classroom teaching,teachers should pay attention to the interaction between students,activate the classroom atmosphere and alleviate students'bad emotions.At the same time,they should play the sports teaching content,so that students can devote themselves to sports training,experience the fun of sports and complete teaching tasks efficiently.

3. Conclusion

The essence of high school physical education examination is that students can actively participate in physical exercise and form the awareness of lifelong sports.Therefore,schools should correctly understand the high school physical education examination.Teachers should also innovate teaching methods,improve students'interest and give full play to students'initiative,so as to make students realize the importance of physical exercise,promote students'physical and mental health development and improve students'comprehensive quality.

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Research on Practical Teaching System of Data Science and Big Data Technology Specialty Based on Application-Oriented Talent Training

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Abstract: As the major of data science and big data technology has gradually become the most popular major in China, how to carry out professional construction has become an urgent problem for colleges and universities. According to China's excellent strategy of vigorously developing artificial intelligence technology and digital economy to further create a digital power, the major has also been further improved. According to the specific professional characteristics and the talent training of the specialty, this paper puts forward the corresponding construction strategies by analyzing the internal relations of relevant fields, and designs the corresponding application-oriented talent training mode in the specific talent application, so as to train students' ability to effectively carry out professional construction practice.

Keywords: Applied talent training; Data science; Major in big data technology

Introduction:

At present, the major of data science and big data technology is also developing at an amazing speed. This major is a new interdisciplinary application development discipline based on the combination of hardware and software and computing technology, focusing on the characteristics of scientific data management and taking big data analysis as the main idea. In the process of talent training, the major pays attention to improving students' innovative application ability in life through practical teaching.

1. Introduction to the professional training of data science and big data technology in the training of Applied Talents

At present, due to the shortage of innovative professional information talent resources, the teaching level of teachers in major colleges and universities is low. How to cultivate teachers' ability and fully improve their overall new skills is the primary problem to be solved in the specific construction process of this major. Many researchers have specifically discussed the foundation of applied talent training and the construction and training ideas of related majors, and some scholars have constructed the corresponding integrated curriculum system. By specifically analyzing the theoretical and innovative practical needs of the training of big data professionals, this paper constructs a curriculum system that can truly train students to apply big data to real life, and on this basis, uses flipped classroom or information-based teaching to improve teaching.

In the process of research, we found that for some students who are weak in big data learning, there are not enough equipment to guarantee their teaching resources, which can not fully improve their learning effect. It can be seen that there are still some problems in the course system construction of data science and big data technology under the background of applied talent training. We should carry out specific analysis according to the characteristics of disciplines and specialties, and carry out specific research on the training mode of applied talents.

2. Specific analysis of data science and big data technology

This major will involve many fields in the teaching process. It is a compound major combining computer science and technology, software technology, statistics and other majors.

Many data related majors have long been mature, but in this process, due to the more rapid development of the Internet era, each industry has a huge amount of data and a complex data system. From the perspective of the original data acquisition technology, it can not fully use the development requirements of the current big data era. At the same time, it also puts forward higher challenges for the traditional digital information discipline. The emergence of data science and big data technology can effectively solve these problems. By exploring the internal laws of data in the process of change and combining the advantages of other disciplines, it puts forward higher requirements for students' professional skills. Teachers focus on cultivating students' data analysis skills in the learning process, and can apply professional knowledge to solve the current needs of application development in all walks of life.

3. Elements of professional construction of data science and big data technology

During the development of this technical specialty, we should design specific talent training objectives, integrate teacher resources and school running resources through the specific understanding of professional courses, and establish a teaching system with college students as the professional development center.

First of all, at the knowledge level, we should effectively improve students' professional ability to apply knowledge and to solve problems in real life by transmitting specific project knowledge and big data knowledge to students.

Secondly, cultivate students' communication ability and project operation ability with the team and society in activities. Secondly, cultivate students' communication ability and project operation ability with the team and society in activities. Ability to analyze data and develop data applications. Let students fully understand the principle and process of analysis in the process of data development, and master big data application products and data analysis algorithms.

In addition, the direction of big data intelligence requires teachers to fully cultivate students' basic skills in artificial intelligence in Colleges and universities. Promote students' in-depth study of relevant knowledge in the field of machine and in-depth study in the later stage. This training direction is mainly aimed at the post needs of some industries in the process of data R & D. In this process, teachers should not only cultivate students' basic skills in course learning, but also choose some elective courses in combination with students' own interest characteristics or professional expertise.

4. Conclusion

Under the background of the vigorous development of applied talent training, the majors of data science and big data technology have developed rapidly. At the same time, big data technology has also been the focus of the education sector. This paper introduces the background and future development direction of the major, as well as how teachers should improve their professional ability and training level in this stage, and find out how to improve teaching methods in the development of innovative major from different angles. College teachers should also analyze the advantages and disadvantages of the era of big data application from different aspects, find a teaching breakthrough to bring effective teaching models to students, and tap their learning potential by considering their own learning strengths.

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Marlow's Growth in Heart of Darkness

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Abstract: Heart of Darkness, Joseph Conrad's masterpiece, is one of the most famous British novels of the 20th century. Marlow's journey to Africa can be taken as the voyage of growth, which was mainly embodied by his self-realization. By analyzing the plot structure of Heart of Darkness, this paper probes into the deep structure of this novel with Marlow's growth as a clue, which is helpful to read the growth theme of this novel.

Keywords: Heart of Darkness; Joseph Conrad; Bildungsroman; Selfhood

Joseph Conrad was born in a province of Poland ruled by Russia in 1857. Under the influence of his rebellious father, he left his country and came alone to Marseilles at the age of 16. In 1878, Conard joined British merchant marines. In 1889, he travelled across the Congo River and he almost died there. His sea trip across Africa deeply influenced his view of world. In 1894, he ended his 20-year adrift life. These sea trips provided him fruitful material for his ocean novels. Heart of Darkness, based on his trip to the Congo River, implies the degradation of the white man's moral. The novel works to illuminate the key role language plays in building and advertising the self both within the narrative through the characters of Marlow and Kurtz. (Ariniello 46) It tells a story about its narrator Marlow's exceptional adventure to the Congo River in search for an unknown ivory-collector. Finally, Marlow is enlightened by his voyage and ends his quest in a new self-awareness. Bildungsroman was spread to England in the 19th century. Later, initiation gradually became an important theme in British literature. Marcus classified initiation stories into two patterns: one is the initiation process of youth from ignorance childhood to maturity of his mind; the other is a significant self-realization and the realization of life and society. (Rui 17) In Heart of Darkness, it is not only about a voyage into the heart of the Africa but also about the journey to explore the true meaning of the Marlow' selfhood. After the journey Marlow turns from an innocent young man obsessed by the charm of river into a mature and experienced person. In this aspect, Heart of Darkness can be taken as the voyage of growth. Similar to the growth pattern of the protagonist in other novels, the growth pattern of Marlow can be divided into four stages: temptation- escaping and confusion-maturity.

In Bildungsroman, the protagonists are often innocent at the beginning of the story. They are lack of knowledge and experience of the world. As they grow, they may encounter temptations. Because of the lack of experience, they are prone to be tempted by the evil things and leave for quest. Marlow had a dream of exploration for the mysterious and unknown lands when he was just a little child. "When I was a little chap, I had a passion for maps. I would look for hours at South America, or Africa, or Australia, and lose myself in all the glories of exploration. At that time there were many blank spaces on the earth, and when I saw one that looked particularly inviting on a map, I would put my finger on it and say, 'When I grow up, I will go there.'" (Conard 14) These words indicated that young Marlow was not satisfied with his present life and he had a dream of adventure. The big river, like an immense snake uncoiled, fascinated him as a snake would a silly little bird. Because of his dream of hankering after the most blank of the map, Marlow began his career as a seaman on the Dark Continent with the help of his aunt. At that time people, like Marlow's aunt, had a belief that the imperialism was a great enterprise to bring the civilization to the dark land. Under this influence, imperialism was a heavenly mission of civilization in the young Marlow's mind. Urged by his childhood dream, Marlow began his exploration in Africa when he grew up.

Tempted by the unknown fantasy, the protagonist escapes to the outside world. Ambitious about the mission, Marlow set off with a purposeful will as a successor of captain Fresleven. Marlow began his journey on a French steamer. As the French steamer travelled along the African coast, Marlow was deeply impressed by the mysterious scene. Marlow saw "a coast as it slips by the ship is like thinking about an enigma…The edge of a colossal jungle, so dark-green as to be almost black, fringed with white surf, ran straight" (Conard 19) Then he thought of how small the ship and the settlements is compared to the overwhelming vastness of the land. They are "no bigger than pinheads" on the "untouched expanse" of the jungle. His languid life on the ship and the uniform somberness of the coast seems to keep him away from the truth of things. He felt that he stayed "within the toil of a mournful and senseless delusion," (Conard 20) the occasional boats of the land which come out from the shore could give him "one a momentary contact with reality". (Conard 20) Only when Marlow catches sight of the black paddlers, he would feel, "I belonged still to a world of straight-forward facts; but the feeling would not last long." (Conard 21) When they arrived at the company's station, Marlow found the incongruity between the imagined and actual image of civilization. He saw the miserable lives of the enslaved natives. "A lot of people, mostly black and naked, moved like ants" (Conard 22). "Black shapes crouched, lay, sat between the trees, leaning against the trunks, clinging

to the earth, half coming out, half effaced within the dim light, in all the attitudes of pain, abandonment, the despair" (Conard 24). These senses may remind us of the gloomy Inferno. Then Marlow met the company's chief accountant. His decent and elegant manner looked like a "miracle" (Conard 25) when contrasting with those "black shadows of disease and starvation" (Conard 24). As he goes deeper Marlow gradually uncovered the primitive mystery of the dark land. He felt so disappointed when he saw such brutal deeds of the white people. At this time, the legend of Kurtz seemed a beam of light for his journey. Frustrated by his disappointment, Marlow transformed his aim from civilizing the barbarous natives into saving for Kurtz.

Confusion is a state of mind characterized by a lack of clear and orderly thoughts and behavior. Innocent protagonists may encounter difficulties and ordeals when they escape to the outside world. Then they will have some confusion about the outside or themselves. The protagonists who experience confusion would not be sure about what they should do and what they should believe. It is an inevitable process of growing up for they usually achieve sudden enlightenment after that. Surrounded by the stillness and silence of the dark land, the steamboat full of Europeans sailed in the midst of the vast African continent. In the vast midst of the jungle, both African and Europe had become a confusion to Marlow. After Marlow encountered several symbolic people and events in Africa, they confused him to consider the significance of his journey across the Congo River. With his journey deeper into the Congo River, Marlow saw the mysteries of dark land, such as the primitive life, the barbarous behaviors, and the brutal deeds of the white people. All these things were so different from what he had imagined. confused him on his original will to explore this place and civilize its native people. Marlow could not help wondering what and how these blacks from the energetic men to the deathlike? Gradually, confused by the contradiction between his "civilizing mission "and the real situation in Africa, Marlow came to question himself what he really wanted in the dark land.

The protagonist's initiation mentors are also important elements in Bildungsroman. Everyone's growth will be influenced by some people around them. The initiation mentors' influences are external cause of the growth of the protagonist and have great ideological effect on the protagonist. The guidance is helpful for protagonists to solve the confusion. To some extent, Kurtz can be seen as the negative initiation mentor for Marlow. Before he went to Africa, Marlow learned that Kurtz was a "great musician" who had the potential capability to be an excellent politician or a splendid lawyer. In other people's eyes, he was a universal genius. According to the station account, Kurtz "is a very remarkable person" and "he will be a somebody to the company" (Conard 41). Actually, there are two images in Marlow's mind. One is the idealized Kurtz; the other is the degraded Kurtz. Marlow was attracted by the idealized Kurtz like a pilgrim in the beginning. As he goes deeper into the Congo River, Marlow gradually disclosed the truth of Kurtz---a cruel and greedy figure. Near Kurtz's house, he saw half-a-dozen slim posts remained in a row, roughly trimmed, and with their upper ends ornamented with round carved balls. "The horror! The horror!" (Conard 94) Kurtz's cry and his death give Marlow a deeper understanding of the darkness of the imperialism and human nature. He denied the European imperialism represented by Kurtz. Marlow's maturity was marked by his realization of reality and the change of his attitude for colonialism from an ideal one to reality. He came to understand the nature of colonialism.

The progress of growth has always been an important theme in English literature. Over the years, Bildungsroman has shown its significant education on readers. Some researchers have compared Heart of Darkness to The Pilgrim's Progress, a typical initiation story in 17th century, which shows that initiation is a significant theme in this book. At the end Marlow realizes the true meaning of life. He and other people sit in the boat, drifting on the Thames. Although there is still darkness in reality, Marlow knows how to face it and he knows how to live in this society filled with dangers and lusts. After he explores the truth of the exterior world, Marlow turns his attention to probing into the inner world: the darkness in man's hearts-the evil in human nature. (Hou 22) Marlow's journey from the manager's station into the inner station, from the outside of the jungle into the inside of the jungle exactly reflects the gradual process of a man's understanding of the world and of his self. Just as what he said in the book: I don't like work---no man does—but I like what is in the work, ---the chance to find yourself. Your own reality--- for yourself, not for others---what no other man can ever know. (Conard 39)

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Edna's Self-Pursuit of Absurdity in The Awakening

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Abstract: The Awakening is a short but first class novel of the late nineteenth century written by Kate Chopin. It is about Edna's gradual awakening and her subsequent seeking of artistic development and sexual fulfillment outside marriage. Based on the theories of existentialism, this paper tries to analyze Edna's self-pursuit and her subsequent life journey from the absurdity of Edna's Marriage, Edna's alienation to her freedom of choice.
Keywords: The Awakening; Marriage; Alienation; Freedom

Since its publication, The Awakening has been the focus of controversy and criticism for its depiction of the extramarital affairs of Edna, and Chopin's attitude towards her as one of sympathy and appreciation rather than criticism and punishment. However, with the rising of the feminist movement in 1950s and 1960s, people begin to evaluate The Awakening.

Absurdity is a major concept of existentialism. Existentialists maintain that the world is meaningless, and man's existence is absurd. In Being and Time, Heidegger states that man is confronted with nothingness and loneliness and in constant anguish because there is disconnectedness between man and his circumstance, which makes him feel being thrown into a fragmented world (145). In such an incomprehensible world, man is lonely, helpless, and anxious. This is the plight of human being's true existence. Therefore, life is absurd in a large sense. In The Awakening, Edna's life, especially her marriage is full of absurdity.

As we all know, love is an important element in a marriage and it should be the first thing we consider when we are planning to form a family. However, things are different when it comes to Edna. Growing up in a family where her mother dies when she is still a little girl, Eden hardly gets any love from her mother. Rising up by her rigid father, Edna only has a vague notion of love which fails to lead her to love others. When she is in her youth, she keeps secretly being obsessed with some random figures around her and her families and she thinks it is love. When Edna meets her future husband, she is in the midst of her fanatical obsession with a famous tragedian. According to Kate Chopin, Edna's marriage to Léonce Pontellier is purely an accident based on her wrong concept of love. On one hand, she fancies that there is a sympathy of thought and taste between her and Léonce. One the other hand, she marries him just out of her rebellious spirit to the violent opposition of her father and her sister who are against her marriage with a Catholic. We may wonder how a marriage like this functions well. This is also why it is not surprising when the readers find out Edna's affairs with other men.

The absurdity between Edna and Léonce lies in Edna purpose of getting married. Without a correct concept of love and marriage, Edna marries Léonce out of her wrong judgement and her rebellious spirit. After they get married, Léonce treats Edna as a valuable piece of personal property and he cares nothing about Edna's inner feelings which is totally different from Edna's imagination. In the end, the whole marriage is meaningless to Edna. Edna's marriage and her life after the marriage are full of absurdities.

Alienation is one of the basic ideas of Sartre's existentialism. There is an inherent danger of alienation in the relationship between the individual and others. When an individual fails in his struggle against the environment, he will realize his frustration and hide his true self and return to the potential self-state. In this process, the individual's real self is gradually separated from his consciousness. The integrity and independence of the individual are lost, and the individual ends in loneliness (235).

The Awakening is originally named A Solitary Soul according to Chopin's notes. It indicates clearly Edna's loneliness in the process of her pursuit of freedom and liberation. The whole novel is filled with Edna's solitude from the beginning to the end. Influenced by her own family, Edna grows up as a girl who seldom shows her true feelings or talks about her true self outwardly. Even when she thinks that she falls in love with someone, she keeps her feelings within herself. According to Chopin, "Edna often wondered at one propensity which sometimes had inwardly disturbed her without causing any outward show or manifestation on her part" (36). After her marriage, she keeps her true self and feelings in her own little world and separates herself with the outer world. She suffers from loneliness and which ends in alienation. Seyersted argues that tradition and social conventions force women to believe that they are a woman first and a social person second. But as soon as a woman realizes that being an independent person is more important than being a woman, she, like Edna, is trapped in her self-consciousness. She suffers in freedom and tries very hard to justify her existence. Eventually, freedom becomes a negative state and she ends in a lonely soul (49).

Edna is a woman with free will in a male-dominated society. When she gradually awakens, she begins to pursue her self hood. She quits entertaining her guest and tries to be an artist. No one in The Awakening can understand her self-pursuit. Edna's husband

thinks she is kind of weird and growing a little unbalanced mentally. Arobin knows her emotions yet does not understand her. Edna thinks that Robert is her last straw. However, Robert treats her as a property of Mr. Pontellier. Edna's way of pursuing self hood gains no support and understanding from others. Eventually, her struggling to achieve freedom and independence ends in vain and she falls into the spiritual crisis that generates her loneliness and alienation.

In The Awakening, Edna experiences her spiritual freedom and her self-existence for the first time on an island while leaving her home and family. She feels that she is like a sailboat and that the chains that bind her are broken so that she can drift freely (53). The experience on the island foreshadows Edna's desire for more space to discover her self-existence and her freedom. Later, Edna begins to make her choices freely.

The first act of Edna's self-pursuit is to move out of the big house where she and her family live. Moving into the pigeon house represents a crucial step towards Edna's self-pursuit and her freedom-seeking. When she decides to move out of her house, she just informs her husband instead of trying to reach a mutual agreement with him. Without much thought, Edna just follows her heart to make every choice and she barely gives any concern of her responsibility as a wife and a mother. Existentialism emphasizes that freedom should go hand in hand with responsibility. Sartre declares that "I say that man is condemned to be free. Condemned, because he did not create himself, yet is nevertheless at liberty, and from the moment that he is thrown into this world he is responsible for everything he does" (295). Owning a place of her own gives Edna a new and strange sense of freedom. However, the sudden freedom is a double-edged sword. It brings not only joy and relief to Edna, but also loneliness and alienation. After depriving herself of responsibility as a wife and a mother, Edna suffers from the loneliness and alienation of being alone in her own space (Long 5).

In order to get rid of her constraint of her social role and get complete freedom, Edna's second act of her free choice is to commit suicide. Edna naively believes that she has the right to choose her lover and she is free from the obligations of marriage and no one else has the right to criticize her life choices or make moral judgments about her. However, she is wrong. Once a man makes a free choice, he must be responsible for all that he chooses. However, Edna cannot accept that no one can understand her free act especially her lover Robert and she falls into confusion of her spiritual world when she get Robert's note. Edna finally realizes that she can never get rid of her role and responsibility as a wife and a mother. For Edna, there is no hope in her life. In order not to become a slave of life, death becomes her final outlet and liberation. When she drowns herself in the ocean, she thinks of Léonce and her children. "They were a part of her life. But they need not thought that they could possess her, body and soul" (Chopin 137). Edna commits suicide for her freedom and her self-pursuit.

In conclusion, Edna and Léonce's marriage is full of absurdities. After they get married, Edna gradually pursues her self-existence and her freedom. In the process of her self-pursuit, she suffers from loneliness and alienation. However, Edna never gives up. In the end, she drowns herself in the ocean to get final freedom of her body and her soul.

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Humanistic Solicitude in Robert Frost's Out，Out

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Abstract: Robert Frost tries to save the era occupied by industrial civilization with his poetry. His poems with primitive style are simple and easy to understand, but they contain rich humanistic spirit. Out, Out, for example, is a concern for the survival of people living on the land. The author satirizes the materialized and spiritualized times through the way of poetry, which reflects the humanistic concern conveyed by him.
Keywords: Poetry; Humanistic solicitude; Rural culture

Attention to rural and local culture

"Frost is a pastoral poet. Much of his poetry is set in rural New England and its pastures. It is rustic. It is simple and meaningful." (Zhao, 10) In Out, Out, the poem, though not heavily directed at nature, depicts an idyllic labor scene just before the accident. The setting is Vermont. The story takes place at a mill where a buzz saw is used to cut wood. The beginning of the poem sets a discordant tone: everything seems so quiet, especially the "five rolling peaks" in the distant sunset, which give the reader a picture of an idyllic scene; However, with the invasion of onomatopoeia words "snarled and rattled", this visual image is immediately destroyed by the shrill, grating sound from the hearing.

 "The buzz saw snarled and rattled in the yard and made dust and dropped stove-length sticks of wood, sweet-scented stuff when the breeze drew across it." (Frost, 171) "Snarled" shows that the saw is dangerous and "rattled" shows that the saw is old. Except for the chainsaw, everything seems placid and tranquil. This shows Frost's praise to the traditional way of life, to the pure beauty unpolluted by the secular world. Also, the wood has a sweet smell. The sweet smell of the wood forms a sharp contrast with the dusty and dirty saw yard. "And from there those that lifted eyes could count five mountain ranges one behind the other under the sunset far into Vermont."(171) From the yard you see mountain ranges. This is a beautiful place. It is at the end of the day, the sun is setting.

In addition, the mountain, often as a symbol of nature, this image also showed Frost's worship of nature.

Attention to life

Out, Out is the expression of this theme---the attention to the survival of people living on this land and the attention to life. The poet's concern is not only the poor little boy, but also the people who work and live in this vast land. Their happiness is simple and pure. "And nothing happened: day was all but done. Call it a day, I wish they might have said To please the boy giving him the half hour That a boy counts so much when saved from work." (171) The poet writes such happiness that only half an hour could comfort and satisfy the little boy's soul, which is a satire on people's living state of materialized soul and declining humanistic spirit in the real society. The poet interrupts his description with his own subjective view. He wishes they let the boy stop with work a half hour before stopping time so that the boy can play a little bit. The boy has no time to play and playtime is precious to the labor, which heightens the tragedy of this poem.

In addition, the little boy in his poem has the virtue of hard-working spirit and industry. "And the saw snarled and rattled, snarled and rattled, as it ran light, or had to bear a load." (Frost, 171) This depicts the process of hard labor of the little boy, and praises the industrious virtue of the working people represented by the little boy.

The poem then moves into the poet's deepest emotional part in lines 10-17. ", and Frost gives a detailed account of what happened:
"Call it a day, I wish they might have said
To please the boy giving him the half hour
That a boy counts so much when saved from work.
His sister stood beside them in her apron
To tell them "Supper." At the word, the saw,
As if to prove saws knew what supper meant,
Leaped out at the boy's hand. However it was,
Neither refused the meeting. But the hand! " (171)

The sense of urgency is undoubtedly at the exclamation point here. The day is quiet, and finally it is time for the rest that the boy values so much. Perhaps he is too excited, or perhaps he turns too fast, and in a moment his hand is sawed off. No one could foresee

this tragedy. However, the tragedy just happens.

"Then the boy saw all— Since he was old enough to know, big boy doing a man's work, though a child at heart—" (171) The boy understand the reality of his life. The fact that he is still a young child shows how unfair it is.

A doctor comes, but he could do nothing. Everything is so unpredictable. With the gradual weakening of the pulse, the boy's life is spoiled. At the end of the poem, the tragic effect of the boy's death is further illustrated by those who turn away to go on their business. "And they, since they were not the one dead, turned to their affairs." (Frost, 172) To our surprise, his co-workers and even his family are not caring and touched by the poor boy's death at all. They just carry on with their business and go on with their lives as if there is nothing. It shows the tragedy of the boy's death. He works his whole young life and now nobody cares that he is dead.

On the whole, the tone of the poem seems gentle. Yet the allusion contained in the title is exactly what Frost calls elegant metaphors for the deepest thoughts. He often uses metaphors to express a profound philosophy and interpret the relationship between man and nature.（He, Liu, Chen 23）The shortness and futility of life is best captured in Macbeth's classic monologue from Shakespeare's play Macbeth:

"Out, out, brief candle,

Life's but a walking shadow, a poor player

That struts and frets his hour upon the stage

And then is heard no more. It is a tale

Told by an idiot, full of sound and fury

Signifying nothing." (229)

The boy's life in the poem is so fragile. His life is so short that he just "come on, and then quietly retired", and even has no time to leave a "shadow".

Out, Out is about industrial revolution and how the pastoral society is eaten up. The saw is personified as industrial revolution and the hand of the boy as the pastoral society. On the other hand, Out, Out involves the theme of life and death and endows the work with profound life experience and rich implication. This poem is based on ordinary material but has a profound humanistic consciousness. Under the impact of the industrial revolution, Robert Frost tries to awaken people's original authenticity with his poetry creation. From the perspective of looking forward to the return of human spiritual homeland, he warns the world and creates the humanistic spirit.

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The Influence of 5G Technology on News Communication

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Abstract: As a basic technology, like Internet technology, 5G will promote the iterative development of other technologies through linkage and clustering, form a media technology revolution with far-reaching influence on human society, and reconstruct the connection between information. As the first influential factor in the media technology revolution, news communication will usher in a new round of development opportunities.This paper attempts to discuss the influence of 5G on news communication from the four elements of news communication, so as to promote the transformation and upgrading of the news industry.
Keywords: 5G; Journalism and communication

The fifth generation mobile communication technology, as an intelligent technology of advanced network facilities and information dissemination, has the characteristics of "double high and double low", that is, high bandwidth, high speed, low delay and low energy consumption. High bandwidth, that is, 5G technology can accommodate 1 billion device connections because of the open performance of its network architecture. Capacity is no longer a shackle that limits user experience, and the interconnection of everything is from imagination to reality.High speed means that 4K HD pictures, VR, AR and even MR content products can be transmitted in real time. The low-latency feature of 5G will greatly enhance the user experience, and help broaden the application of production and life scenes such as driverless driving and medical surgery. The endurance with low energy consumption provides the underlying guarantee for the popularization of technology, and the real-time interconnection of everything makes the digital twins of human society possible.

Yu Guoming thinks that 5G technology is a revolutionary technology, which is the reorganization of all the relationships linked by the information network. In what form does the technical features of 5G affect news dissemination? Which subjects or which aspects of subjects have an impact on news communication? What are the characteristics and effects of this influence?This paper attempts to analyze the influence of 5G technology on news communication from the four elements of news communication, namely, "disseminator, content, channel and audience".

First, the influence of 5G technology on communicators

Under the extensive connection pattern of everything, the transformation of news source from professional media to people to things. Due to the empowerment of new media technology, news production has shifted from professional media to the general public. The impact of technology is first manifested in the popularization of news production functional equipment at fair price,The high-definition camera of mobile phone enables users to take video information and record voice information all the time; At the same time, the simplification of video production software has accelerated the popularization of news information production and dissemination. Secondly, under the impact of technology, information distribution channels are becoming increasingly multi-source,Or the popularity of mass or niche video sites, cluster cyberspace and social application software can help the sharing, dissemination, comment and forwarding of audio and video information to be more efficient and convenient, and at the same time cultivate a good sense of video consumption of users.

Secondly, 5G technology will lay the foundation for everything to enter reality. Sensors and Internet of Things technology will enable human beings to obtain more information in dimensions, time and space. Artificial intelligence and data deep mining technology will expand the internal relations of massive information, and news production will gradually shift from the general public to "machines".After the information is acquired, it is preliminarily edited and released by AI technology, and then pushed to the audience concerned by big data and "thousands of people and thousands of faces" for the first time. The main contents of the same topic news are completely different for everyone. With the development of 5G technology, sensors have become news information sources in the traditional context.Artificial intelligence has become the analysis, editing and publisher of information. Artificial intelligence news in different directions and fields will lead to increasingly diversified cross-border production and consumption of news information. In addition, the total amount of news information produced by UGC (user-produced content) and OGC (institutional-produced content) has already exceeded that of traditional professional media organizations.The proportion of news information produced and disseminated by professional media organizations continues to decline. The MGC (machine production content) brings the dissemination of massive information, which will inevitably worsen the situation. Unde that condition that the news information amount produce by professional media structure only accounts for less than one ten thousandth or even

a smaller proportion of society,The direct production and dissemination of news content is far from enough to maintain the social function of news dissemination. On the one hand, we should strengthen the gatekeeper's effectiveness, and establish, supervise and maintain the underlying theory, system and framework of news information production and dissemination similar to China Banking and Insurance Regulatory Commission, so as to check the objective authenticity of news information dissemination and play the role of public opinion supervision and guidance;On the other hand, it should stick to the political principle of news communication, absorb massive data from sensor production and commercial production, and establish and maintain a higher professional level of artificial intelligence, so as to occupy the public opinion highland of news communication from bottom to top.

Second, the influence of 5G on the content of news communication

With the popularization of 4G technology, short video news is rising, and video quietly replaces graphic culture as a form of expression that news content makes the audience "love to hear and see", and video is also increasing its influence in extensive news reports such as mainstream news events. In the short video narrative process, the symbol proportion of graphic elements becomes heavier,It is also convenient for its dissemination, easy to understand and experience, and caters to the fragmented mode of dissemination, which has a profound impact on users.

Short video has the advantages of convenience, intuition, fragmentation and experience, which allows users to accurately and quickly capture the required information in the information ocean. At present, with the popularization of 5G technology, the limitation of network transmission is no longer the shackles of video news dissemination, so video news increasingly occupies the center of social influence. Under the general trend of turning to video,Video narrative has the characteristics of faster and more direct expression of emotions. Video has become the main mode of audience media production, and new relationships are built in the process of communication.

Third, the influence of 5G on communication channels

On the one hand, the help of 5G technology makes AI news gathering, editing and publishing more flexible and efficient, and makes more AI news scenes perfect. In terms of AI penetration, the use of AI is not only intelligent information collection and news release, but also extends to every link of the industrial chain. Such as the Magic short video intelligent production platform launched by Xinhua News Agency,Greatly reduced the time of interview, upload, review and release. All these have become models for AI to fully penetrate the news production chain. On the other hand, the "Internet of Everything" has been realized with the help of 5G technology, the network has been fully popularized, and information dissemination is no longer limited to traditional carriers such as newspapers and televisions.Audience can publish content with various terminal carriers at any time and anywhere. Therefore, the communication channels are expanding and distributing explosively.

Fourth, the impact of 5G on the news audience

5G not only brings about changes in information production and communication channels, but also greatly improves the news audience experience and reconstructs the audience's thinking habits and behavior patterns. With the application and popularization of 5G technology, it provides more possibilities for the innovation of content interaction. High-definition video news, combining somatosensory devices and virtual reality devices,The audience will receive more shocking sensory stimulation and interactive experience. After the 5G technology realizes the Internet of Everything, it not only has scenes with ultra-high connection density and ultra-high traffic density in community residential areas, office buildings, subway bus hubs, but also scenes that are difficult to be covered by harsh environments such as deep valleys and deserts in mountainous areas.You can chat and experience news events of all sizes around the world.

At the same time, the connection of 5G technology has the risk of connection overload, which changes from liberating people to binding people. Every technological change led by Internet technology companies, its initial intention is to solidify traffic and seize more users and users' more time, while more efficient communication and better information experience are the additional attributes of technological change.The diversity of information channels and sources leads the audience to no longer care about the source of news events, and most users trace the news only from which platform and sharing source they obtained it, which makes the authenticity of news questioned and reverse news gradually flooded.

V. Conclusion

To sum up, 5G technology has a comprehensive and profound impact on news communication, accurately grasp the new changes brought by 5G technology to news communication, actively adapt to the technological revolution, and use technology to promote the transformation and upgrading of the news industry and help the news communication in the new era.

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Qi Culture Research Travel Development Research

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Abstract: Qi culture is an important branch of Chinese excellent traditional culture. This article uses Qi cultural resources as the core to explain the value of Qi culture research travel, analyzes the current problems of Qi culture research tourism, and proposes strategies for the development of Qi culture research tourism. It is expected to provide a basis for enriching the content level of research travel and expanding the depth of research.

Keywords: Qi culture; Research tourism; Zibo

1. Research background

Research travel is a group outing practice activity. As an important part of the comprehensive practical curriculum, it has the characteristics of curriculum, education, public welfare, practicality and group, which is rare in the growth process of young people. Experience [1]. In recent years, the country has vigorously promoted the development of youth research trips, which is of great significance for cultivating students to practice the core values of socialism and expanding the space for cultural tourism development. Qi culture is a unique regional traditional culture formed by the pre-Qin Qi State as its core, and is an important part of Chinese traditional culture [2]. At this stage, how to make full use of the rich Qi cultural resources and explore the development of Qi cultural research tourism has aroused the attention of many scholars. This article focuses on Qi cultural resources and launches research on research tourism, hoping to have a certain reference effect on the development of research tourism in the future.

2. Qi Culture's research and tourism value

Qi culture was conceived and produced in the process of historical development. It has a unique cultural model and distinctive cultural characteristics, which is embodied in two cultural forms, material and non-material [2]. As the "head of the Five Hegemonies of the Spring and Autumn Period and one of the Seven Heroes of the Warring States Period", Qi State has created a Qi culture characterized by change, openness, pragmatism and tolerance [3]. Qi culture has a long history, rich and diverse remains, and rich spiritual and cultural connotations. It is of great value and significance to the multicultural development of our country, and has extremely high research and tourism value.

2.1 Material heritage

Linzi, the capital of Qi State, has a large number of historical relics and cultural relics. It is one of the most important capitals in the history of our country, and it is also an important part of our country's historical and cultural development sequence [4]. At present, there are about 2,374 immovable cultural relics in Zibo City, including 1 world cultural heritage and 18 national key cultural relics protection units [4]. The ruins of the ancient city of Qi, the tombs of Tianqi kings, and the Linzi tombs enjoy important positions both at home and abroad.

2.2 Intangible Heritage

Qi culture has the characteristics of openness, diversification, and pragmatism, and it occupies a particularly important position in the history of ancient Chinese cultural development [3]. Intangible cultural resources, as a kind of spiritual culture, subtly influence the living habits, behavior patterns, spirit and psychological structure of Qi people and their descendants. Qi Culture's study tour has a certain educational significance for cultivating modern youth values and outlook on life [2].

2.3 The connotation of Qi culture thought

Because of the unique geographical environment, Qi culture has inherent pragmatism from the very beginning, and its most prominent manifestation is to advocate the prosperity of the people and the development of the economy. Qi's thought of enriching the people not only had a great influence on the governance strategies of the rulers of the Qin and Han Dynasties and later generations, but also had an important influence on the Confucian culture that had occupied China for more than two thousand years [6]. To this day, this thought also has important practical significance in building a harmonious society and carrying out socialist construction for us. The most salient features of Qi culture are: reform, opening up, and democracy. This is in line with the development of our time.

3. Problems in Qi Culture Research and Tourism

3.1 The lack of unified planning for the development of Qi culture research and study travel

Qi culture research and study travel products are mostly a subsystem of scenic tourism products. Research and study projects are too scattered, and most of different types of projects are distributed in different areas. Each research and study base is fighting alone, lacking the awareness of resource sharing, and the research and study products are highly homogeneous. There is a lack of high-quality research and study travel routes. At the same time, the functional facilities such as shopping and accommodation that complement the research and study travel are even more fragmented. The complete development of related industries is also very lacking, and there is a lack of top-level design.

3.2 Research and study travel products lack competitiveness

The two major brands of Qi culture and the origin of world football have achieved certain results, which have an important supporting role for research and tourism. However, the existing research products do not sufficiently excavate cultural characteristics and cannot adapt to students' practice and research development. They are mostly based on visits, lacking participation, innovation and experience, and fail to highlight the popularization, curriculum, education, and experience of research tourism. With the characteristics of sex and public welfare, professional services for youth research also need to be strengthened.

3.3 Lack of professionalism in the design of research travel courses

At present, the school does not pay enough attention to and understanding of research travel. Most research travel courses are developed by bases or travel agencies. Due to their lack of educational perspective and curriculum thinking, research courses have unclear objectives, insufficient curriculum resources development and utilization, lack of educational significance, and fuzzy curriculum evaluation. For other issues, most research tutors are served by tour guides, and there is a lack of professional talents.

4. Qi Culture Research and Tourism Development Strategy

4.1 Construction of Qi Culture Research and Tourism Base

The author recommends that Qi culture be used as the leader to jointly develop Zibo Tao Liu culture, Lu Shang culture, Liao Zhai culture, red culture, local folk customs and many other cultural resources to establish a hierarchical, three-dimensional research tourism base, that is, one core, four main bodies and three supplements. Develop research and study tourism products, build Zibo's "Qi Culture Great Research and Study Tour" brand, and build core competitiveness.

4.2 Create a three-dimensional cultural study and tourism course

The Qi Culture Research and Tourism Base should explore the connotation of Qi culture and design research and tourism courses. According to the research and study travel goals of different stages of elementary school, junior high school, and high school, various types of activity courses such as nature, history, geography, science and technology, humanities, experience, etc. will be developed in a targeted manner.

4.3 Design a diversified theme research and study tour route

Relying on Qidi's numerous cultural tourism resources and supplemented by Qi cultural studies and tourism courses, we will create a number of high-quality research and study travel routes: such as the "Foreign and Western Qifeng" historical and cultural tours,;"Qifeng Shaoyun" Folklore Tour;"Science and Technology" craftsman tour; through personal production, you can feel the spirit of the craftsmen of the great country and so on.

4.4 Construction of a virtual platform for Qi culture research and education

Deeply explore the educational value of Qi cultural resources, incorporate modern technology elements such as virtual reality, and innovate research and study travel products. According to the characteristics of the physical and psychological development of young people, explore the integration of some cooperative, barrier-breaking, and unlocking game modes, enhance the fun and competitive nature of research activities, enhance the learning experience, connect schools and research bases, online and offline, and establish a three-dimensional A flexible, flexible and convenient research and study travel channel.

5. Conclusion

As the birthplace of Qi culture, Zibo has rich cultural resources and high value of research tourism. This article proposes development strategies for Qi culture research tourism by building bases, creating courses and designing routes, but the development methods and marketing strategies of Qi culture research tourism are insufficient. .

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Application of Constructivism to Attributive Clause in College English Teaching

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Abstract: There exists the phenomenon that college students display poor performance in English learning，especially in the aspect of clause learning.In order to address such problem，this paper would try to analyse the application of Constructivism to attributive clause in college English teaching,offering theory analysis and teaching examples.The teaching samples would include attributive clause learning and attributive clause writing.

Keywords: Constructivism;College English Teaching;Attributive Clause teaching;Attributive Clause Writing Teaching

1. Introduction

The attributive clauses are fundamentally critical in college English teaching,which would benefit students in the way that learners can utilize English comprehensively and effectively.College students who have been equipped with certain concept and understandings of attributive clause would own their knowledge web and pattern,therefore,teachers should assist students to modify and better their individual learning pattern by adopting Constructivism which can help students to grasp the essence of clauses.

This paper would critically summarize the literature review of Constructivism and then provide the teaching examples to illustrate the application to attributive clause in college English teaching,ending up with conclusion and recommendations.

2. Literature review

Constructivism is founded on cognitive development theory of children developed by famous psychologist Jean Piaget,who is one of the earliest researchers of contemporary constructivism.Later,the psychologist Vygotsky and other scholars enhance and promote its practical application for teaching and learning.Vygotsky(1978)stated that the growing environment would have great impact on the way the children think.

The core concept of Constructivism's is that students'individual cognition is formulated through building and upgrading perception map upon the foundation of previous one.Jerome Bruner(1990),one of the founding fathers of Constructivism,built a framework of Constructivism and believed that learners could form new ideas based on existing knowledge and understandings.Besides,the prior knowledge would influences modified knowledge from new learning experiences(Phillips,1995).Reflection on old experience combining with original understandings allows learners to construct a concrete and complete world in which students are able to personalize regulations and mental models.

In the perspective of Constructivism,learning is a social activity in which students and teachers cooperate together with close relationship rather than isolated learners who only recite abstract concept(Dewey,1938).Consequently,the primary obligation of tutors is to create a collaborative and mistake-friendly learning atmosphere where students are relaxed,so that they can combine old experience and new information to integrate a brand new conception map.During this process,educators acts as facilitators but not instructors who just transfer knowledge and facts.

Such transformation implies that there is a huge distinction between teachers and facilitators(Brownstein,2001).Firstly,teachers give a didactic lesson requiring students to listen and follow while facilitators help learners to use their own methods to recognize and interpret the learning materials.Secondly,teachers give the right answers directly but facilitators provide support and learning environment for students to achieve final conclusions by themselves.Last but not least,teachers usually give lectures of monologue,however,facilitators offer bi-directional dialogues with learners,receiving feedback immediately.(Rhodes&Bellamy,1999).

3. Application of Constructivism in attributive clause teaching in college
3.1Application of Constructivism in attributive clause teaching

According to theory of Constructivism,facilitators should be familiar with students'preexisting cognition,and then they can provide suitable learning activities for learners to upgrade their old cognitive framework(Oliver,2000).In college English class,teachers,as facilitators should know students'basic understanding and existing knowledge.Take teaching of attributive clause as an example,when preparing to teach this clause,the author would give some simple attributive clauses as samples to ask some questions to check students'original recognition about this learning point.The author would detect whether students can understand the meaning of the given

clauses and whether they can realize the sample sentences include a clause.

After getting general idea about students'foundation about attributive clause,the author would give a scaffolding to assist students'knowledge to grow via linking with the well-known experience.Scaffolding is widely used in college English teaching such as modeling a skill or offering cues(Copple&Bredekamp,2009).Scaffolding is a key functional tool of Constructivism,by which facilitators set a ladder to support learners to built up a bridge between old knowledge and new ones.

In the class of teaching attributive clause,the author would give a simple sentence"It is a big classroom",as a scaffolding.In the further step,the author would ask students to describe how big the classroom is.Later,when students give some more detailed information to depict such a big classroom,the author would encourage them to assemble the vocabulary into a sentence such as"The classroom has capability to accommodate 100 people".At this level,followed by analyzing the function of"big"and"The classroom has capability to accommodate 100 people",the author would illustrate that these two sections share the same function that is to describe the classroom,eventually reaching the conclusion about the essence of attributive clause——it can be viewed as a complicated adjective.

During this teaching process,the author utilizes scaffolding to decrease the level of complexity and difficulty of attributive clause,which provides an easy access for learners to perceive the fundamental function of attributive clause.What is more,the author adopts theory of Constructivism in the teaching process,facilitating learners to think and construct new cognitive structure by themselves.

3.2Application of Constructivism in attributive clause writing teaching

Another main principle of Constructivism is learner-orientated,which emphasizes the active exploration and initiation to discover based on the original structure of knowledge.

In the English writing class of attributive clause,the author would offer the opportunity for students to experience the acquisition of new knowledge.Given the underprivileged writing performance of college students,the author would display two basic short sentence firstly,"Jack loves Rose."and"Rose is beautiful",with the question that whether the students can combine these two short sentences into one sentence.After some time of discussion,students frequently can make sentence such as"Jack loves Rose because Rose is beautiful."At this point,the author continue to send the hints by asking the questions step by step:

Q1:Is Rose the same person in the two original short sentences?

Q2:If she is the same person,can we use attributive clause to link the two short sentence into one sentence with a attributive clause?

Q3:If we can do question 2,what kind of the subordinating conjunctions should be used?

(If students can not give any feedback about Q3,the author would provide selections such as"which""who""when"for them to choose.)

During the process of above writing class,the author who utilizes Constructivism theory into the assistance of growing experience furnishes students with initiative learning and knowledge discovery step by step,which renders students an chance to explore and internalize this learning point.

4. Conclusion and Recommendations

In conclusion,the application and adoption of Constructivism can help learners construct and upgrade their knowledge pattern,-combining original experience and new concept.Besides,teachers act as facilitators who render scaffolding and opportunity for students to climb to the higher level by themselves.Additionally,during the teaching process,facilitators should ask questions to inspire students,creating relaxed learning environment with the free atmosphere in which students are able to think and reflect without any fear of making mistakes.

Application of Constructivism plays a significant role in English teaching,therefore,here are some recommendations for teachers. Firstly,teachers should adopt student-based principle,knowing students'cognitive map and thinking method.When teachers give a new learning point,we should start with existing knowledge of students,offering a linkage to connect old experience and new learning materials.In addition,when teachers ask questions,we should pay attention to give questions layer by layer,which can formulate a ladder for learners to arrive to the destination of learning point.

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Teaching of Calculation methods Course Based on a Simple to Complex Perspective

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Abstract: Starting from simple knowledge in teaching,the transformation of complex methods in computational methods into combinations of simple methods is explained,which helps to improve teaching effectiveness.This paper analyzes the application of the principle of moving from simple to complex in the teaching of computational methods through specific cases based on the perspective of moving from simple to complex,and introduces the embodiment of the property of transforming complex problems into combinations of simple problems in computational methods based on specific knowledge points.The paper will play an active role in the teaching of computational methods course.
Keywords: Calculation methods course;Teaching;Simple to complex

1. Introduction

Calculation methods is a discipline that studies the approximate solutions of various mathematical problems and implements them numerically using computers.As one of the public basic course for undergraduate engineering students,its contents include interpolation and fitting,numerical solution of nonlinear equations,numerical calculus,numerical solution of systems of linear algebraic equations,matrix eigenvalue problems,numerical solution of ordinary differential equations and error analysis[1,2].With the increasingly important role of computers in the field of scientific research and the widespread use of calculation methods,the course has received more and more attention[3,4].However,because of its relative abstractness and complexity,this course is also a subject that undergraduate students generally find difficult[1,3].In the teaching process of calculation methods,if we can follow the principle of moving from simple to complex,and can turn complex theories into a combination of simple knowledge instead of starting directly from complex,it will not only help students understand better,but also help them develop interest in learning,and it will be beneficial to improve their analytical and creative abilities.

2. Teaching characteristics of calculation methods

Calculation methods,like other mathematical disciplines,has a high degree of abstraction and rigorous science,students will encounter a lot of difficulties in learning this course.It can be said that a textbook on calculation methods without any illustrations does not affect the correctness and comprehensiveness of its content.It is just that such a textbook is very abstract and obscure for most undergraduates.These characteristics determine that the calculation methods lecture process should pay attention to avoid making students directly face the relatively complex abstract concepts and methods,and choose the lecture method from simple to complex.

On the other hand,calculation methods is a science about approximate calculations,it needs to follow clear steps to meet the needs of computer programming convenience,which increases the complexity of the theory,especially when solving simple problems often seems cumbersome.For example,when explaining Lagrangian linear interpolation,students have a clear feeling of the tediousness of the interpolation method.In order to meet the high accuracy and efficiency of approximate computation,the theory related to calculation methods also develops in the direction of relatively more complexity,which also brings difficulties for beginners to master the theory of calculation methods.

3. Teaching calculation methods course based on a simple-to-complex perspective

3.1 The principle from simple to complex

The basic teaching of mathematics starts from natural numbers,from points,lines and segments,which are the simplest concepts. The overall content of the calculation methods course is large,but the number of hours of instruction is limited.In this case,teachers need to grasp the content of the whole course from a macro perspective.The teaching process of the calculation methods course follows the principle from simple to complex,which helps to develop students'interest in learning and better grasp the course content.

Some specific cases are illustrated.When introducing interpolation,linear interpolation is introduced first,then over to quadratic polynomial interpolation and cubic polynomial interpolation.Linear interpolation can be combined with students'linear equations in junior high school,which is easy to understand,and easy to understand the limitations of linear interpolation in terms of accuracy,so as

to go over to the explanation of quadratic and cubic interpolation,and thus derive the Lagrange interpolation and Newton interpolation formula,and introduce the method and theory in the calculation methods need to facilitate computer programming to achieve this feature.The bisection method is relatively simple because it can be understood intuitively through graphs,and learning the bisection method first can give students a clear understanding of the connotation of the numerical solution of nonlinear equations.When introducing the bisection method,in addition to visual images,a guessing game can be used to introduce the bisection method to students,allowing them to think about it in a game.The program first selects a random integer between 1 and 100,and then the player guesses the number by entering it.The question is then asked,"Based on what strategy can the selected random integer be guessed relatively quickly?"Through the guessing game and thinking about the above questions,students can better understand the meaning of the bisection method and increase their enthusiasm for learning the calculation methods.

3.2 Complex methods and combinations of simple methods

Calculation methods often deal with the approximation of complex problems by transforming complex things into combinations of relatively simple things and then proposing solution strategies.In the teaching of calculation methods,the transformation of complex problems and methods into combinations of relatively simple methods is more helpful to students'acceptance and understanding,and is also helpful to the improvement of their creative and analytical abilities.

The following are some concrete examples in the teaching process.When undergraduate students are first exposed to the theory of numerical solution of differential equations,they often have difficulties in understanding it because it is different from the mathematical knowledge they have studied before.In fact,the numerical solution of differential equations can be considered as a typical case of transforming something complex into a combination of simple things.In the numerical solution of differential equations,the value domain is decomposed into a series of subintervals by defining the step size,and then the derivatives of each order at the nodes of each subinterval can be calculated.Based on various numerical algorithms for differential equations,the complex differential equations can be transformed into a series of algebraic equations to obtain the numerical solution of differential equations.In this process,the relatively complex differential equation is transformed into a combination of a series of algebraic equations.The numerical solution of differential equations is explained from this perspective,which is more helpful for the student to understand based on his previous knowledge in algebraic equations and is helpful for mastering the numerical solution of differential equations.When explaining the theory of interpolation,after talking about linear interpolation,quadratic interpolation and cubic interpolation,the students are given a chance to understand the Runger phenomenon in higher interpolation by using motion pictures,etc.,so as to ask the question:How to construct a high-precision interpolation form in multi-point interpolation problems?Transforming complex things into combinations of simple things is reflected here by decomposing the value domain into various subintervals,and transforming the problem of interpolating complex curves on the value domain into a combination of simple low interpolation curves on each subinterval,thus solving the problem with guaranteed accuracy.The influence of the way of combining simple things on the method can also be further explored here.Considering the consistency of the derivatives at the connection point of the low order interpolation curves for each subinterval leads to the introduction of Hermit interpolation and spline interpolation,and the presentation of this case also allows students to further think about the impact of different ways of combining simple things on the treatment of complex things.

4. Conclusions

Calculation methods course is abstract and complex,which makes it difficult for students to understand.Based on the principle of teaching from simple to complex,and good grasp of the theory of calculation methods to transform complex problems into simple problem combinations,it will be helpful for students to understand and master the course,and develop interest in learning.From the perspective of simple to complex,this paper analyzes the application of the principle from simple to complex in the teaching process of computational methods through specific cases,and analyzes the embodiment of the characteristic of transforming complex problems into simple problems combination in computational methods based on specific knowledge points.The paper will play an active role in the teaching of calculation methods course.

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Study on the Cross-cultural Conflict Phenomenon and Coping strategies in Jhumpa Lahiri's The Namesake

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Abstract: In recent years, with the in-depth development of globalization, the cross-cultural communication between the East and the West is increasing. However, the differences in cultural background and historical tradition between the East and the West lead to the great differences in social values, thinking patterns and behavior norms between the East and the West, which leads to the emergence of cultural conflicts in cross-cultural communication and brings adverse effects on cross-cultural communication activities. Therefore, in this study, the author analyzes the cultural works of The Namesake by Jhumpa Lahiri, and analyzes the cross-cultural conflicts. Finally, by analyzing the phenomenon of cross-cultural conflict and coping strategies, the paper concludes that only by strengthening communication and cooperation on the basis of seeking common ground while reserving differences can the East and the West effectively avoid the phenomenon of cultural conflict in cross-cultural communication.
KeyWords: Jhumpa Lahiri; The Namesake; cross-cultural conflict phenomenon; coping strategies

1. Introduction
1.1 Research Background

In recent years, with the in-depth development of globalization, the cross-cultural communication between the East and the West is increasing. However, the differences in cultural background and historical tradition between the East and the West lead to the great differences in social values, thinking patterns and behavior norms between the East and the West, which leads to the emergence of cultural conflicts in cross-cultural communication and brings adverse effects on cross-cultural communication activities. Therefore, in this study, the author analyzes the cultural works of The Namesake by Jhumpa Lahiri[1], and analyzes the cross-cultural conflicts.

1.2 Purpose and Significance of the Study

With the advancement of world integration, the wave of globalization is impacting on politics, economy, culture and other fields. The establishment of the World Trade Organization, the prosperity of immigration and the increase of Confucius institutes are all remarkable manifestation of globalization. Nowadays, international exchanges have been increasingly frequent, and cross-cultural communication has become a normal life. However, with the communication and collision between different cultures, conflicts also follow, and the improper handling of conflicts will not only affect the harmonious interpersonal relationship and the normal work and learning, but also seriously affect the international image of a country. Therefore, it is necessary and urgent to make an in-depth discussion and research on cross-cultural conflicts. How to effectively alleviate and reduce cultural conflicts and greatly benefit cross-cultural communication is a problem that the academic circles at home and abroad have been committed to studying. The research scope of cross-cultural communication in China is not wide enough, mainly focusing on the field of teaching Chinese as a foreign language and foreign language education, and not paying enough attention to the aspect of cultural conflict. In addition, it has a late start and a short development history, so there are few research achievements. Based on the case of cross-cultural conflict in the novel The Namesake by Jhumpa Lahiri, this paper makes an in-depth analysis and exploration of the cultural conflict in cross-cultural communication, then further analyzes the impact of cultural conflict on cross-cultural communication activities, and puts forward relevant coping strategies on the conflict issues.

The mitigation and reasonable solution of cultural conflict is not only conducive to the smooth progress of cross-cultural communication, but also conducive to the establishment of the harmonious relationship between the two sides of communication. It has important practical significance and reference function for future cross-cultural conflict events, and also has a good guidance for cross-cultural communicators, which is the significance and value of this study.

1.3 An Overview of Cross-cultural Conflict

Cross-cultural conflict is one of the basic forms of social conflict. Cross-cultural conflict refers to the process in which different forms of culture or cultural elements are mutually opposed and mutually exclusive. Jonathan H. Turner defines it as a conflict caused by "the contradictory cultural values and belief differences between people".[2]

cross-cultural conflict refers to the state of mutual opposition, mutual exclusion, mutual contradiction and mutual negation between different cultures and subcultures. The result of cross-cultural conflict may be cultural integration, cultural substitution, or

the separation of two or more cultures, declaring the failure of cultural contact[3]. Cultural conflicts are generally carried out in mental, emotional, ideological and other spiritual fields. The result is that people change unconsciously, and cultural conflicts are intrinsic. Culture is the core of ideology, and the conflict of culture is often manifested in the conflict of ideology.

2. An Analysis of Cross-cultural Conflict Phenomenon in The Namesake

2.1 Conflict in Physical Culture

Physical culture influences people's communication behavior imperceptibly，including various aspects of social life, such as clothing, food, housing and transportation[4]. In The Namesake, the conflict of physical culture mainly involves in the aspect of diet and clothing。

2.2 Conflict in Values of Name

Indian culture is very particular about names. In India, a wife's surname follows her husbands, and there is a taboo against giving names. Husband and wife should not call each other by their first name. Even in an emergency, a wife should not call her husband's name. For this reason, Ashima did not call her husband's name when she was about to give birth and was in great pain. "Ashima never thinks of her husband'name when she thinks of her husband, even though she knows perfectly well what it is. She has adopted his surname but refuses, for propriety's sake, to utter his first. It's not the type of thing Bengali wives do". The taboo of calling each other's name directly is closely related to religious belief. Therefore, this taboo is very common in India and deeply rooted in people's minds. This makes the first generation of immigrants, Ashima and Ashoke, adhere to this taboo even when they are abroad. However, in the second generation of immigrants, the taboo of name calling between husband and wife is not compatible with the culture advocated by the United States. Moushumi thought this taboo was incredible. She not only called Gogol's name directly, but also didn't follow her husband's surname after she got married. After her marriage, she kept her family name and did not approve of being called "Mrs. Ganguli". She still used her original name to write about French feminist theory in prestigious academic journals.

India attaches great importance to the name and is very particular about naming, which is related to religious thought. In the Indian state of Bengal, everyone usually has two names, one is a pet name and the other is a good name. In Bengali the world for pet name is daknam, meaning, literally, the name by which one is called, by friends, family, and other intimates, at home and in other private, unguarded moments. A good name is used in public, appearing on envelopes, diplomas, in telephone book and in all other public places. It represents respect and noble quality. In India, naming is a very important event, and there is also a naming ceremony.

2.3 Conflict in Language Communication

Language is a part and carrier of culture. When different cultures collide and communicate, they often cause conflict because of the semantics, pragmatics or communicative style of the language. Language communication is one of the problems faced by all ethnic groups immigrating to the United States. In order to better retain the identity of their own ethnic groups, many Indian immigrants in the United States still adhere to the use of native Indian language in their daily life. For Gogol and Sonia in The Namesake, English has become their main language. With the deepening of Americanization, more and more Indian immigrants are aware of the importance of language in maintaining their national identity. Ashima is aware of this problem and insists that her children use their mother tongue at home; lets them listen to Bangladeshi language and culture classes; and always speaks Bangladeshi to them in daily life. But what makes Ashima helpless is that the children have no interest in learning Bengali.

Secondly, unlike the open discourse environment in the United States, Ashoke, the father of the novel, embodies the state of discourse inhibition. The novel constructs Ashoke as a tough, little spoken and introverted father image, but showing steady and deep love for his family. As for the secret of his son Gogol's name, Ashoke has been buried in his heart, and does not want his son to bear the heavy burden behind his name too early. He doesn't disclose the story of Gogol's name until he is ill. Although Ashoke has a decent job in the United States, realizes the American dream of the middle class, and basically integrates into the social interaction in the United States, his silence speech inhibition fully reflects his Indian cultural roots and spiritual wandering state.

3. An Analysis of the Causes of Cross-cultural Conflicts of The Namesake

3.1 Great Cultural Distance between the United States and India

Babiker, Cox and Miller (1990) put forward the concept of cultural distance, which is considered as a moderating variable of stress and adaptation problems experienced by travelers[5]. Cultural distance refers to the difference between the two cultures. For example, the cultural distance between Britain and Germany in western countries is relatively small, while the cultural distance between China as an eastern country and France as a western country is relatively large. For travelers, the greater the cultural distance, the greater the difficulty of cross-cultural adaptation.

In the novel The Namesake, the protagonists from Indian families also face a relatively large cultural distance in the United States, so their cross-cultural process is also accompanied by various difficulties and discomfort. The United States has a diverse culture and people from different backgrounds. The social environment is relatively open and free, men and women are more equal, and people's self-awareness and rights awareness are relatively high. However, India is different. In traditional Indian culture, the caste system and the idea of men being superior to women still run through modern life. The social environment is relatively closed, and people's freedom is relatively low. For Ashoke and Ashima in the novel, although they are in the free and unrestrained America, they never have any intimate action or nickname in front of outsiders or children. Ashima never directly calls her husband's name, because in Indian culture, the husband's name is private, not directly called by Bangladeshi wives. However, Gogol was born in the United States, deeply influenced by American culture. When he brings his white girlfriend Maxine home for the first time, her American behavior is obviously beyond the acceptance of Gogol's parents. Although Maxine has tried her best to restrain herself, Maxine unconsciously exchanges several kisses with Ashima and Ashoke on their first meeting, and Ashoke and his wife are obviously slightly embarrassed. During the meal, the intimate action of Maxine and Gogol also makes Ashima slightly uncomfortable. All these details show the deep cultural differences between India and the United States, which makes the diaspora always in the contradiction between reason and

emotion.

3.2 Lack of Intercultural Knowledge

As the representative of the first generation of Indian immigrants in the novel, Ashima's generation grow up in India and receive the traditional culture education of India. The culture of their home country can be said to have taken root in them. After coming to the United States, although they has tried hard to maintain their Indian cultural traditions and identity from the beginning, they are in a country with strong ideological and cultural penetration and fierce multicultural collision. It is almost impossible for them to realize their ideals by building a "enclave" cultural island. On the one hand, the exotic life is not like that in India after all, where all the Indians live and share the common cultural customs and habits. Here, the strength of Indian immigrants is very weak. On the other hand, under the strong Western cultural environment, American culture influences and changes their daily life and ideas all the time.

3.3 The Negative Effects of Ethnocentrism

Ethnocentrism is an important cause of cross-cultural conflict. The occurrence of cross-cultural conflict more or less contains the factor of ethnocentrism. Ethnocentrism refers to understanding and measuring everything in other cultures according to their own cultural concepts and standards when thinking and evaluating other cultures. Ethnocentrism has universality and unconsciousness. In cross-cultural communication, ethnocentrism will lead people to unconsciously evaluate other cultures by referring to their own values, and make wrong attribution to the behaviors of people from other cultures, thus leading to cross-cultural conflicts between people from different cultures.

When people from the same cultural background communicate according to the same cultural norms, there will be no cultural conflict. However, there are both language problems and cultural differences in cross-cultural communication. The differences lie in values, ethics, customs, etc. In cross-cultural communication, when the communicators come into contact with another culture, they tend to judge another culture according to their own cultural frame of reference, thus forming ethnocentrism and interfering. In cross-cultural communication, communicators use the existing language model and the corresponding cultural concept system to consciously or unconsciously compare, evaluate and screen each other's language and culture.

The first generation of immigrants represented by Ashima have a clear and unshakable self-identity: Bengali. Their culture belongs to India, so when they came to the United States, they always tried to maintain their home country's diet, language, religion, customs and etiquette and other lifestyle, rather than give up easily; they tried to maintain any contact with the mother country's culture and refused to replace their cultural origin with western culture. So it's hard to really integrate into American culture. In order to keep her children's traditional culture in mind, Ashima asked her children to maintain their Indian way of life. This is also what Gogol can't understand. His parents adhere to the Indian traditional culture. The more heavy the deposition of Indian tradition is, the more constant it is to give up, the more difficult it is to identify with American culture. Gogol's parents are more rootless than him, which is why he has been unable to understand his parents' trip back to India every year.

4. Strategies for Cross-cultural Conflicts in The Namesake

4.1 Adopting American Culture

The first way to solve the cross-cultural conflict should be acculturation. Acculturation refers to the process that people from different cultural backgrounds gradually adapt to a new cultural environment. The novel The Namesake focuses on the life of the Ashoke's family who immigrated to the United States, showing the cultural adaptation process of the first and second generations of immigrants in the family life dominated by Indian culture and the social life dominated by American culture. At the beginning of the novel, Ashima's homesickness and melancholy for her hometown were shown. She mixed the only food such as cereal, peanut kernel, salt, lemon juice together in the large but cold apartment, trying to copy the snacks on the streets of Calcutta, India, so as to turn her yearning for her hometown into her longing for food. This transformation reflected her adherence to traditional culture and homeland. Ashima alleviated her worries and found a sense of belonging through food and cooking. After the birth of her son Gogol, Ashima often cooked Indian food or held Indian style parties for her children at home, and often took them back to India for holidays, which showed her yearning for her family and Indian culture in a strange country. But with the gradual stability of life in the United States and the passing of time, Ashima gradually accepted American culture. In order to her children grow up healthily in the United States, Ashima also began to celebrate Christmas and other American festivals for her children, and made American food such as Turkey. At the same time, she found a job in the library and began to communicate with her American colleagues, which gradually changed from psychological adaptation to social and cultural adaptation. After her husband's sudden death, Ashima decided to divide her life into two parts, traveling between India and the United States. "For thirty-three years she missed her life in India". So she would eventually return to India, but at the same time she would also miss the United States, because it was here that she gradually became familiar with her husband and fell in love with her husband.

At this time, it can be seen that Ashima has regarded the United States as her second hometown, which means that Ashima, as a women in the context of globalization, has finally regained her spiritual freedom and become a multicultural world citizen, just as the Indian language meaning of her name indicates "she who is limitless, without borders".

4.2 Accepting the Different Culture Identities

"The issue of identity is always a difficult one, especially for those who move culturally, such as immigrants. They grow up in two cultural worlds at the same time"[6]. They are swaying between the two cultures, unable to have peace in their hearts. They hope to determine their cultural belonging as soon as possible. First of all, Ashima merged two cultures and built her own home in her own way: a wooden tile colonial building with second-hand furniture, which was bought from a yard sale; "They don't look different from their neighbors". In many things, Ashima and Ashoke did as Romans did. They began to celebrate Christmas and took their children on holiday. Secondly, at the social circle level, Ashima is an active and competent organizer. She connected Bangladeshis who immigrated to the United States like them, making close friends and relieving their homesickness. Thirdly, Ashima went out

of her family and tried to contact with different cultures in a way that suited her. When Gogol was a child, "once a week she makes thirty samosas to sell at the international coffeehouse, for twenty-five cents each". When the children grew up and left home, "three afternoons a week, and two Saturdays a month, she works at public library, just as Sonia had done when she was in high school". This was Ashima's first job in America, and her first job after her marriage and family. Finally, after her husband's death, "Ashima has decided to spend six months of her life in India, six months in the States". For her, India' Calcutta "once her home, now quite estranged from her", and the American town will remain in her mind. All of these "True to the meaning of her name,she will be without borders, without a home of her own, a resident everywhere and nowhere". Under the background of transnational migration, Ashima broke through the lowliness of women's identity in the original culture. She was surrounded by American cultures but not completely assimilated by them. She actively made a choice. Her active reconstruction of her personal and family history dispelled the so-called "cultural drift" and "discrete thoughts". Therefore, only with a global perspective and global consciousness can she define the identity of herself and all immigrants.

4.3 Sticking to Indian Tradition

Cultural dependence in cross-cultural communication refers to what kind of culture the communicative parties represent or embody. For example: after Ashima got marriage and immigrated to the United States, her family life style still tried to maintain the habits in India as much as possible, such as making rice ceremony when her child is six months old, celebrating Indian festivals, keeping her own clothes and food as Indian as possible. "Though Ashima continues to wear nothing but saris and sandals from Bata." "After twenty years in America, she still cannot bring herself to refer to Pemberton Road as home". In addition, during her thirty-three years in the United States, she made friends with Bangladeshis in the United States and held various banquets. But "these acquaintance are only substitutes for the people who really ought to be surrounding them". Ashima sent Gogol to Bengali class, arranged a blind date between her son and daughter with the same background, helped her son to hold an Indian wedding, etc.

5. Conclusions

In the context of globalization, the mixing of different cultures around the world has become a trend. The United States has gradually changed from a melting pot to a salad bowl. Different ethnic groups pay more attention to preserving their ethnic identity and cultural characteristics in the cross-cultural process. In the process of cultural adaptation, immigrants adopt different culture strategies, which reflects the different choices and living conditions of travelers. The mixture of dual cultures is no longer a relationship of opposites, but a unity of mutual integration and parallel development. Under the background of dual culture, immigrants have developed dual self-awareness and gradually become citizens of the world. As said by Said: in the 20th century, the post-colonial immigrants are the real free people, whose cultural and identity awareness has been updated and expanded in content[7]. Their ultimate goal is to transcend localization and pursue globalization. This point of view is undoubtedly conveyed by the novel The Namesake. In the process of cross-cultural conflicts, the immigrant realizes the pursuit of self-identity and the tolerance of multicultural.

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